ASSESSMENT ON CUSTOMER SERVICE DELIVERY IN ETHIO - TELECOM: (IN CASE OF WOLKITE BRANCH)



Wolkite University

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COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

A SENIOR RESEARCH PAPER SUBMITTED TO DEPARTMENT OF MARKETING MANAGEMENT FOR PARTIAL FULFILLMENT OF BACHELOR OF ART (BA) DEGREE IN MARKETING MANAGEMENT

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ENDORSMENT

Confirmation This research paper is conducted under my supervision and fulfills all requirements of research standard of the program I hereby approve the submission of the senior research paper for examination.

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ABSTRACT

The study was aim to conduct on service delivery in ethic telecom in Wolkite city, south of Ethiopia, far from Addis Ababa by 158 km's at south direction. Since Service delivery is fundamental marketing concept for every organization. The general objective of this study is to assess service delivery in case of ethic telecom in Wolkite city. The research design of the study was descriptive in nature. The primary data and secondary data were used in this study. Since the total populations of customers are unknown, the researcher was used convenience sampling technique and structured interview for the study. That means the researcher was select 50 customers and the company manager. Finally the student researcher was giving conclusions and recommendations based on the findings. The five profiles of the respondents' shows that most of the customers of ethic telecom are adult males and the most are experienced. On the customer expectation and satisfaction parte the finding the researcher reaches into a conclusion that the companies meet product quality and customer expectation. Based on the service dimension, the customers are focused in the tangibility dimension that the companies are fulfills this dimension and satisfied customers need.

Table of Contents

ENDORSMENT ii

ACKNOWLEDGEMENT iii

ABSTRACT iv

List of table iii

CHAPTER ONE 1

1. Introduction 1

1.1. Background of the study 1

1.2 Statement of the problem 2

1.3 Research Question 3

1.4. Objective of the Study 3

1.4.1. General Objective 3

1.4.2. Specific objective 3

1.5 Significance of the study 3

1.6. Scope of the study 4

1.7. Limitation of the study 4

1.8. Organization of the study (paper) 4

CHAPTER TWO 5

2. LITERATUREREVIEW 5

2.1defining customer value and satisfaction 5

2.2. Service Delivery 5

2.3. Gaps in service delivery 6

2.4. Expectations and perceptions of a service 6

2.5. Service Quality Models 8

2.6 Measuring service: SERVQUAL 9

2.6.1 The tangibles dimension 10

2.6.2 The reliability dimension 10

2.6.3 Assurance dimension 11

2.6.4 Empathy dimension 11

2.7. Customer delivery value 12

2.8. Customer satisfaction 12
2.9. Delivering customer value and satisfaction 12
2.9.1 Value chain 12
2.9.2 Value delivery system 13
2.10. Retaining customers 13
2.10.1 The need for customer retention 14
2.11 Tools for measuring customer satisfaction 14
2.12. Definition and concept of service 15
2.13 Service marketing 16
2.14. Characteristics of service 17
CHAPTER THREE 20
3. Research methodology 20
3.1. Study area description 20
3.2. Research design 20
3.3. Target population 20
3.4. Sampling technique and size 20
3.5. Source and instrument of data 21
3.6. Method of Data analysis 21
CHAPTER FOUR 22
4. Data analysis and interpretation 22
4.1 Information on the respondent demographic background 23
4.3 Information related on the service dimension 26
4.3.2 Related to reliability dimension. 27
4.4 Information related on the respondent service delivery gap 32
4.5 Information related to respondent used kind of service 35
4.6 Interview for manager 36
CHAPTER FIVE 38
5. Conclusion and recommendation 38
5.1 conclusions 38
5.2 Recommendation 40
Reference 42
APPENDIX 43

List of table

Page no

3.1. The respondent demographic background----------20
3.2. About the customer expectation----------21
3.3.1 Related to tangibility dimension----------24
3.3.2 Related to reliability dimension----------25
3.3.3 Related to responsiveness dimension----------26
3.3.4Related to assurance dimension----------27
3.3.5 Related to empathy----------29
3.4 About service delivery gap----------30
3.5 kind of service----------32

CHAPTER ONE

1. Introduction

1.1. Background of the study

Service is a task; other than common operations that involves interactions with customers in person, by telecommunication of automated process. The meaning of customer service varies from one organization to another. Within the service sector it can be described as the total quality of the service process as perceived by the customer. Companies that have been successful in delivering constantly high service quality are noted for establishing formal standards to guide employees in providing service. These companies have an accurate sense of how well they are performing service that is critical to their customers. How long it take to conduct transactions how frequently service fail how quickly they settle customer complaints and strive to improve by defining goal that lead them to meet or exceed customer expectation.(Mehiret B. February 2011)

Admittedly, the distinction between goods and services is not always perfectly clear. In Fact, providing an example of a pure good or a pure service is very difficult, if not impossible. Apure good would imply that the benefits received by the consumer contained Elements supplied by service. Similarly, a pure service would contain no tangible elements. In reality, many services contain at least some tangible elements, such as the menu Selections at a Rain Forest Café, the bank statement from the local bank, or the written Policy from an insurance company. Also, most goods at least offer a delivery service. For Example, simple table salt is delivered to the grocery store, and the company that sells it May offer innovative invoicing methods that further differentiate it from its competitors (k.Doglas Huffman and John Batson 2010).

Service delivery means the act of providing a service to customers. It is the distribution of basic resources citizens depend on like water, electricity, sanitation, infrastructure, land and housing. It is also a component of business that defines the interaction between providers and clients where the provider offers a service, whether that where information or a task, and the clients either find value or losses a value as result. (R Anderson. 2004)

1.2 Statement of the problem

Service marketing is an important concept, in service industry like bank, hotel, factory and telecommunication. To improve profitability organization, without effective, efficient of employees, goal is not achieved. In Ethiopian service sectors, a customer is mostly not pleasant to the service delivery process. Because it has a lot of challenges in service delivery, like incompetency employees, an improvement of service quality delivery gap model and like. Service delivery is one of the critical success factors that influence the competitiveness of organization, high quality of service was result high customer satisfaction and increase customer loyalty, mentioned that customer is the king. The unique characteristics of service contribute to the complexities involve in assessing and managing service delivery. This complicates both the customer assessment of service delivery and the provider's ability to control it. Most service involves a direct contact between the customer and the service provider. Satisfaction and dissatisfaction information are important because understanding them leads to the right improvements that can create satisfied customers who reward the company with loyalty, repeat business and positive referrals. A Business can achieve a success only by understanding and full filling the need of customers. From the total perspective all strategy decision a company makes are a customer driven. In other word the company must show constant sensitivity to emerging customer and market requirement. The service providing as recently grown, along with the country's economy, and has gotten so competitive and complex, making it hard to cop up with new changes taking place every day.

Customers are the most important and valuable resources to enhance the customer expectation and satisfaction, providing the effective service may satisfy the customer and this in turn helps the organization its goals. Service being provided by Ethio Telecom is generally deemed extremely ill-deficient and in adequate, customers and citizens have Complaints. As a matter of fact Ethio Telecom is not responsive enough to its environment rather it's lagging behind the fast and every changing advancement in the industry. This study was attempt to the following research question.

1.3 Research Question

From the above problems the student researcher was answer the following research questions.

