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

ASSESSMENT OF TRANSPORT SERVICE QUALITY (in case of Mitto Station)

A Research Paper Submitted to the Department of Marketing Management in Partial Fulfillment of the Requirements for the Award of Degree of Bachelor of Art in Marketing Management

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## **ABSTRACT**

*The Researcher addressed the service quality play important role in case of station transportation service, in mitto town because station service offer similar services, the competition is stiff and more focus on delivering quality service, so, it becomes a vital for station transport service mitto town to meet or exceed the target customer expectation with service quality. This study helps to fill the gap relate to service quality. The specific objectives of the study were to assess the level of station transport service, to identify the factors that determining the station transport service quality in mitto town and to examine the measures that could be taking to enhance the quality of station transport service. There is customer complains about service quality deliver by station and there is no study conduct to measure and compare the service quality delivery by mitto station and these reason used initiate the researchers to conduct this study to see service, satisfies the customer. This study is used tabular and percentage research approaches or mixed research. The researchers were used both primary data collected by used questionnaires and interview. This study was conducted in assessment on transport service quality in case of station transportation service, in mitto town with sample of 68 customer and the researchers were used convenience sampling technique from non probability sampling techniques . The study were service quality instrument to collect information from the customer would analyses descriptively use statistics such as table frequency and percentage. Employee of the station should understand for the customer's specific need the bus service should handle the same service delivery by opening the station for more hours by considering customer interest .Empathy, assurance and responsiveness are the most factors that determine the station transport service quality from most to least respectively.*

*Finally; the researcher was concluded and recommended possible solution on the findings. The customer did not get a good service in empathy, responsiveness and assurance dimension of service. Researcher recommended Establish clear service quality goal that are challenging, realistic, and explicitly designed to meet customer expectations. The station employee, assistance and drivers should consistently courtesy to customers*

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Service quality is very important in any type of organization which participates on service delivery to satisfy their customer and achieves the organization goal and objectives. It is also one of the most important determinates of the public travel demand. Delivering quality service would have highly important in building up more customer motivation. Therefore, customer power would the backbone for the provision of quality service for the organization. Delivering quality service confining to customer expectation on a consistent basis and it is what customer's access through their expectation and perception of service experience Parasuraman (1985). Service quality provides brief review of some of the relevant approaches that have used for the measurement of customer satisfaction.

Service quality is an assessment of how is a delivered service conforms to the client's expectation service business operators often assess the service quality provided to their customers. In order to improve their services to quickly identify problems and to better assess client's satisfaction.

Service quality is considered an important tool for a firms struggle to different itself from its competitors (Adrian palmer, 2005).the relevance of service quality to organizations is emphasized here especially the fact that it offers a competitive advantage to organizations that strive to improve it and hence bring customer satisfaction.

Service quality has received a great deal of attention from both academicians and practitioners (Neigh, 2009) and service marketing literature service quality is defined as the actual assessment of the service by the customers (Eshghietal, 2008).

Service quality as the subjective comparison that customers make between the quality of the service that they want to receive and what they actually get.

Service plays a major role in building and maintenance the country's economy. Hence the size of the service sector will increase around the world.

Service is an act or performance after by one party to another. Although the process may fide to physical product. The performance is essentially intangible and doesn't normal's result in ownership of any factor product.

## **1.2 Background of the Organization**

Mitto station transport service is Established/started in 1990 E.C. in mitto town, silte zone of the south regional state 200 km south of Addis Ababa. When at time started the transport service to adiss ababa, butajira and dalocha. The user's knowledge not much because of people walked at a given line. The employees given to service regular time and at this foundation the company has a total number of 2 employees and transport vehicles service provided by 4 buss with these vehicles the company had tried to fulfil the transport demand of the region.

## **1.3 Statement of the problem**

Station transport service in mitto town and the preliminary research results shows that money passengers 'are complaining about the service. Or there are complaints from many customers about the service quality problems by the station transportation service and they said that the service delivery by the station is different. And there is lack of communication between the drivers and conductor. The researchers evidence that support customer complaints about service delivery. There are different empirical studies conducted to compare the service quality provided by different station.

The station service gives high service for customers but they are not satisfied with the employee but there is no study conducted in mitto town because lack of driver ethical behavior that support this idea. The reason that the area is not studied well in mitto town and complain by customers initiated the researcher to measure and compare service quality performance of transportation service operating in mitto town. Service quality in order to solve the problem of service delivery towards the customers.

## **1.4 Research question**

This study is intended to answer the following questions.

1. What is the level of station transport service quality in mitto town?
2. What are the factors that determine the station transport service quality in mitto town?
3. What a measure is be taken to enhance the quality of station transport service?

## **1.5 Research Objective**

### **1.5.1 General objective**

The General objective of this study is to assess on station transport of service quality in mitto town.

### **1.5.2 Specific objective**

This study is also were address the following specific objective,

1. The study assessed the level of service transport quality in mitto town.
2. The study identified the factors that determines the station transport service quality in mitto town.
3. The study examine the measures that was take to enhance the quality of transport service.

## **1.6. Significance of the study**

- The significance of the study is important for many users of transport service.
- To attempt making fair competition between dealers in the market this leads to quality transportation service deliver to the customers
- The findings of the study were benefit to various customers in order to establish their transport needs.
- The study was help transport management to improve service delivery.
- The study were help the customer to have awareness in regard to what factors to consider when use transport.
- It was helps the researcher to develop skill of study and for other researcher who were use the study findings for their literature review and a baseline for further study.

## **1.7. Scope of the study**

This study was focus conceptually assessing service quality by use five dimension of service quality Reliability, Responsiveness, Assurance ,Empathy, Tangibility, geographically limited on mitto town and newborn towns The researchers include rural agriculture customer because of lack of time, other necessarily resource ,class, assignment and test those all are constraint of this study methodologically scope the were used descriptive method to assess service quality.

## **1.8 Limitation of the study**

In this study focused different difficult to investigate the problem and to take the study some of the limitation are:-

- Lack of sufficient time
- Lack of experience to conduct the study
- Lack of finance

## **1.9 Ethical considerations**

The study was conducted using some ethical considers. Each respondent to the study is first inform about the purpose and objective of the study and the questionnaires was be administered .The research treat information that obtains from any individual confidentially without disclosing the respondents' identity. The researcher were be taken in to account the dignity and safety of the research participants.