1. What is the customer expectation with regard to service delivery?

2 What is dimensions of service delivering its?

3. What are the gaps that hinder service delivery in ethio telecom?

4. What kinds of customer services are provided by ethio telecom?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study was be assessing service delivery in the case of ethio telecom Wolkite branch

1.4.2. Specific objective

- To see the customer expectation with regard to service delivery.
- To look dimension of service to delivering its service.
- To evaluate the gap that hinder service delivery in ethio telecom.
- To identify kinds of customer service provide by ethio telecom

1.5 Significance of the study

In any service organization the delivery of effective and efficient service organization is crucial for the attraction and satisfaction of the customers and also to be profitable and successful. This study was be helpful to the concerned decision makers to understand the problem in Ethio Telecom service delivery and consider the need for improving the service to meet customer needs and expectations. In addition to this it service as a source of information for further investigation. The benefit of this research is to identify service related problem of Ethio Telecom in Wolkite city and it also answer how these service related problem are corrected. Also enables to identify what kind of service is more demanded by customers and to what extent customers are satisfied and also the research was unable to identify what service makes ethio telecom more profitability in Wolkite city. Finally it provides a good insight for the academic community about service delivery is serving as a partial fulfillment for the requirement of BA degree in marketing management (in addition it also provides experience to the student researcher). It also helps the

student researcher understand how to conduct research in the practical real life. This study can also serves as a reference for other student researcher.

1.6. Scope of the study

Ethio Telecom in Wolkite city area provides services to customers who live in Wolkite city. Therefore, the student researcher was able to conduct the research based on customers who are living in Wolkite city. The research was give detail information about the general service delivery of customers at the organization in Wolkite city. The scope of this research limited to the area of Wolkite city administration in relation to delivery of service by ethio telecom.

1.7. Limitation of the study

The research was face different limitation. The major limitation is financial problem that may restrict the distribution of questionnaires to customer or clients shortage of times unavailability of data in reference book unwillingness of client to respond to questionnaires; lack of the researcher experience, those are factor that may limit this study.

1.8. Organization of the study (paper)

This paper was containing five chapters. The first chapter contains introduction part which includes background to the study, statement of the problem, objectives of the study, significance of the study, scope, limitations, and background of the organization. The second chapter ware stated review of literature and the third chapter was deal about methodology of the study and the fourth chapter deals with data analysis, and interpretation and the last chapter deals with the conclusion and recommendation.

CHAPTER TWO

2. LITERATUREREVIEW

2.1defining customer value and satisfaction

More than 35 years ago peter drunker insight fuller observed that a company's first task is "to create customers" however, creating customers can be difficult task. Today's customers face vast area of product and brand choices, prices and supplies The Company must answer a key questions how do customers make their choices?

The answer is that customers choose the marketing after that gives them the most value. Customers are value maximizes within the bounds of search costs and limited knowledge, mobility and income. They form expectation of value and act up on them. Then they can compare actual value they receive in consuming the product to the value expected, and this affects their satisfaction and repurchases behaviors. We will now examine the concept of customer value and customer satisfaction more carefully {Mehret B. 2011 p 39}.

2.2. Service Delivery

Service delivery is connected with were, when, how the service product delivered the customers. This element one only emprises the visible elements of the service operation system building equipment and personnel, but may also involve exposure to other customers. Using trial analogy the distinction between high contact and low contact service can be linked to the difference between live theater stage and a drama created for television. Customer's lows of contact service normally never see the factor where the work is performed at most they will talk with a service provide or problems solvers by telephone. Without building and furnishing or even the appearance of employees to provide tangible clues customers must make judgment about service quality on the basis of ease of telephone access full owned by the voice and responsiveness of telephone based customer service representative when service is delivered through impersonal electronic channels such as self-service, machine automated, telephone calls, to a central computers or via the customers. Own computer there is very little traditional theater left to the performance (Christopher, 2004). Assessing the improvement of service quality delivery system will lead to seamless service provided without interruption confusion or hassle to the customer. Customer satisfaction (Peter Mundie and Angela Pirrie 2006 p65)

2.3. Gaps in service delivery

Service quality is the difference between a customer's expectation of service and the perceptions of that service as it is delivered leading service company's measure gap based on customer feedback:-

- Expected service < perceived service/quality surprise.
- Expected service = perceived service /satisfactory quality.
- Expected service > perceived service /un acceptable service.

There are also other gaps that case unsuccessful service delivery among these

- Discrepancy between customer expectation and management perceptions of these expectations. It arise from management's lack of full understandingly about how customers formulated their expectation on the basis of number of sources advertising, past experience with the firm and its competitors, personnel needs and communications with friends. Strategic for closing this gap include improving market research fostering better communication between management that distance the customer.
- The second gaps results from management in ability to formulate target levels of service quality to meet perceptions of customer expectations and translate those into workable specifications. It may also result from lack of management commitment to service quality or perception of the unfeasible of meeting customer expectation however setting goals and standardizing service task as can be close this gap.
- The third gap is referred to as the service performance gap because actual deliveries of the service do not meet the specification set by management. This can arise from a number of reasons including lack of team work; poor employee section and inadequate job design media advertising and other communication perform customer exception of the service for the firm. Resulting low productivity. Increase risk of service failures.(Peter Mundie Angela Pirrie 2006 p66-67)

2.4. Expectations and perceptions of a service

Expectations are usually formed prior to usage of a service but may also occur where a customer is actively involved in the delivery of a service. They reflect inclinations or beliefs as to what will or should happen. (See Chapter 5 for discussion.)Perceptions can also develop during a service, but invariably materialize after usage. They represent the customer's evaluation of the

service, particularly in relation to expectations. Where perceptions match or exceed expectations the customer is said to be satisfied in accordance with the first law of service: Satisfaction Perception Expectation (Reading Chapter 5 you will find the word ‘quality’ substituted for the word ‘satisfaction’. Whilst it might appear confusing, the distinction can be explained. Satisfaction can arise where perception exceeds a modest level of customer expectations. Where customers seek quality, expectations will be set much higher.)Measuring the customer’s perception and expectations is vitally important. However, the following question must be asked of the service organization: ‘What does it think of customer expectations and perceptions? To arrive at an answer, two variants of the original perceptions/expectations formula might be used.

Satisfaction= Perception - Expectation

The objective is to determine whether or not any gaps exist between the customers’ view and

The service organization’s perception of the customers’ view a study that examined doctor–patient relationships found that ‘gaps can arise from inconsistent perceptions of expectations and experiences between patients and Physicians’. This research was prefaced with a statement that should act as a continuing reminder for all service organizations: From a marketing perspective, the provider would design, develop, and deliver the service offering on the basis of his or her perceptions of client expectations. Likewise, modifications to the service offering would be affected by the provider’s perceptions of client experiences. Whether these experiences

Exceed, match, or are below expectations can have a profound effect on future Client/professional relationships.

To measure the gaps, doctors and patients were required to indicate their agreement/disagreement with a long list of statements (e.g. see Figure 1.3).Not surprisingly, significant gaps were found. This is a profound problem for service organization where the expectations/perceptions of one group are at odds with those of another. Why should this be the case? In terms of customer expectations service organizations may regard them as:

● Unrealistic

● Unprofitable

● Impractical

● Unreasonable

And yet, by way of promises made, organizations contribute to rising expectations. To attract custom, organizations are often tempted to raise customer expectations. Promises are made to customers on aspects that customers are deemed to value. However, care must be exercised in making promises to customers. Consider the following sample of 'fuzzy over-promises' selected at random from the Yellow Pages directory:

'Number one for service and care'

'Fast and friendly service'

'Your satisfaction is our priority'.(Peter Mundie Angela Pirrie 2006 p7-9)

2.5. Service Quality Models

Two majors have received wide spread attention and acceptance:

Greenrooms model: this model suggests that the quality of service as it is perceived by customers. It was two dimensions namely. The technical dimension (what the customer gets) and functions how to process and services in counters are perceived.

Gaps Model: service quality is a function of the different between expectation performances. They developed service quality model based on gap analysis those gaps variation analyzed in the model are:

Gap 1: The knowledge gap: not knowing what customer expect, it "cause" because of many reason those are: Lack of marketing research, inadequate upward communication and too many levels of managements.

Strategies to overcome: understand customer expectation through research, compliant analysis, customer panels. Increase direct interaction between customer and managers to improve lender standing. Improve upward communication from content personal to management turn information and insight into action.

Gap 2: Standard gap: not setting the right service design and standards. Because, inadequate management commitment to service quality, perception of in feasibility and resource constraints. Strategies to overcome: establish the right service standard ensure that top management display ongoing commitment to quality defined by customers.

- Train managers in the skill needed to teach employers to deliver quality service.
- Establish clear service quality goals that are challenging realistic and explicitly designed to meet customer expectation
- Standardize receptive work task to ensure consistently ad reliability by substituting hard technology for human content improving work methods

Gap 3: Delivery gap: not deliver the service standard, caused, low employee willingness to perform the service. In adequate support, poor employee job fit Strategies to overcome: ensured that service performance meet standard, provide employers with technical training, teach employers about customer perception, expectation and problems. Eliminate role conflict employees.

Gap 4: communication gap: lot matching performance to promised. Caused by overpromised, inadequate horizontal communication and ineffective management of customer expectation

Strategies to overcome: insure communication promises are relative; develop advertising that features real employees performing their jobs. Ensure that consistent standard of service are delivered a cross multiple locations.

Gap 5: ***gap between expected service and perceived service***

- Customer misinterprets the service quality, the physician may keep visiting the patent to show and ensure care, but the patient may interpret this as indication that same thing is really wrong. .(Peter Mundie Angela Pirrie 2006 p90-91)

2.6 Measuring service: SERVQUAL

Although measurement of customer satisfaction and service quality are both obtained by comparing perceptions with expectations subtle difference between the two concepts are seen in their operational definition. Whereas satisfaction compares customer perception with what consumer with what is a consumers would normally accept service quality compares perceptions with what consumer should except from a firm delivers high-quality service. Given the definitions, service quality appears to measure a higher standard of service delivery.

Frequently used and highly debated measure of services quality is the SERVQUAL scale. Accordingly to its developers SERVQUAL is a diagnostic tool that uncovers a firm's broad weaknesses and strengths in the area of service quality.

The SERVQAL instrument is based on five service quality dimensions that were obtained through extensive focus a group interviews with consumers.

2.6.1 The tangibles dimension

Because of the absence of physical product, consumers often rely on the tangible evidence that surrounds the service in forming evaluations. The tangibles dimension of SERVQUAL compares expectation with the firm's performance regarding the firm ability to manage its tangibles.

A firm's tangibles consist of variety objects such as carpeting desks, lighting, wall colors brochures, daily correspondence and the appearance of the firm's personnel. Consequently, the tangibles component in SERVQUAL is two dimensional – one focusing on equipment and facilities, the other focusing on personnel and communications materials.

2.6.2 The reliability dimension

In general, the reliability dimension reflects the consistency and dependability of a firm performance. Does the firm provider the same level of service time after time or does quality dramatically vary with each encounter?

A constantly amazing observation is the number of business that fails to keep their promises. In many instance the consumer is ready to spend money if only the service provider will show up and conduct the transaction as promised

- When excellent companies promise to do something by a certain time they will do so.
- When customers have a problem, excellent companies will show a sincere interest in solving it.

Responsiveness reflects a service firm's commitment to provide its services in timely manner. Such the responsiveness dimension of SERQVAL concerns the willingness and or readiness of employees to provide a service occasionally customer may encountered a situation in which employees are engaged in their own conversations with one another while ignoring the needs of customers obviously, this is an example of unresponsiveness.

Responsiveness also reflects the preparedness of the firm to provide the service

- Employees of excellent companies will tell customer exactly when service will be performed.
- Employees of excellent companies will give prompt service to customers

2.6.3 Assurance dimension

SERVQAL's assurance dimensions address the competence of the firm, the courtesy it extends its customers and the security of its operations. Competence pertains to the firm's knowledge and skill in performing its service.

Courtesy refers to how the firm's personal in tract with the customer and the customer's possessions. As such, courtesy reflect politeness proneness and consideration for the customer's property. Security is also an important component of the assurance dimension security reflect as a customer feelings that he or she free from danger risk and doubt.

- The behavior of employees of excellent companies will instill confidence in customers.
- Customers of excellent companies will feedback in their transaction.
- Employee of excellent companies will have knowledge to answer customer question.

2.6.4 Empathy dimension

Empathy dimension is the ability to experience another's feeling as one's own. Employ tic firms have not lost touch with what it is likes to be a customer of their own firm. As such empathy firms understand their customer that do not provide their customer need and make their service accessible to their customers.

- Excellent companies will give customers individual attention
- Excellent companies will have employee who give customers personal attention (Hoffman's Batseson 2001; P 334 - 9).

2.7. Customer delivery value

The customers assessment of the product over all capacity to satisfy his or her need the difference between total customer value and total customer cost of a marketing offer "profit" to the customer(peter Mundie and Angela Pirrie 2006 p131)

2.8. Customer satisfaction

Thus, the customer form judgments about the value of marketing offers and make their buying decisions based up on these judgments. Customer satisfaction with a purchase depends on the product's relative to buyer's expect actions. A customer might experience various degrees of satisfactions. If the product's performance falls short of expectations, the customer is satisfied, if performance exceeds expectations. The customer is highly satisfied or delighted.

(Mehret B. 2011 p40)

2.9. Delivering customer value and satisfaction

Customer value and satisfaction are important ingredients in the marketer's formula for success. But what does it take to produce and deliver customer value? To answer this, we will examine the concepts of value chain and value delivery system. (Mehret B. 2011 p43)

2.9.1 Value chain

Michael porter proposed the value chain as the major tool for identifying ways to create more customer value, every firm consists of a collection of activities performed to design, produce market, deliver and support the firm's product. The value chain breaks the firm in to nine (9) value-creating activities in an effort to understand the behavior of costs in the specific business and the potential source of competitive differentiation. The nine value-creating activities include five primary activities and four supporting activities. The primary activities involve the sequence of bringing materials in to the business (inbound logistics), operating on them (operations), sending them out (out bound logistics), marketing (marketing and sale), servicing them (service), the support activities occur within each of these primary activities.

For example, procurement involves obtaining the various inputs for each primary activity only a fraction of procurement is done by the purchasing department. Technology development and human resource management also occur in all departments. The firms' infrastructure covers over head of general management, planning finance, accounting and legal and government affairs

borne by all primary & support activities .under the value chain concept firms should be examine its costs & performance in each value creating activity to look for improvement. It also should estimate its competitor's costs and performance as benchmark. To the extent that firm can perform certain activities better than its competitors .It can achieve competitive advantage. (Kotler Armstrong 2010 p 575)

2.9.2 Value delivery system

The system made up of the value chain of the company &its suppliers, distributors & ultimately customers who work together to deliver value to customers, in its research for competitive advantage the firm needs to look beyond its own value chain & in to the value chain of its suppliers & distributors & ultimately its customers more companies today are "partnering" with other members of the supply chain to improve the performance of the customer value delivered system. For example compels then assigns its own experts to work with suppliers to constantly improve their joint performance (Kotler Armstrong 2010 p577).