## **1.10 Organization of the study**

This study was organized in five chapters. The first chapter were deals introduction, which consists of background of the study, statement of the problem, significance of the study, objective of the study, scope of the study, ethical consideration of the study .The second chapter is emphasize on review of related literature, which is briefly discuss about the definition of service quality. The third chapter also consists of research methodology, which includes research design, research method, population of the study, sample technique, sample size, data source,, methods of data

analysis . The fourth chapter includes result data analysis and interpretation, the fifth chapter includes summary of finding, conclusions and recommendations.

# CHAPTER TWO

## 2. Literature related review

### 2.1 Definition Service and Its Quality

According to Kotler (1997) Service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to the physical product.

According to Zeithaml and Bitner (2000). Services are all economic activities whose outputs are not physical products or constructions that are generally consumed at the time they are produced, and they provide added value in forms such as convenience, amusement, comfort, or health. While in other definitions,

Gronroos (1990), defines a service as an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interaction between the customer and service employees and/or physical resources or goods and/or systems. Delivering high quality service has become a strategic approach for satisfying and retaining customers. As well as building and sustaining profitable and long-term relationships with them (Cromin and Tailors, 1992)

Based on some of the definitions of service above, basically all the service economic activities that do not form a physical product value add solution or consumer problem (Levina and Klifisio, 2006)

### 2.2 Characteristics of Service

Intangibility it's the service cannot be touched or weighed, so it is difficult to tell in advance what they will be getting.

- ✓ Inseparability :the service being produced at the same time the client is receiving it (during an electronic search, or an all age consultation )
- ✓ Perishable: unused capacity cannot be stored for future use.

- ✓ Heterogeneity (or variability): service in values people are all different there is a strong possibility by different people (or even by the same person at different times). It is important to minimize the differences in performance (though throwing standard and quality assurance).

## 2.3 Service Quality

According to Parasuraman (1991) service quality is the degree of discrepancy between consumers' perceptions and expectations in terms of different but relatively important dimensions of service quality. Service quality is very important in any type of organization which participants on service delivery to satisfy their customer and achieve the organization goals and objectives. It is also one of the most important determinants of the public travel demand. Delivering quality service would have highly important in building up more customer motivation.

Therefore customer power would be the backbone for the provision of quality service for the organization delivering quality service conforming to customer expectations on a consistent basis and it is what customer's access through their expectations and perceptions of service experience. Parasuraman (1985).

Service quality is complex of the quality assessment service with different assessments of the product. Especially because it is not real (intangible) and the process of production and its consumption is running simultaneously besides differences in these characteristics in assessing the service quality. The customers are directly involved and participate in the service process. So is the service consumed or enjoyed when produced? Performance ratings are lower than expectations. This is a sign of poor quality and reverses it suggests good quality (Lim and Tang, 2000). Parasuraman et al. (1988) defined perceived quality as global judgment or attitude relating to the superiority of the service. In the service marketing literature perception is defined as consumer's beliefs concerning the service received (Parasuraman et al. 1985) or experienced service (Brown and Sluartz 1989).

## **2.3 Benefits of service quality to the organization**

Service quality has so many benefits to the organization that provides the service among these benefits Parasurman (1994) numerate the following.

### **1. Enhancing reputation**

Organization is known for the service that provide when customer have a bad experience with an organization they will tell their friends neighbors and anyone else who will listen when customer has positive interactions the organization they will also rally that information through the use blog's, websites and social media, customers are communicating about their interaction will an organization and its service quality customer service gives an organization a good reputation.

### **2. Achieving customer locality**

Quality customer services translate in to customer locality. If the organization truly meets and exceeds customer expectation the customer would be he sit ant to use the service of a competitor often competitors industry leader can avoid a price weary by offering and maintain quality customer service when customers are confident in the company's customer service they remain loyal to the company.

### **3. Increase customer satisfaction**

Customer satisfaction occur because their needs are met providing quality customer service means that the organization is meeting and exceeding customer's expectations one of the beast ways to find out what customers think about in organization is to simple ask through customer satisfaction surveys.

### **3. Engaging employees**

Quality customer service means those employees are spending time using their skills to enhance the business. Instead of encountering the same problem reputedly, employees take the steps necessary to satisfy the customer but also take steps to prevent the problem from recruiting but also take sleeps to problem from recruiting the employee leaves a positive impetration on the customer directly affects the organization operations and gains a sense of a accomplishment. It is a good situation for the customer organization and for the employer.

## **Service Quality Gap**

According to Parasuraman et al (1988), customer expectations are what the customers think a service should offer rather than what might be on offer. In their work, Zeithaml et al (1990), identified four factors that influence customers' expectations. These are word-of-mouth communications; personal needs; past experience; and external communications. They contend that a gap is created when the perceptions of the delivered service does not match the expectation of the client.

These conclusions were corroborated by Parasuraman et al (1985) and Lewis and Mitchell (1990) and they further concluded that where expectations exceed performance (perception of delivered service), then perceived quality is unsatisfactory and customer dissatisfaction occurs.

Specifically, five gaps which organizations need to measure, manage and minimize have been identified in the literature. These are attributed to the works Zeithaml et al (1990) and are explained below:

Gap 1, is the distance between what customers expect and what managers think they expect – survey research is a way to narrow this gap.

Gap 2, is the distance between management perceptions and actual specifications of the customer's experience. Managers need to make sure the organization is defining the level of service they believe is needed.

Gap 3, is the distance from the experience specification to the delivery of the experience. Managers need to audit the customers' experience that their organization currently delivers in order to make it live up to the specification.

Gap 4, is the distance between the delivery of the customer experience and what is communicated to customers. All too often the organization exaggerate what will be provided to customers, or discuss the best case rather than the likely case raising customer expectations and harming customer perceptions.

Gap5 the distance between the customer's perception of the experience and the customer's expectation of the service. Customers' expectations have been shaped by word-of-mouth, their personal needs and their own past experiences (Nyeck et al, 2002).

Below is a tabular presentation of the quality gaps as conceptualized, defined and explained by Zenithal et al (1990).

### 2.3.1. Dimensions of Service Quality

According to Parasurman Zeithmal and Berry (1988), there are criteria that customers use to judge the quality of service that they receive. These service qualities are related to the quality of the final outcome.

Service qualities have five generic dimensions or factors and are stated as follows (Van der Vaart, 2003): tangible, reliability, responsiveness, assurance, and empathy.

**Reliability:** ability of the service provider to provide to perform the promised service dependability and accuracy.

**Responsiveness:** that is the will or desire to help employees and provide services that consumers need, having the consumer wait, especially without a clear base, will cause a negative impression that should not happen, unless their error was responded quickly it can be a good expression and a pleasant unpleasant experience. The attributes that exist in these dimensions are willingness to help customers to respond to customer requests.