2.10. Retaining customers

Beyond building stronger relations with their partners in the supply chain, companies today must work to develop stronger bonds and loyalty with ultimate customers. In the past many companies look their customers for granted. Customers often did not have many alternative suppliers or other suppliers where just as poor in quality and service, or the markets was growing so fast that the company did not worry about fully satisfying its customers. accompany could lose 100 customers a weak but gain other 100 customers and consider its sale to the satisfactory such accompany, operating on a "leaky bucket" theory of business, believes that there always be enough customers to replace the defecting one. However, this high customer join involves higher costs then if company retained all 100 customers acquired no new ones. Customer retention, as the name indicates, means keeping customer to continue to deal with a company by meeting their frequent and flexible needs. Alternatively, this means making customers very satisfied so that they will be less likely to find other company that they believe can satisfy them at the same high level. Companies have failed to retain their customers. Due to their failure to meet their needs on time by their own actions, companies my leave a large portion of their customers dissatisfied that is, either their sales people are aggressive that they persuade customers to buy products or service that relay do not fit their needs or the company has exaggerated the performance of its product or service, leaving customers disappointed (Mehiret B. 2011 p62).

2.10.1 The need for customer retention

Today, outstanding companies go all out to retain their customers .many markets have settled in to maturity, and there are not many new customers entering most categories. competition is increasing ,and the cost of attracting new are rising .in this markets it might cost five times as much to attract a new costumer as to keep a current customer happy. Offensive marketing typically costs more than defensive marketing, because it takes great deals of effort and spending to coax satisfies customers away from competitors' .Unfortunately, classic marketing theory and practice centers on the art of attracting new customers rather than retaining existing ones .The emphasis has been on creating transactions rather than relationships. Discussion has focused on presage activity and sale activity rather than on post-sale activity. Today, however, more companies recognize the importance of retaining current customers. According to one report by reducing customers' defections by only 5%, companies can improve profits anywhere from 25 to 82%. Unfortunately, however, most company accounting systems fail to show the value of loyal customers. Thus, although much current marketing focuses on formulating marketing mixes that will create sales and new customers, the firms first line of defense lies in customers retention and the best approach to customer retention is to deliver high customer satisfaction and value that result in strong customer loyalty (Mehiret B. 2011 p64).

2.11 Tools for measuring customer satisfaction

Companies use the following methods to measure how much customer satisfaction they are creating.

1. Complained and suggestion system: - A customer –centered organization makes it easy for customers to make suggestion or complained. Many customers –centered companies provide suggestion box-such systems not only help companies to act more quickly to resolve problems. They also provide companies with much good idea for improved product and service.

2. Customers satisfaction surveys:-simply running complaints and suggestion systems may not give the company a full picture of customer's satisfaction and dissatisfaction. Responsive companies take direct measures of customer's satisfaction by conducting regular surveys. They send questionnaires or make telephone calls to a sample of recent customers to find out how they feel about various aspects of the complaints perform once. A company can measure customer's satisfaction in number of ways. It can measure satisfaction directly by asking. How satisfied are

you with this service? are you highly dissatisfied, somewhat dissatisfied, somewhat satisfied, or highly satisfied?

3 Some cautions in measuring customers satisfaction

Customer's satisfaction rating is some time difficult to integrate when customers rate their satisfaction with some element of the company's performance. Say delivery they can vary greatly in how they define good delivery. It might mean early delivery on-time delivery. Order completeness or something else.

For customer-centered company's, customer satisfaction is both a goal and a major factor in company success. (Peter Mudi and Angel Pirrie 2006 p2010)

2.12. Definition and concept of service

Service is any act of performance that party can offer to another that is essentially intangible and does not result in the ownership of anything its production may or may not be tied to a physical product. A company can offer its market along a continuum of tangibles-intangible value. Service are those separately identifiable, essential intangible activity that provide want-satisfaction, and that are not necessarily tied to the sale of a tangible product .A service may or be produce with or without attachment of tangible goods, however, when such use is required, there is no transfer of title (permanent ownership) to these tangible good

The service component can be minor or a major part of the total offer five categories of offer can be distinguished.

1. Pure tangible good:-offer consists primarily of a tangible good such as soap tooth paste or salt. No service accompanies the product.

2. Tangible good:-with accompanying service, the offer consists of a tangible good accompanied by one or more service to enhance its consumer appeal.

3. Hybrid:- the offer consists of equal parts of goods and service for example people patronize restaurants for bother their food and service.

4 Major Service with accompanying minor's goods and service the offer consists of a major service along with additional services and/or supporting goods. For example, airline

passengers are buying transportation service .However, the trip includes some tangibles such as foods and drinks and airlines magazines.

5. Pure services:-the offer consists primarily of a service. Examples include baby –sitting, psychotherapy and massages .Service might take different forms on bases of skill offer sooner, clients, or a sense, ultimate need and objectives.

In light of their factors it can be managed in to four brood aspects.

First: - service vary as to whether they are equipment based (automated car washers, ending machines) or people based (window washing, accounting service) people-based service vary by whether they are provided by unskilled, skilled or professional workers.

Second:-some service requires the client presents but car repair does not .If the client must be present, the service provides has to be considerate of his or her needs. Thus, beauty shops operators will invest in their shops decant. Play back ground music and engage in light conversation with the client.

Third: - Service differs as to whether they meet a personal need (personal service) or a business need (business service), service provides typically develop different marketing programs for personal and business markets.

Fourth: - Service provides differ in their objectives (profit or no profit) and ownership (private or public). (kotler and Armstrong Principle of Marketing 2008 p.116-117).

2.13 Service marketing

One of the major trends in the United States in recent year has been the dramatic growth of service. Service now generate 74 %of united states, gross domestic product whereas service jobs accounted for 55% of all U.S. Jobs in 1970 by 1993 they accounted for 79% of total employment. Service is expected to be responsible for all net job growth through the year 2005. Services are gearing even faster in the world economy, making up a quarter of the value of all international trade. Business service account for almost 30% of all U.S exports resulting in a substantial trade surplus for service, versus a large deficit for goods. Service jobs include those in service industries .hotels, airlines, banks, telecommunications, and others as well as in product based industries such as corporate lowers, medical staff and sales trainers. As a result of rising

affluence, more leisure time and the growing complexity of product that require servicing, the U.S has become the world's first service economy. This in turn, has led to a growing interest in the special problems of marketing service.

Service industries vary greatly, the government offer service through courts, employment service, hospitals, loan agencies, military service, police and fire departments, postal service, regulatory agencies and schools. The privet nonprofit organizations offer service through museums, charities, churches, colleges, foundations and hospital. A large number of business organizations prefer service such as airlines, banks, telecommunication, consulting forms, medical and law practices, entertainment, companies, real estate firms advertising and research agencies and retailers. Not only are there traditional service industries but also new types keep popping up all the time (Kotler and Armstrong 2008 p.659).

2.14. Characteristics of service

The special nature of the service stems from several distinctive characteristics. These characteristics not only create special marketing challenges and opportunities, but they often result in marketing programs that are substantially different from those found in product marketing.

Generally, services have four characteristics that distinguish them from product.

Intangibility

Pure service cannot be defined in terms of the physical dimension, which is so important to many tangible products, and the customer cannot be seen or tested them before purchase, this poses problem in terms of defining this services. To reduce uncertainty the buyer will look for signs or evidence of the service quality. They will draw conclusions about the quality of the service from the place, people, equipment, communication materials, symbols and price that they see. Therefore, the service providing task is to manage the evidence to tangible the intangible where as a product marketer changed to add abstract ideas

Inseparability

Service often cannot be separated from the person of sealer. It produced and consumed at the same time, unlike goods which may be manufactured, then stored, for later distribution. This

means that the service provider becomes an integral part of the service itself. Because the client is also present as the service produced, provider-client interaction is a special feature of service marketing. Both provider and the content affect the service out comes from the marketing stand point, inseparability frequently means the direct sale is the only possible channels of distribution and seller's service cannot be in many markets. This characteristic also limits the sale of operation in a firm. As an exception to in the reparability feature, the service may be sold by a person who is representing a creator seller

Variability

Services are highly variable, their quality depends on who provides them and when , where ,and how they are provided. Service buyers are aware of this high variability and frequently tack to others before selecting a service provider. It is impossible for service industry or even an individual seller of service to standardize output. Each "unit "of the service come what different from other "unit" of the some service. An added complication is that it is often difficult to judge the quality of service.

Service firms can take several steps towards quality control. They can carefully select and train their personnel, provide incentives that emphasize quality. They can make service employees more visible and accountable to consumers. A firm can regularly check customer's satisfaction through suggestion and compliant system.

Perishability

The perish ability of many services means they can be stored for future use or sale. The market for service fluctuates considerably by season by day of the week and by the hour of the day. The service suppliers must try to regulator consumer usage so there is consistent demand throughout various time periods. The portability of service is not a problem when demand is steady, because it is easy to staff them in advanced. When demand fluctuates, service firms have difficult problem.

Quality

Higher levels of quality result in greater customers satisfaction, while at the same time supporting higher prices and often lower costs, according to GE's chairman , john welch,jr,"

quality is our best assurance of customer allegiance, our strongest defense against foreign competition ,and the only pattern to sustained growth and earning . Quality has been variously defined as “fitness various” “conformance to requirements “and “freedom from variation.” The American society for quality control defines quality as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. This is clearly a customers centered definition of quality whenever, it is product and service meet or exceed customers’ needs most of the time is a quality company. It is important to distinguish between performance quality and conformance quality. Performance quality refers to the level at which a product performance it’s function (Mehret B. 2011 p2-5).

CHAPTER THREE

3. Research methodology

3.1. Study area description

The study would be conducted in Wolkite town, which is found in the Guragea zone located at 158km south of Addis Ababa, Ethiopia. The town of wolkite comprises people with diversified ethnic and religious such as, Guragea, Amhara, Kembata and other diversified people; following, Christianity, Muslims, and other religion. The town is situated in southern part of Ethiopia with astronomical location of, 07˚08˚10˚, north latitude with 37˚37˚50˚east. Socioeconomic back ground of the people found in this area mainly engage in agricultural activity like, production of Inset, Teff, Corn, and different vegetable production and trade. The study area also found in Wolkite town, and it's surrounded by traditional marketplace. Based on the 2007 Census conducted by the Central Statistical Agency of Ethiopia, Wolkite town has a total population of 28,856 of whom 15,068 were males and 13,788 females.

3.2. Research design

The study was design in simple manner that enable to study more easily and clearly. The data ware using qualitative and quantitative data which is simply describe and interpret. To conduct the research descriptive approach was used to present situation of ethio telecom and identified the major problem of service delivery. Descriptive research design is appropriate when the research objectives include the determination of the degree to which marketing variables are related to actual market phenomena (Donald's and Hawakis, 2005).

3.3. Target population

Manager of Ethio Telecom in wolkite city and customer those are used in Ethio telecom service such as mobile service, internet service and fixed line service was target population of this study.

3.4. Sampling technique and size

The researcher was use non probability sampling method. the researcher was used Structured interview for the manager of the company and convenience sampling method to take customer Because the exact numbers of customers are unknown because total number of customer are changed time to time and 500 up to 1500 customers are visited ethio telecom in a month

From 500 up to 1500 customers which represent the customers of Ethio Telecom and which make a visit in a month period of time, a total number of 50 customers were taken as a reliable sample size to answer the question on the questionnaire, because dealing with all customers was impossible and the other reason to selected 50 customers is due to budget and time constraints of the researcher.

3.5. Source and instrument of data

To prepare the research paper the source of the data were collect from both primary data and secondary data. Primary data was collect by means of questionnaire, interview, and observation. The secondary data was identified from the organization annual report, difference reference book, internet and any other available materials concerning the problem.

3.6. Method of Data analysis

At this stage, after the planned data was collected through questionnaire, the researcher was used survey analytical method to analyze the data. There is transformation of possessed data into certain measures and pattern which help to perform the relationship among the data. The data gathered through different methods was analyzed and put in the form of effective data analysis statements and tables.

CHAPTER FOUR

4. Data analysis and interpretation

This part of the research tries to discuss the results obtained from respondents by questionnaire and interview and further incorporates the secondary data obtained. In the methodology section it is indicated that questionnaire was used to collect information. A questionnaire was prepared which contains about 32 questions for customers and 4 structured interview for managers which are helpful in verifying the problems on the service delivery in the company. In this part of analysis the data collected from customers will be presented by the percentage distribution and frequency on the table then, it will be interpreted and the end of this chapter structured interview for the manager of the company. The table generally divided into five (5) categories to show the demographic profile of customers, customer expectation, service dimension, service delivery gap and kind of service.

4.1 Information on the respondent demographic background

Table4.1.the respondent demographic background

NO	**Sex**	Frequency	%
	Male	26	52%
	Female	24	48%
2	**Age**		
	18-24	20	40%
	25-31	11	22%
	32-38	9	18%
	39-45	6	12%
	Above 45	4	8%
3	**Work experience**		
	1-6month	7	14%
	6-1year	11	22
	1-2 year	14	28%
	more than 2	18	36%

Source: survey (2023)

Based on this data on table 4.1 item 1 shows 26(52%) of the respondents are male. 24(48%) are female. Form this analysis it can be concluded that most of the respondents are male.

Based on this data on table 4.1 item 2 shows 20(40%) of the respondents are between 18-24 age, 11(22%) of the respondents are between 25-31 age, 9(18%) of the respondents are between32-38, 6(12) of the respondents are between 39-45 age and 4(8%) of the respondents are above 45 age. From this analysis it can be concluded that most of the respondents are between 18 and 24 age.

Table 4.1 item 3 shows 7(14%) of the respondents are between 1-6 month customer experience, 11(22%) of the respondents are between 6-1year work experience, 14(28%) of the respondents are 1-2 year customer experience, and 18(36%) of the respondents are more than 2 year customer experience. From these analyses the most of the respondents are more than 2 year customer experience.