**Assurance:** including knowledge, skills, courteous and trust so they feel from danger and risk. The attributes that exist in this dimension are knowledge and courtesy of employees and their, to inspire trust and confidence, employees who instill confidence in customers and marketing customer feel safe in their transaction employees who are consistently courteous and employees who have the knowledge to answer customer questions.

**Empathy:** include attitude contact and company personnel to understand consumer needs and difficulties good communication personal attention ease of communication or conduct in the relationship.

**Tangibility:** what assessment can be made of appearance of physical facilities equipment personal and communication materials or how good is the organizational commitment what is provided in service.

### 2.3.2 Level of service for customer expectation

Ideal service level is defined the wished for level of service customer would like. Desired service level of performance the customer wants, hopes to receive from the service.

Adequate service level is the minimum level of service the customer would tolerate and accept without being unsatisfied predicted service level: is the lost level of customer expectations which means customer actually expect from the service from Zane of tolerate :is the area between the adequate level of service and the desired level of service yes. KB.Andsuleener .J.c (2007).

### **2.3.3 Measuring service quality**

According to Jecamharkey (1998) measuring service quality may involves both objective and subjective process. In both case it often some aspects of customer satisfaction which bing assessed. However, customer satisfaction is an indirect measure of service quality.

Subjective processes: can be assessed in characteristics (assessed before service quality method). In incidents (assessed in critical identify theory) and in problem (assessed by frequenzervation analysis a German term) the most important and the most used method which to measure subjective elements of service quality is the service quaintly method.

Objective process: may be subdivided in to primary process and secondary processes. During primary processes, silent customer creates test episodes of service or the service episodes of normal customers are observed. In secondary processes quantifiable factors such as numbers or customer complaints or number of returned are analyzed in order to make inferences about service quality.

## **2.4. Customer Expectation**

Customer expectation is practical a belief to a customer has about the performance of service that used as the standard or reference against which service performance is judge. (parasuraman (1985)

## **2.5. Customer Satisfaction**

Customer satisfaction is the extent to which product perceived performance matches expectation (Koteler and Keven, 2002). Satisfaction and dissatisfaction function has been called an episodic measure in the service experience (Kenneth etal, 2003). If the service performance matches with customers.

Customers expectation, customer are satisfied, if not they are dissatisfied, it performance exceeds expectation customer is delighted. Customer satisfaction is the degree to which customer

expectation of a product or service are met or executed (Hoffmann and Bateson, 2001) customer satisfaction is the customer fulfillment response to a consumption experience or some part of it (Butte, 2005)

### **Customer (Client) Satisfaction**

There is a general consensus among most researcher that satisfaction is an attitude or evaluation that is formed by the customer or client comparing their pre-purchase or pre-patronage expectations xxxvii of what they would receive from the product or service to their subjective perception of performance they actually did receive (Oliver, 1980).

Kotler (1996) has defined customer satisfaction as the level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his or her own expectations. So as Wang et al puts it, "customer satisfaction could be considered a comparative behavior between inputs beforehand and post obtainments" (Wang et al 2006, p.197). In other words customer satisfaction measures how well an organization's product or service meets or exceeds customer expectations. These expectations often reflect many aspects of the firm's activities, including its products or services, physical environment, facilities, staff etc.

Kotler has further defined satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product or service perceived performance (or outcome) in relation to his or her expectations. (Kotler, 2000,36).

In line with this thinking, Yi (1990), also stated that customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product or service. It is important to recognize the different types of satisfaction. Previous studies by Johnson et al, 2008, Omachonu et al, 2008; Garbarino and Johnson, 1999, have all clearly established the distinction between two types of satisfaction - overall satisfaction and encounter satisfaction.

Overall satisfaction can be explained as the totality of the experiences the customer or client goes through or receive throughout his or her interaction with the organization. Encounter satisfaction on the other hand, is about specific experience the customer receives at the various stages or points of the service delivery process.

Depending on the nature of service industry, either of the two will be more dominant (Fatima and Razzaque, 2010). For example, in the banking industry, as the nature of xxxviii the service is of an ongoing nature, and long term, overall satisfaction will be more applicable rather than encounter satisfaction (Lovelock, 1983).

It is therefore established that expectation plays a key role in customer satisfaction. The confirmation/disconfirmation theory (Churchill and Surprenant, 1982; Oliver, 1980) posits that satisfaction can be achieved through the fulfillment of expectations (Ndubisi and Wah, 2005).

According to Fatima and Razzaque, (2010) expectation is therefore the parameter of satisfaction and this may be the foremost reason for using the „role theory“ as a background theory in most of the customer interaction (service encounter) literatures. The role theory posits that the “study of a role – (cluster of social cues that guide and direct an individual’s behavior in a given setting) – is the study of the conduct associated with certain socially defined positions rather than of the particular individuals who occupy these positions. It is the study of the degree to which a particular part is acted appropriately (role enactment) as determined by the reactions of fellow actors and observers (the audience) (Solomon et al, 1985).

This implies that customers have role expectation from the employees of an organization – especially, frontline staff and that successful meeting of those expectations will reflect in their satisfaction.

Davidow and Uttal (1989) were of the view that customer expectations is formed by many uncontrollable forces which include previous experience with other organizations and their advertising, customers psychological condition at the time of service delivery, customer background and values and the images of the purchased product or service. Zeithaml et al (1990), added that customer service expectation is built on complex conditions, including their own pre-purchase beliefs and other people’s opinions. Similarly, Miller (1977) stated that customers“ or clients“ xxxix

Expectations related to different levels of satisfaction. It may be based on previous product or service experiences, learning from advertisements and word-of-mouth communication. In other words, expectation can be seen as a pre-consumption attitude before the next purchase, it may involve experience.

## **2.6. Service quality and customer (client) satisfaction**

Service quality and customer (client) satisfaction are important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantage and consumer loyalty.

## **2.7. Factors that Affect Customer Satisfaction**

Satisfaction which is vaguely defined as fulfilling the needs for which a good or service

Was made (Merriam Webster's Dictionary), is viewed differently in various industries,<sup>36</sup>

Over various demographic backgrounds, as well as for individuals and institutions (Center for the study of Social Policy, 2007). Moreover, it has a totally different Approach when it comes to services and products (Center for the study of Social Policy,2007). All along we have been trying to understand quality of services, quality of Products, and satisfaction both in the arena of comfort and in terms of utility that is, the Product or service fulfilling the actual purpose for which it was made and bought. This is however very important but the fore mentioned intricacies about satisfaction cannot

Be under looked Sashimi et al., (2006) in an effort to find out whether customers were satisfied with the Food services in the military hospital in Turkey realized that specific demographic. Characteristics were not of significance in determining the satisfaction of the patients but. The appearance and taste of food their emphasis on demographic characteristics gives. The reader the impression that they thought it was going to be an important factor.