4.2: Information related on the customer expectation Table 4.2 about the customer expectation

4	Products quality versus expectation?	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	11	20	8	5	6
	%	22%	40%	16%	10%	12%
5	service is based on customer expectation	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	11	23	6	4	6
	%	22%	46%	12%	8%	12%
6	the company equipment have update	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	12	20	12	2	4
	%	24%	40%	24%	4%	8%
7	Company promise similar to your expectation.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	5	15	10	14	6
	%	10%	30%	20%	28%	12%
8	The service provided room is clean and attractive	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	13	17	10	6	4
	%	26%	34%	20%	12%	8%
9	you have satisfied by the overall service	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	15	20	5	5	5

	%	30%	40%	10%	10%	10%

Source: survey (2023)

Based on this data on table4.2 item 4 the majority of the respondents 20(40%) of them agreed that the product quality is based on their expectation and 11 (22%) of the respondents strongly agreed that quality of the product is based on their expectation. 8 (16%) of the respondents have no idea about the issue.

5(10%) of the respondents disagreed that the quality of the product is based their expectation and 6(12%) of them strongly disagreed the quality of product is based on their expectation. Form this analysis it can be concluded that most of the respondents are agreed and strongly agreed the product quality are based on their expectation.

Based on this data on table4.2 item 5 the majority of the respondents 23(46%) of them agreed that the customer service is based on customer expectation and 11 (22%) of the respondents strongly agreed that customer service is based on their expectation. 6(12%) of the respondents have no idea about the issue.

4(8%), the respondent disagree customer service is based on their expectation and 6(12%) of them strongly disagreed the customer service is based on their expectation. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree that the customer service is based on their expectation.

Table4.2 item 6 shows the majority of the respondents 20(40%) of them agreed that the company equipment is updated and 12(24%) of the respondents strongly agreed that the company equipment is updated. 12 (24%) of the respondents have no idea about the issue.

2(4%) of the respondents disagreed that the company equipment is updated and 4(8%) of them strongly disagreed the company equipment is updated. Form this analysis 40%, 24%, 24%, 4% and 8% of respondent are agree, strongly agree, neutral, disagree, and strongly dis agree respectively. Form this analysis it can be concluded that most of the respondents are agree the company equipment is updated.

Based on this data on table 4.2 item 7 the majority of the respondents 15(30%) of them are agreed that Company promise similar to their expectation. and 5 (10%) of the respondents strongly agreed that Company promise similar to their expectation. 10(20%) of the respondents have no idea about the above data.

14(28%) of the respondents disagreed that the Company promise are similar to their expectation. And 6(12%) of them strongly disagreed the Company promise similar to their expectation. Form this analysis it can be concluded that most of the respondents are agreed the Company promise similar to their expectation.

Table4.2 item 8 shows the majority of the respondents 17(34%) of them agreed that the company service provided room is clean and attractive and 13(26%) of the respondents strongly agreed that the company service provided room is clean and attractive. 10(20%) of the respondents have no idea about the issue.

6(12%) of the respondents disagreed that the company service provided room is clean and attractive and 4(8%) of them strongly disagreed the company service provided room is clean and attractive. Form this analysis 34%, 26%, 20%, 12% and 8% of respondent are agree, strongly agree, neutral, disagree, and strongly dis agree respectively. Form this analysis it can be concluded that most of the respondents are agree the company service provided room is clean and attractive.

The table4.2 item 9 indicate majority of the respondents 20(40%) of them agreed that satisfied by overall service of the company and 15(30%) of the respondents strongly agreed that satisfied by overall service of the company. 5(10%) of the respondents have no idea about the above data.

5(10%) of the respondents disagreed satisfied by overall service of the company and 6(12%) of them strongly disagreed satisfied by overall service of the company. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree satisfied by overall service of the company.

4.3 Information related on the service dimension

Table 4.3.1 related to tangibility dimension.

10	Fully facility of modern looking equipment.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	15	10	8	7
	%	20%	30%	20%	16%	14%
11	attractive of physical facility	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	5	18	7	10	10
	%	10%	36%	14%	20%	20%
12	The material associated with	Strongly agree	Agree	Neutral	disagree	Strongly disagree

	service delivery is appealing.					
	Frequency	15	15	8	7	5
	%	30%	30%	16%	14%	10%

Source: survey (2023)

Based on the above data table4.3.1 item number 10 the majority of the respondents 15(30%) of them are agreed that the full facility of modern looking equipment and 10(20%) of the respondents strongly agreed that full facility of modern looking equipment.10 (20%) of the respondents have no idea about the issue.

8(16%) of the respondents disagreed that the full facility of modern looking equipment And 7(14%) of them strongly disagreed the full facility of modern looking equipment. From this analysis it can be concluded that most of the respondents are agreed and strongly agree the fully facility of modern looking equipment in the company.

Table4.3.1 item number 11 shows the majority of the respondents 18(36%) of them agreed that the company physical facility is attractive and 5(10%) of the respondents strongly agreed that the company physical facility is attractive. 7(14%) of the respondents have no idea about the company physical facility is attractive or not.

10(20%) of the respondents disagreed that the company physical facility is attractive and 6(12%) of them strongly disagreed that the company physical facility is attractive. Form this analysis it can be concluded that most of the respondents are agreed and strongly agreed the company physical facility is attractive.

Based on this data on table3.3.1 item number 12 the majority of the respondents 15(30%) of them agreed that the materials is associated with service delivery is appealing and 15 (30%) of the respondents strongly agreed that the materials associated with service delivery is appealing. 8 (16%) of the respondents have no idea about the issue.

7(14%) of the respondents disagreed that the materials associated with service delivery is appealing and 5(10%) of them strongly disagreed that the material associated with service delivery is appealing. Form this analysis it can be concluded that most of the respondents are agreed and strongly agreed the company material associated with service delivery is appealing.

4.3.2 Related to reliability dimension.

13	Employee's act based on their promise.	Strongly agree	Agree	Neutral	disagree	Strongly disagree

	Frequency	10	10	11	9	10
	%	20%	20%	22%	18%	20%
14	Employees have willing to solve your problem.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	15	15	10	4	6
	%	30%	30%	20%	8%	12%
15	It Appropriate parking area.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	5	5	10	17	13
	%	10%	10%	20%	34%	26%

Source: survey (2023)

Based on this data indicate table4.3.2 item number 13 the majority of the respondents11 (22%) of the respondents have no idea about the issue. 10(20%) of them are agreed that the company employee's act based on their promise and 10(20%) of the respondents strongly agreed that employee's act based on their promise.

9(18%) of the respondents disagreed that employee's act based on their promise and 6(12%) of them strongly disagreed the employee's act based on their promise. Form this analysis it can be concluded that most of the respondents are no idea on the employee's act based on their promise.

Table4.3.2 item number 14 shows the majority of the respondents 15(30%) of them agreed that the employee's willing to solve customer problem and 15(30%) of the respondents strongly agreed that the employee's willing to solve customer problem. 10(20%) of the respondents have no idea about the issue.

4(8%) of the employee's willing to solve customer problem and 6(12%) of them strongly disagreed the employee's willing to solve customer problem. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree the company employees are willing to solve customer problem.

Based on this data on table4.3.2 item number 15 the majority of the respondents 17(34%) of the respondents disagreed and 13(26%) strongly disagree that the company have Appropriate parking area. 10(20%) of the respondents have no idea about the issue.

5(10%) of them agreed and that 5(10%) of the respondents strongly agreed that the company have Appropriate parking area. From this analysis it can be concluded that most of the respondents are disagree and strongly disagree the company have Appropriate parking area.

Table 4.3.3 Related to responsiveness dimension.

16	Have knowledge of employees answer to customer question.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	10	8	10	12
	%	20%	20%	16%	20%	24%
17	The company provided available and clear information.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	15	20	9	3	3
	%	30%	40%	18%	6%	6%
18	The company provided service without delay.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	12	18	5	7	8
	%	24%	36%	10%	14%	16%

Source: survey (2023)

Table 4.3.3 item number 16 indicate the majority of the respondents 12(24%) of the respondents are strongly disagreed and 10(20%) disagree that the knowledge of employees are answer to customer question. 8(16%) of the respondents have no idea about the issue.

10(20%) of them agreed and that 10(20%) of the respondents strongly agreed that the knowledge of employees are answer to customer question. From this analysis it can be concluded that most of the respondents are disagree and strongly disagree the knowledge of employees are answer to customer question.

Table4.3.3 item number 17 shows that the majority of the respondents 20(40%) of them agreed and 15(30%) of the respondents strongly agreed that the company provided available and clear

information. 9(18%) of the respondents have no idea about the issue.

3(6%) of the respondents disagreed and 3(6%) of them strongly disagreed the company provided available and clear information. From this analysis it can be concluded that most of the respondents are agreed and strongly agree The Company provided available and clear information.

Table4.3.3 item number 18 the majority of the respondents 18(36%) of them are agreed and 12 (24%) of the respondents strongly agreed that the company provided service without delay. 5(10%) of the respondents have no idea about the issue.

7(14%) of the respondents disagreed that the company provided service without delay and 6(12%) of them strongly disagreed company provided service without delay. Form this analysis 36%,24%,10% 14% and 12% of the respondent is agree, strongly agree, neutral, disagree and strongly disagree respectively. From this analysis it can be concluded that most of the respondents are agree and strongly Agree Company provided service without delay.

Table 4.3.4 Related to assurance dimension.

19	The company employees are courtesy.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	10	5	10	15
	%	20%	20%	10%	20%	30%
20	The company gives customers individual attention.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	15	10	5	10
	%	20%	30%	20%	10%	20%
21	The company has convenience operating hour.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	10	16	9	5	10
	%	20%	32%	18%	10%	20%

Source: survey (2023)

Table4.3.4 item number 19 indicate the majority of the respondents 15(30%) of the respondents are strongly disagreed and 10(20%) disagree that indicate the majority of the company employees are courtesy. 5(10%) of the respondents have no idea about the issue.

10(20%) of the respondent are agree and10 (20%) of the respondents strongly agreed that company employees are courtesy. From this analysis 30%, 20%, 10%,20% and 20% of the respondent is strongly disagree, disagree, neutral, agree and strongly agree respectively. From this analysis it can be concluded that most of the respondents are strongly disagree and disagree the company employees are courtesy.

Table4.3.4 item number 20 shows the majority of the respondents 15(30%) of them agreed that the company gives customers individual attention and 10(20%) of the respondents strongly agreed that the company gives customers individual attention. 8 (16%) of the respondents have no idea about the issue.

5(10%) of the respondents disagreed that the company gives customers individual attention and 6(12%) of them strongly disagreed the company gives customers individual attention. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree the company gives customers individual attention.

Based on this data on table4.3.4 item number 21 the majority of the respondents 16(32%) of them are agreed and 10(20%) of the respondents strongly agreed that the company has convenience operating hour. 9(18%) of the respondents have no idea about the issue.

5(10%) of the respondents disagreed that the company provided service without delay and 10(20%) of them are strongly disagreed the company has convenience operating hour. Form this analysis 32%,20%,18% 10% and 20% of the respondent is agree, strongly agree, neutral, disagree and strongly disagree respectively. From this analysis it can be concluded that most of the respondents are agree and strongly agree the company has convenience operating hour.

Table4.3.5 Related to empathy.

22	The company location is conformable.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	10	15	15	2	8
	%	20%	30%	30%	4%	16%
23	The company location is attractive	Strongly agree	agree	Neutral	disagree	Strongly disagree

	Frequency	10	22	8	7	3
	%	20%	44%	16%	14%	6%
24	Quality service dimension customer gives more weight.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	15	21	4	4	6
	%	30%	42%	8%	8%	12%

Source: survey (2023)

Based on this data on table4.3.5 item number 22 the majority of the respondents 15(30%) of them agreed and 10(20%) of the respondents strongly agreed that the company location is conformable. 15(30%) of the respondents have no idea about the issue.

2(4%) of the respondents disagreed and 8(16%) of them strongly disagreed the company location is conformable. From this analysis it can be concluded that most of the respondents are agreed and strongly agree the company location is conformable.

Table4.3.5 item number 23 indicate the majority of the respondents 22(44%) of them are agreed and 10 (20%) of the respondents strongly agreed that the company location is attractive. 8 (16%) of the respondents have no idea about the issue.

7(14%) of the respondents disagreed and 3(6%) of them are strongly disagreed that the company location is attractive. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree The company location is attractive.

Table4.3.5 item number 24 shows the majority of the respondents 21(42%) of them agreed that the quality service dimension customer gives more weight and 15(30%) of the respondents strongly agreed that quality service dimension customer gives more weight. 4(8%) of the respondents have no idea about the issue.

4(8%) of the respondents disagreed that the quality service dimension customer gives more weight and 6(12%) of them strongly disagreed the quality service dimension customer gives more weight. Form this analysis it can be concluded that most of the respondents are agree 42% and strongly agree 30% of the respondent are quality service dimension customer gives more weight.

4.4 Information related on the respondent service delivery gap

Table 4.4 about service delivery gap

25	The service provided is similar with service expected by customer.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	15	15	10	5	5
	%	30%	30%	20%	10%	10%
26	Management perception is similar your expectation.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	7	15	8	7	13
	%	14%	30%	16%	14%	26%
27	The company service specification is similar service delivery.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	10	10	20	6	2
	%	20%	20%	40%	12%	4%
28	The service delivery is similar with external communication.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	10	15	15	5	5
	%	20%	30%	30%	10%	10%
29	The employees lower quality create service delivery gap.	Strongly agree	agree	Neutral	disagree	Strongly disagree
	Frequency	5	20	6	10	9
	%	10%	40%	12%	20%	18%

Source: survey (2023)

Table4.4 item number 25 indicate the majority of the respondents 15(30%) of them agreed that

the provided service is similar with service expected by customer and 11 (22%) of the respondents strongly agreed that the provided service is similar with service expected by customer. 10(20%) of the respondents have no idea about the issue.

5(10%) of the respondents disagreed that the provided service is similar with service expected by customer and 5(10%) of them strongly disagreed the provided service is similar with service expected by customer. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree the provided service is similar with service expected by customer

Table4.4 item number 26 shows the majority of the respondents 15(30%) of them are agreed and 7(14%) strongly agree that the Management perception is similar your expectation. 8(16%) of the respondents have no idea about the issue.

7(14%) of the respondents disagreed and 13(26%) respondent are strongly disagree that the Management perception is similar your expectation. Form this analysis it can be concluded that most of the respondents are agreed the management perception is similar your expectation.

Based on this data on table4.4 item number 27 the majority of the respondents 20(40%) of them are no idea (neutral) about the company service specification is similar to service delivery. 10(20%) of the respondent are agree and 10(20%) of the respondent are strongly agreed that the company service specification is similar to service delivery.

6(12%) of the respondents disagreed that the quality of the product is based their expectation and 2(4%) of them are strongly disagreed the company service specification is similar to service delivery. From this analysis it can be concluded that most of the respondents are no idea (neutral) about the company service specification is similar to service delivery.