Another study in Jiangsu province, China seeking to find out the differences in food preferences between students of different socio-demographic backgrounds and characteristics stated in their literature that societal and cultural factors as well as Environmental and indigenous factors shape children's food choices, Shi et al., (2005). This makes them appreciate food quality differently and often because they are not used to it, or they do not like it at all or because of some traditional beliefs associated with the different demographic characteristics.

It is however a little. Contradiction but it is a depiction of the complexities in the concept of satisfaction that some researchers seek to explain. Bailey et al., (1983) identified 38 factors that affected the satisfaction of consumers of computers which are customized for computer users some

of which were quality of the product, flexibility, reliability, priorities determination, security and expectations. In online education structure, transparency and communication potentials influence the satisfaction of students and enhance the learning process, (Karen, 2001)

It has however been identified that human needs, quality of services and products, the user friendly nature of product and services, and comfort assurance (Bailey et al., 1983); (Karen, 2001); (Shi et al., 2005) are some of the important determinants of customer satisfaction. Even though different customers will require different levels and combinations of these variables, they generally are important factors that affect customer satisfaction. Matzler et al., (2002), went a step forward to classify factors that affect customers' Satisfaction into three factor structures;

1. **Basic factors:** these are the minimum requirements that are required in a product to prevent the customer from being dissatisfied. They do not necessarily cause Satisfaction but lead to dissatisfaction if absent. These are those factors that lead to the fulfillment of the basic requirement for which the product is produced. These constitute the basic attributes of the product or service. They thus have a low impact on satisfaction even though they are a prerequisite for satisfaction.

2. **Performance factors:** these are the factors that lead to satisfaction if fulfilled and can lead to dissatisfaction if not fulfilled. These include reliability and friendliness.

3. **Excitement factors:** these are factors that increase customers' satisfaction if fulfilled but does not cause dissatisfaction if not fulfilled which include project management.

## **2.8. Service quality Concept**

Service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2008). The relevance of service quality to companies is emphasized here especially the fact that it offers a competitive advantage to companies that strive to improve it and hence bring customer satisfaction.

Service quality has received a great deal of attention from both academicians and Practitioners (Negi, 2009) and services marketing literature service quality is defined as the overall assessment of a service by the customer (Eshghi et al., 2008).

Ghylinet al., (2008) points out that, by defining service quality, companies will be able to deliver services with higher quality level presumably resulting in increased customer Satisfaction.

Understanding service quality must involve acknowledging the characteristics of service which are intangibility, heterogeneity and inseparability, (Parasuraman et al., 1985,); (Ladhari, 2008)

In that way, service quality would be easily measured. In this study, service quality can be defined as the difference between customers expectation for service performance prior to the service encounter and their perception of the service received. Customer's expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Asubonteng et al.,(1996). Expectation is viewed in service quality literature as desires or wants of consumer i.e., what they feel a service provider should offer rather than would offer (Parasuraman et al., 1988). Perceived service is the outcome of the consumer's view of the service dimensions, which are both technical and functional in nature (Gronroos, 1984).

The customer's total perception of a service is based on his/her perception of the outcome and the process; the outcome is either value added or quality and the process is the role undertaken by the customer (Edvardsson, 1998).

Parasuraman et al, (1988) define perceived quality as a form of attitude, related but not equal to satisfaction, and results from a consumption of expectations with perceptions of performance. Therefore, having a better understanding of consumers attitudes will help know how they perceive service quality in grocery stores.

Negi (2009) suggests that customer-perceived service quality has been given. Increased attention in recent years, due to its specific contribution to business competitiveness and developing satisfied customers.

This makes service quality a very important construct to understand by firms by knowing how to measure it and making necessary improvements in its dimensions where appropriate especially in areas where gaps between expectations and perceptions are wide.

In the context of grocery stores, we are not only interested in learning more about the factors associated to service quality perceived by customers and how service quality is measured but also provide a direction for improvement of service quality in order to bring customer satisfaction. Douglas& Connor (2003,),

Emphasis that the consumer who has developed Heightened perception of quality has become more demanding and less tolerant of assumed shortfalls in service or product quality and identify the intangible elements (Inseparability, heterogeneity and perish ability) of a service as the critical determinants of service quality perceived by a customer. It is very vital to note here that, service quality is not only assessed as the end results but also on how it is delivered during Service process and its ultimate effect on consumer's perceptions (Douglas & Connor, 2003)

In grocery stores, consumers regard tangible products as been very important when purchasing but the intangible elements of service quality in these stores also accounts greatly for customer satisfaction or dissatisfaction.

This means there is a need to understand customer's expectation regarding service quality. Different researchers have developed models in order to get a better understanding of service quality.

## **2.9. Measuring customer expectation and perception of service quality**

Service quality is the result from a comparison of customer expectation with actual service performance (Parasurmanetal, 1985).

From the definition we can understand the service quality is the result of the comparison that the customers make between their expectations about service and their perception of the manner in which service has been performed by the service organization.

Service quality involves measuring the gap between the customer perception and expectations of service quality. Thus the key to measuring perceived service quality is to minimize this gap (Parasurmanetal, 1993).

In their article state that expectation component of service quality is a general major and pertains to customers. Normative standards it is the service level customer believes the company must clever. The perception component pertains to customers perception of a given companies with in the sector.



## CHAPTER THREE

### 3. Research Methodology

#### 3.1 Research design

The study is used descriptive research design. Descriptive research design enables the research to descriptive research are applies descriptive research design because it describes data and characteristics about the population or the phenomena that being study. Therefore, assess the service quality the researcher were used descriptive research design as descriptive research is appropriate to present phenomena as they exist in present time.(Kothari 2006).

#### 3.2 Sample size and design

The target population of the study is be customer of the station transport service. Research is try to cover the target population to get the required data. The population is unknown so from the target population of the study the researcher took a sample 68 of customer.

The sampling technique or design used in this study will be convenience sampling. Because it is difficult to get sampling frame so the researcher focus on non- probability sampling technique or Margin of error (10%)

Design=                    Z=confidence level

=                            P=probability of success

=                            Q=probability of failure

=67.650625E=desired level of precision

Management research: applying the principle 2015 Susan Rose, Niger Spinks and Ana Isabel Canhoto.

### **3.3 Data source and collection method**

This study would use both primary source of data the primary data would be collected from questioner and interview.

Whereas the questionnaire is both close ended and open ended type. (Philip kotler, 2006).

### **3.4 Data analysis**

Analysis of data was depending on the information gathered from different sources. The collected data from the respondents was analyzed descriptively using such table and percentage on the other hand. The data obtain by opened questionnaire was qualitatively analyzed by using narration.

## **CHAPTER FOUR**

## 4. DATA PRESENTATION ANALYSIS AND INTERPRETATION

### 4.1 INTRODUCTION

In this chapter the data obtained from the respondents has been analyzed using table. Percentage and frequency, total of 68 questionnaires were distributed to respondents and these questionnaires have been used for analysis the data, from 68 questionnaires 38 questionnaires were filled by male customer and 30 questionnaires filled by female customers

### 4.2 Respondents Demographic characteristics

#### 4.2.1 Respondents Age and Gender characteristic

**Table 4. 1 Respondents Age and Gender characteristic**

Variable	Category	Customer response in no	%
Gender	Female	30	44%
	Male	38	56%
	Total	68	100
Age	18-28	36	53%
	29-39	18	26%
	40-49	10	15%
	>50	4	6%
	Total	68	100

Source; own survey 2020

Table 4.1 indicated that most the respondents, 38 (56%) are male and the rest .30(44%) customer are female, in the same table category 2. Age group of respondents from the total respondents 36(53%),10(15%) and 4(6%) are found in the age group of 18-28,29-39,40-49, and above 50 respectively,

## 4.2.2. Respondents education and occupation characteristics and relationship with terminal service

**Table 4. 2 Respondents education and occupation characteristics and relationship**

Variable	Category	Customer response no	%
3 education	Illiterate	5	7%
	Grad 8 and below	8	12%
	Grad 10 and below	10	15%
	Grad 12 and below	23	34%
	Diploma	22	32%
	Total	68	100
4 occupation	Business man	33	49%
	Employee	15	22%
	Student	18	26%
	Other	2	3%
	Total	68	100

Source own questioner 2020

As shown in 4.2 from the total of respondent 7% customer are illiterate,12% respondents are grade 8 complete and below .15% respondents are grade 10 and below ,34% respondents grade 12 complete and below. 22% respondents are diploma

Based on this table, most customer that visit the terminal service are grade 12 and below, and followed by diploma, the lower visitors are illiterate and grade 8 and bellow, and table 3.2 shows most of the respondents by occupation are business man 49% , (26%) are student, ( 22%) respondents employee and the remaining 3% customer category of other.

### 4.3. Level of service

**Table 4. 3 Level of service**

Variable	Category	Customer response no	%
Level of service	How do you rat the level of terminal service?	8	12%
	High	40	59%
	Medium	20	29%
	Low		
	Total	68	100

Source own survey 2020

According to table 4.3. 12% of the respondents replied that the level of service is high, 40(59%) of the respondent simply replied medium and 20(29%) of customer respondents are respond low based on the rate of leveling terminal service. Based on the above table the most respondents or customers that visit the terminal service or level of service is medium, according to patter sun(1997) customer expedition is critical issue in the success of any business system. Traditional or online. In order to sustain the growth and market share, organizations need to understand how to suitably critical for establishing long term client relationship.

### 4.4 Service quality measurement

**Table 4. 4 Service quality measurement**

No	Questions	Option	Respondent of no	%
1	Do think the corrective measurement is fair?	Yes	28	41%
		No	40	59%
	Total		68	100
2	Are there enough buss in the station service	Yes	30	44%
		No	38	56%
	Total		68	100

3	Is there any factor that in hence service quality in the station?	Yes	20	29%
		No	48	71%
		Total	68	100

Source questioner 2020

In item 4.4 the customers were asked to indicate whether the corrective measurement of the station service was fair for them, As the data in the above table indicate of the customers about (41%) replied that the corrective measurement of the terminal service was fair to them where as the remaining majority of customer (59%) of them said that the corrective measurements of station service were not fair to them,

In item 4.4 as the data in the above table shows that 38 of customers about (59%) said that there were no enough buss in the station, the remaining 30 customers about (40%) replied that the buss had enough.

In item 4.4 requested the respondents if there were any factors that enhance service quality in the terminal service , A majority of the customers about(71%) said that there were no any factors that enhance service quality in the terminal , the remaining (29%) replied that there were factors that enhance service quality in the station.

**4.5. Service quality measurement**

Is study contains five dimension in measuring station transportation service, each of the dimensions contains different number of questions, reliability contains questions and tangibility continence questions. While assurance responsiveness and empathy each contain 1 questions.

**4.5.1Reliability**

Is the ability to promised service dependably and accurately (Valerie, et al 2004).It concern on the tarminal service on its promise about service deliver, service provision and problem resolution. Table 4.5 below shows, customer response to be reliability three question respect to station service.

**Table 4. 5 Reliability**

Variable	Category	Customer respondent of no	%
Reliability	1, The station service is dependable to you?		
	Strongly agree	6	9%
	Agree	30	44%
	Neutral	10	15%
	Disagree	20	29%
	Strongly disagree	2	3%
	Total	68	100
	2, when you have a problem, the station employe will show sincere interest solving it?		
	Strong agree	5	7%
	Agree	20	29%
	Neutral	3	4%
	Disagree	30	44%
	Strongly agree	10	15%
	Total	68	100
	3, you always get bus station service?		
	Strongly agree	5	7%
	Agree	30	44%
	Neutral	10	15%
	Disagree	15	22%
	Strongly disagree	8	12%
		68	100

Source own questioner 2020

As shown in the above table 4.5.item 1.4.item (9%) (44%) (15%) (29%) and (3%) respondents are strongly agree, agree neutral, disagree and strongly disagree respectively regarding to

dependable of station service. In the same table total of 9% respondents strongly agree on that the station employee Show sincere interest solving problems they encountered. and 29% of respondents agree that the station employee show sincere interest solving problems they encountered .furthermore,15% and 44% of respondents respond strongly disagree and disagree respectively ,while the rest of respondents 4%(3) respond neither agree nor disagree.

And the above table shows, 5(7%).30(44%), 10(15%), 15(22%), and 8(12%) respondents are also strongly agree, agree, neutral, disagree and strongly disagree respectively based on get bus stations service. The above table shows, the main transportation service customer expectation, station service keep its dependable and solving its problem, and it is followed by getting buss from station always. The station transportation actual service delivery result in the table 5 show. The station service delivery high in keeping dependable.

Total of 5 respondents strongly agree that they always get bus from the station and 30 of respondents agree that they always get bus from bus station. Furthermore, 12% and 22% of respondents respond strongly disagree and disagree respectively, while the rest of the respondents 15% respond neither agree nor disagree for this item. The major respondents participants in this study are agree.

#### 4.5.2 Tangibility

Tangibility dimension of service defined as the appearance of physical facilities. Equipment personal and communication materials (Valarie.et al 2004). This dimension reduce the intangibility of service by provide the customer physical representation or images of the service that customers to evaluate its quality .this dimension important is high in industries that emphasize tangibles in their strategies include restaurant and hotels. Retail stores and entertainment companies (Valarie, et al 2004).

Table 4.6 below show customer response to the tangibility questions respected to tarminal transportation service.

**Table 4. 6 Tangibility**

Variable	Category	Customer response in no	%
----------	----------	-------------------------	---

	4, the station physical facilities (are visually appealing?)		
	Strongly agree		
	Agree	8	12%
	Neutral	20	29%
	Disagree	5	7%
	Strongly disagree	25	37%
		10	15%
	Total	68	100
Tangibility	5, the station sites are comfortable	4	6%
	Strongly agree	26	38%
	Agree	10	15%
	Neutral	20	29%
	Disagree	8	12%
	Strongly disagree		
	Total	68	100

Source: own questioner 2020

Table 4.6 presented that tangibility of service and 37% of the respondents disagreed, (15%) of them strongly disagreed on the visual appealing of the physical facility. And in this table, 20(29%) of the respondents agree and 8(12%) of them opted to strongly agree and 7% neutral with the issue. Since the majority of the respondents 46(53%) are disagreed and strongly disagreed on the station physical facility visually appealing.

But in the same tables 4(6%) of the respondents are strongly agreed and 26(38%) of the respondents opted to agreed 10(15%) of the respondents neutral 20(29%) of the respondents disagreed and 8(12%) of them are strongly disagreed based on seats comfortable.

Table 6 shows from 2 questions of tangibility for station service, the most important customers expectation is to the seats are comfortable and it is followed by visual appealing of the physical facility of the station.

### 4.5.3 Assurance

Assurance is defined as employee’s knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence.

This dimension is likely to be particularly important for service that the customer perceives as involving high risk and about which their feel uncertain about their ability to evaluate outcome.

For example medical and legal service (Valerie, et al, 2004).

To measure station service assurance, service dimension 3 different questions asked respondents.

Table 4.7 below show customer’s response to the three assurance questions respected to station service.

**Table 4. 7 Assurance**

Variable	Category	Customer respondent in no	%
	6, the bus drivers and their assistance are polite?		
	Strongly agree	-	-
	Agree	18	26%
	Neutral	10	15%
	Disagree	30	44%
	Strongly disagree	10	15%
	Total	68	100
Assurance	7, you feel safe in transportation with the station service?		
	Strongly agree	5	7%
	Agree	10	15%
	Neutral	10	15%
	Disagree	30	44%
	Strongly disagree	13	19%
	Total	68	100

	8, drives of the bus constantly courteous to you?		
	Strongly agree	3	4%
	Agree	5	7%
	Neutral	10	15%
	Disagree	40	59%
	Strongly disagree	10	15%
	Total	68	100

Source Owen questioner 2020

According to 4.7, it is found that 18(26%) of the respondents agreed, 10(15%) the respondents neutrals, (44%) of them are disagreed and 15% strongly disagreed regarding to the politeness of the bus drivers and their assistance.

In category, 6, from the above table, the majority of respondents replied that the above bus drivers and their assistance politeness disagreed and strongly disagreed respectively. In the same table, category 7, 5(7%), 10(15%), 10(15%), 30(44%) and 13( 19%) of the respondents are replied strongly agreed ,agreed, neutral, disagreed and strongly disagreed based on feel safe in transportation with the station service respectively. majory of respondet are dis agree.

And category 8, show that 3(4%) of the respondents strongly agreed, 5(7%) of customers correspondents agreed, 10(15%) of the respondents replied that neutral, 40(59%) of the respondents are disagreed and 14(15%) of them strongly disagreed regarding to the drivers constantly courtesy of the customers. Table 4.7. Shows, customer more respond that the bus drivers and their assistance are polite followed by the bus drivers’ courtesy to the customers and feel safe in transportation with station.

**4.5.4 Responsiveness**

Responsiveness is the willingness to help customers and to provide prompt service. This dimension emphasize attractiveness and promptness in dealing with customer request, questions, complains and problems. Responsiveness is communicated to the customer by the length of time they have

to wait for assistance, answer the question or attention to problems,( Valerie, et al 2004). The three different question asked respondent to measure station service responsiveness delivery, requirement and satisfaction.

**Table 4. 8 Responsiveness**

Variable	Category	Customer response in no	%
Responsiveness	9, deriver of the bus and their assistance are never too busy to respond to your request?		
	Strongly agree	3	4%
	Agree	10	15%
	Neutral	15	22%
	Disagree	30	44%
	Strongly disagree	10	15%
	Total	68	100
	10, drives of the bus give you the prompt service		
	Strongly agree	5	7%
	Agree	15	22%
	Neutral	10	15%
	Disagree	30	44%
	Strongly disagree	8	12%
	Total	68	100

Source Owen questioner 2020

Table 4.8, shows customers response to the responsiveness questions respected to service.

Regarding to responsiveness, to customer table 4..8, showed that 30(44%) of the customer disagree 15(22%) of their respondents neutral, 10(15%) of them strongly disagreed 10(15%) and 3(4%) of

the respondents are agreed and strongly agreed based on the drivers of the bus and their assistance are never too busy to response the customer's request.

Table 4.8, category 11 shows that 30(44%) of the respondents disagreed 15(22%) of the customer response agreed 10(15%) of the respondents neutral 8(12%) and 5(7%) of them strongly agreed regarding to the bus driver to provide prompt service.

Table 4.8 is the above shows , customer less expect bus drivers and their assistance to be willing to help them and provide prompt service followed by drivers of the bus and their assistance be never busy to response .

The actual service delivery result in the table 4.8 show, the bus drivers and their assistance not very good on the willingness to help and it is followed by providing prompt service and drivers and their assistance never busy to response.

#### 4.5.5 Empathy

Empathy is defined as the caring individual sing attention the firm provides its customers the essence empathy is conveying, through personalized or customized service, that customers are unique and special(valary, etal 2004),station empathy service dimension measure in the study with intended in one questions.

**Table 4. 9 Empathy**

Variable	Category	Customer response in no	%
	11, the operation hours of the station service in convenient to you.	5	7%
	Strongly agree	15	22%
	Agree	8	12%
	Neutral	30	14%
	Disagree	10	15%
	Strongly agree	<b>68</b>	100
	Total		

Source; own questioner 2020

From the above table 4.9.the total of 68 respondents 5(7%) customers are strongly agreed,15(22%) respondents are agreed, 8(12%) respondents are neutral,30(44%) of the respondents are disagreed and 10(15%) respondents categorized in strongly disagreed based on the station operation hour convenience to customers.

### **Analysis of data collected through interview**

1. Do you think the customers of the station users are satisfied?

If your answer is no why do you think are the customers is not satisfied

Results from the interview with the station transport

The first question was interview with the station transport service concerned with finding out if the customers of mitto town were satisfied by service quality by the station service mentioned that the customers were satisfied by the service quality by the station service ,But she mentioned that there were some obstacles or hinder to highly satisfied by the service, Because of

- Shortage of sufficient bus
- Lack of qualitable buss
- Lack of decupling driver
- Environmental pollution

- 2 What measure do you take to solve or minimize this problem?

- 3 We tied to inform the station management to fulfill the customer satisfaction by providing deference qualitable materials as well as tried to copy differ vehicle and finally she aide that to solve or minimize and we tried to offer training to the derivers ,by punishing unethical or unpunctual workers.

- 4 What are your measurement to the employe experience and skill necessary to serve the customer of the station transport service?

The second question or item indicated that what measures her job took to solve or minimize these problems, The tired question of the interview with the station was designed to know

whether the employe were well experienced and skilled necessary to serve the customer of the station and before measurement tried giving orientation to the derivers about the providing transport service quality system , after orientation , the transport service were tried to observe experiences and skill ,

## CHAPTER FIVE

### SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

#### 5.1 SUMMARY OF FINDING

In this chapter the researchers, findings from the analysis and discussion chapter are summarizing and present the services level and dimensions of service quality questions.

One service level question asked to customers by dividing in to three categories and 5 service quality dimensions or measurement and one open ended question. the purpose of this study was to find some crucial service quality problems and identify the case of this problems for station service in mitto town and give some possible solutions to the station service problems. To this end the researcher used convenience method by employing questionnaires. And qualitative analysis was done. In attempt to study the problem the following basic research questions were raised:

In this portion, major pointes regarding with the findings of the study were summarized.

- The gender of the respondents of male greater than female genders
- The age distributions of the respondents were mostly found between 18-28 years.
- An illiterate customer respondent was the lowest and the business man was the most of respondents that participate in station transport service.
- Most of occupation of the customers respondents were business man and the lowest were also other.
- The majority of the customers' respondents respond miduem, and the lower respond seide the level of service is high.
- From the customer respondents of majority of the respondent agree and disagree regarding to the dependable of the station transport service and the bus drivers solving the problem sincerely respectively.
- Regarding to get bus from station the most and the lowest respondents were agreed, strongly agreed respectively.

- Majority of the respondents were disagreed and the lowest respond agreed based on the visual appealing or the physical facility. And the majorities of the customer respondents were disagreed. And followed by strongly agreed related to seats are conformable.
- The majority of the respondents respond to disagreed regarded on the bus drivers and their assistance polices.
- Regarding the feel safe in transportation with the station service, and the drivers consistently courtesy to the customers the majority of the respondents were respond disagreed.
- The most and the lowest respondents respond disagree (for all). And strongly agree (for all) regarding to drivers of the bus and their assistance are never busy too respond the customer's request. The bus drivers to be willing help them, and drivers provide promote service respectively.
- The majority and the lower of the customers responds respond disagreed strongly; agree respectively regarding for all the station service operations hour convince. the station transport service has best interest at heart of customers and the drivers understand the customer specific need.

## • 5.2 Conclusion

The current the station transport service sector in mitto play important role in country development. Because of high customer involvement to use station services itself recognizing customers perception and expectation are very significant or understanding the customer perception about service quality in becoming mandatory station service for the purpose of this study, service quality measurement which is the most important appropriate multi-dimensional technique where used to measure the customers perception.

The total sample of the study is 68 respondents, and the data get from respondent analyzed by descriptively use statistics such as table and percentage analysis, with regarding to the station transport service delivery, the majority of the respondents are dissatisfied by the service, service in relation to this they disagree that station transport service offering quality service. The majority the respondents were male and the lowest were female. Regarding to age the most respondent were found between 18-28 and 29-39 years old the respondent's business occupation were high and low other.

Based on the finding summarized in data analysis part the following conclusions were done. The result in the service level category shows medium response by respondents. Empathy, assurance and responsiveness are the most factors that determine the station transport service quality from most to least respectively .but empathy dimension service does not work hard mostly from other dimensions , and station service need to review its performance in the other four dimensions to be competitive. The most bus drivers will not show sincere interest to solve the customer problem. Other conclusion is the station transport service need to understand customer suggestion and make improvement based on their suggestion.

### **5.3 Recommendation**

Any station transport service should have to struggle their customers Achieving delivery quality service at continues effort is the main means to satisfy customers. because, current transport service sector show highest competition between them , the customer did not get a good service in empathy ,responsiveness and assurance dimension of service.

As discussed in the literature review empathy include attitude contact and company personnel to understand consumer need and difficulties good communication ,personal attention ,ease of communication or conduct in the relationship and the transport service is one of the service sectors that understand customer need. customer more focus on empty good communication in measuring service quality to reduce the empathy or match customer empathy expectation the researchers recommend the following things;

- The station service should contact professional employe to make the operation hours the station service convenient.
- The bus drivers should understand for the customer specific need.
- The transportation service needs to handle this problem by opening the station for more hours by conceding interest.
- Provide traning to derivers on, how to serve customers, how mach customers are important for the station service existence, this help station service to increase.
- The station transport service should provide safe transportation service to customers.

- the station employe, assistance and drivers should consistently courtesy to customers.
- the station employe and Drivers ability ought to serve politely and willingness to help customers.
- The station organization should motivate and provide incentives for the employe to serve customers without any delay. It will help to increase the performance of the station transport service.
- the station manager giude Drivers and their assistance in providing service become never busy to respond customers' request.
- Establish clear service quality goal that are challenging, realistic, and explicitly designed to meet customer expectations.
- the station manager should provide a good feedback for customers.
- the station employe should have to straggle to satisfy their customers.
- finnaly the station transport service need to understand customer suggestion and make improvement based on their suggestion

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# Appendix I

## Wolkite University

### College of business and economics

### Department of marketing management

#### DEAR RESPONDENT

The following questions are prepared for research purpose to be under taken on assessment on transport service quality in case of mitto station in mitto town by Hussen Bergena who is under graduate student in Wolkite university in BA of marketing management department

#### Research question

Questionnaire prepared for customers of station transportation service quality in mitto town

#### Part one: demographic characteristics of respondents

1. Gender: Female  Male
2. Age: 18-28  29-39  40-49  50 and above
3. Education level: Not Learned  8 And Low   
Grade 10 and Below Grade 10  12 and Below  Grade 12 Diploma
4. Occupation:  
Business Man  Employee   
Students  Other

#### Part two: level of service

1. How do you rate the level of station transport service  
High  Medium  Low

#### Part three: service quality measurement

1. Is there any factors that enhance service quality in the station ?

Yes  No

If you say “no” list your reason -----

2. Are there enough bus in the station ?

Yes  No

3. Do you think that is there adequate quality of station transport service in town

Yes  No

4. Do you think the corrective measure is fair?

Yes  No

If you say “no” list your reason -----

5. Do you think measures that are taking to enhance the quality of the service is proper?

Yes  No

If you say “no” list your reason -----

**Please show your selected choose the five alternatives by using (√) sign.**

No	Reliability of service	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	station service is dependable to you ?					
2	You always get bus from station?					
Tangibility of service						
3	The station physical facilities appealing ?					
4	The station seats are comfortable					
	Assurance of service					
5	Drivers of the bus and their assistance are polite ?					

6	You fail save in transportation with the station service ?					
7	employe station of the consistently courteous to you ?					
Responsiveness of service						
8	Derivers of the bus their assistance are never too busy to responded your request					
9	Employe of the stationi give you promote service					
10	The operation hours of the station service in convenient to you?					

Appendix II

ወልቅጤ ዩኒቨርሲቲ

የቢዝነስ እናኢኮኖሚክስ ኮሌጅ

ማርኬቲንግ ትምህርት ክፍል

የሚቶ ከተመ ትራንፖርት ተጠቀሚዎች የሚሞላ ስሆን የዝህ መጠይቅ አለማ ለመመረቂያ ጽሁፍ የምንጠቀምበት ከተጠቃሚዎች ለመሰብሰብ ነው።

ስለዚህ ውድ ከሆነው ግዜዎ የተወሰነ ደቂቃ ወስደው ጥያቄዎችን

እንድመልሱልኝ በትህትና እየጠየኩ የሚሰጡኝን መረጃ ሚስጥራዊነቱን የተጠበቀ ከመሆኑ ለትምህርት አላማ ብቸ የሚውል መሆኑን በተነጠል የማይተይ መሆኑን ለረገግጥላችሁ እወደለው።

ትእዛዝ

- ✓ ስም አይጻፍም
- ✓ ሳጥኑዉስጥዩ “√”ምልክትይጠቀሙ
- ✓ በተቻለመጠንለሁሉምጥያቄዎችመልስይስጡ።

I. የመላሽአካል/የደበኛ/ የግልመረጃመግለጫ

1. ዕቃ:ወንድሴት
2. ዕድሜ: 18-28  29-39  ከ40-49  50 እናከዚያበላይ
3. የትምርትደረጃ: ያልተማረ1-8ኛ  9-10    
11-12  ዲፕሎማ
4. ስራ:ነጋዴተቀጣሪተማሪሌላ

II. የአገልግሎትደረጃ

1. የመነህሪያ አገልግሎት ደረጃ ምን ያህል ነው ትላልህ/ትያለሽ  
 ከፍተኛ  
 መካከለኛ  
 ዝቅተኛ

III. የአገልግሎት ጥራት መለኪያ

1. የአገልግሎትን ጥራት የሚጨምር ማንኛውም የሚመች ነረገር ውስጥ አለ?

አዎ

መክንያት

\_\_\_\_\_

የለም

መክንያት

\_\_\_\_\_

\_\_\_\_\_

2. በመናሀሪያ ውስጥ በቂ መኪኖች አሉ?

አዎ

የለም

3. በሚቶ መነሀሪያ ውስጥ ተመጠጠኝ አገልግሎት አለ ብለህ/ሽ ?

አዎ

መክንያት -----

የለም

ምክንያት-----

4. የሚወሰዱት እርምጃዎች ክክለኛ እርምጃ ነቸው ትላለህ/ሽ?

አዎ

ምክንያት -----

የለም

ምክንያት -----

5. የምወሰዱት እርምጃዎች የአገልግሎት ጥራቱን ይጨምራሉ ብለሽ/ብለህ ታስባለህ/ሽ

አዎ

ምክንያት -----

አይደለም

ምክንያት -----

ቁ ጥ ር	የአገልግሎት-ተከመኔታ	በከፍተኛ ደ ረጃ እስማማ ለሁ	እስማማለ ሁ	ገለልተኛ	አልስማ ማም	በከፍተኛ ደረጃ አልስማማም
1	የመከላከያው አገልግሎት ለአን ተ/ቺታማኝነው					
2	ችግር በሚገጥም ሰ/ሸጊ ዜውሽ ፌሩ ችግሩን ለመፍታት ቅንደሆ ነፍሳንት ያሳያል					
3	ጣቢያው ሁልጊዜ መከኒ አገልግሎት ታገኛለህ/ሽ					
	የአገልግሎት-ቴተጨባጭነት					
4	የመከላከያው ቦት ተገቢ ነው					
5	የመከላከያው ሰራተኞች ቅን ናቸው?					
6	የሽፌርና ረዳት ትህትና የተላበ ሱናቸው					

7	የመናሀሪየው አገልግሎት መጓጓዣ ለደህንነት ህ/ሺ.ጥሩ ስሜት ይሰመሃል/ሻል					
8	የመነሀሪ ሰረተኛ ለአንተ/ቺ ጽኑ የሆነ የትህትና ተግባር አለው					
9	የመኪሼ.ፌ.ር እና ረዳቱ ለጠየቅ ሽው/ከው ጥያቄ ለመመለስ መቼም ቢሆን የመጨናነቅ ባህሪ ይኖራል					

### Appendix III

#### Analysis of data collected through interview

1. Do you think the customers of the station users are satisfied?

If your answer is no why do you think are the customers is not satisfied

2. What measure do you take to solve or minimize this problem?

3. What are your measurement to the experience and skill necessary to serve the customer of the station transport service?