Based on this data on table 4.4 item number 28 the majority of the respondents 15(30%) of them agreed that the service delivery is similar with external communication and 10 (20%) of the respondents strongly agreed that service delivery is similar with external communication. 15(30%) of the respondents have no idea about the issue.

5(10%) of the respondents disagreed that the service delivery is similar with external communication and 5(10%) of them strongly disagreed the service delivery is similar with external communication. Form this analysis it can be concluded that most of the respondents are agreed and strongly agree service delivery is similar with external communication.

Based on this data on table4.4 item number 29 the majority of the respondents 20(40%) of them are agreed and 5(10%) of the respondents are strongly agreed that the employees lower quality create service delivery gap. 6(12%) of the respondents have no idea about the issue.

10(20%) of the respondents disagreed that the employees lower quality create service delivery gap. And 9(18%) of them are strongly disagreed the employees lower quality create service delivery gap. Form this analysis 40%,10%,12% 20% and 18% of the respondent is agree,

strongly agree, neutral, disagree and strongly disagree respectively. From this analysis it can be concluded that most of the respondents are agree and strongly Agree the employees lower quality create service delivery gap.

4.5 Information related to respondent used kind of service

3.5 kind of service

30	The service acquiring from ethio telecom.	Internet	Fax	Mobile	Telephone eservice	
	Frequency	17		33		
	%	34%		66%		
31	Are you satisfied with the service you are acquiring from ethio telecom.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	25	5	5	5
	%	20%	50%	10%	10%	10%
32	The company provided quality service.	Strongly agree	Agree	Neutral	disagree	Strongly disagree
	Frequency	10	15	5	10	10
	%	20%	30%	10%	20%	20%

Source: survey (2023)

Table 4.5 item number 30 shows the majority of the respondent 33(66%) of company customers are used mobile service and another 17(34%) of the customers are used internet service. On the above analysis the most of company customers are used mobile service.

Based on this data on table4.5 item number 31 shows the majority of the respondents 25(50%) of them are agreed and 10(20%) of the respondents are strongly agreed that you satisfied with the service acquiring from ethio telecom. 5(10%) of the respondents have no idea about the company service satisfaction.

5(10%) of the respondents disagreed that you satisfied with the service acquiring from ethio telecom and 9(18%) of them are strongly disagreed that you satisfied with the service acquiring from ethio telecom. Form this analysis 50%,20%,10% 10% and 10% of the respondent is agree,

strongly agree, neutral, disagree and strongly disagree respectively. From this analysis can be concluded that most of the respondents are agree and strongly agree that you satisfied with the service acquiring from ethio telecom.

Based on table4.5 item number 32 shows the majority of the respondents 15(30%) of them are agreed and 10(20%) of the respondents are strongly agreed that company provided quality service. 5(10%) of the respondents have no idea about the company provided quality service.

10(20%) of the respondents disagreed and 10(20%) of them are strongly disagreed that company provided quality service. Form this analysis 30%,20%,10% 20% and 20% of the respondent is agree, strongly agree, neutral, disagree and strongly disagree respectively. From this analysis can be concluded that most of the respondents are agree and strongly agree that the company provided quality service.

4.6 Interview for manager

The analysis presented here under is taken from the response of the ethio telecom general manager.

- Is there any coherent relationship among the employees and manager to develop the quality of service delivery?

Answer The manager was confident about the employees to say that they all employees are loyal and good relationship in the company. The good or coherent relationship between manger and employees are support the company profitability and customer satisfaction.

- What kind of service provided by the company?

Answer all ethio telecom provided service in anywhere the country like mobile, internet, phone selling, mobile card selling, fax, telephone service and other related service are provided ethio telecom.

- Is there any special training program arranged for employees to upgrade their performance and knowledge?

  Answer Manager stated that, specials training was only given for selected employees for those who are doing in supervisors and technical work like casher and auditor and another special training is given to new joined employee.

- How the employees of your company are responsive to give appropriate service delivery?

Answer The manager stated or responds that since the factory employees have some experience and most of them are learned, they pay their responsibility with each individual. The company employees are skill full and experience those skill and experience support the company duty responsibility properly delivered service.

CHAPTER FIVE

5. Conclusion and recommendation

5.1 conclusions

The study was conducted on ethio telecom; Wolkite city entitled the assessment of service delivery. As it is sated in the analysis and interpretation part, respondents were asked through questionnaire and interview with manager of the company. So the conclusion is derived from the analysis. The five profiles of the respondents' shows that most of the customers of ethio telecom are adult males and the most are experienced.

On the customer expectation and satisfaction parte the finding the researcher reaches into a conclusion that the companies meet product quality and customer expectation. The ethio telecom has customer service is based on their expectation and the company equipment is updated. Based on the analysis the customers are agreed Company promise is similar to their expectation, the company service provided room is clean and attractive. Form this analysis it can be concluded that most of the respondents are disagreed and strongly disagree that customer satisfied by overall service of the company. In the customer expectation the company customers are satisfied and the company are achieve goal. But the company customers are dissatisfied by service provided room based on the analysis.

Based on the service dimension, the customers are focused in the tangibility dimension that the companies are fulfills this dimension and satisfied customers need. The Company has modern looking equipment's as well as attractive physical facilities and the company material are associated with service delivery is appealing. In addition, to this the employee's appearance is attractive from this we can conclude that the ethio telecom.

The employees of the ethio telecom also keep their promise to do something in a certain time and they are willing to help customers as well as the ethio telecom is providing the service on time in

addition, to these the ethio telecom also facilitates appropriate parking area this implies that the ethio telecom also fulfills the reliability.

Regarding the responsiveness dimension the researcher conclude that the employees of the ethio telecom have enough knowledge to answer customers question, they are willing to help customers, inform the customers when the service is performed and the ethio telecom is providing the service without delay. These implies the ethio telecom fulfill the responsiveness dimension.

Ethio telecom fulfill the assurance dimension through its employees which means that the employees of the ethio telecom respect their customers and treat politely with good knowledge to answer customers questions by giving individual attention the service also is provided in a convenient operating hour.

From the responses of the respondents the researchers conclude that the ethio telecom fulfills the empathy dimension because majority of respondents are satisfied by the location of the company which means the location of the company is attractive and comfortable in addition to these the employees of the ethio telecom give personal attention to each customers of the company.

Finally, the researcher conclude that majority of respondents are satisfied by the overall service of the ethio telecom by measuring the service delivery system of the company using the five service quality dimensions but it does not mean that the company is totally free from any defect still there is dissatisfaction of customers in all dimensions.

In the service delivery part based on the analysis the student researcher concluded the provided service is similar with service expected by customer and the management perception is similar customer expectation, the customers are agreed that service delivery is similar with external communication then most of the ethio telecom customers are no idea about company service specification is similar to service delivery and From this analysis it can be concluded that most of the respondents are agree and strongly Agree the employees lower quality create service delivery gap. Finally the researcher conclude the most respondents are company delivered service is based on customer expectation .then the company are some of the service delivery gapes are unfulfilled.

The final part of the conclusion is the kind of service delivered by ethio telecom based on the analysis the most customer of ethio telecom is used mobile service and internet service and most of the customers are satisfied with the service acquiring from ethio telecom that the most customers are greed the company provided service quality. Finally the kind of service the customers are acquiring from ethio telecom is satisfied. Then the company search and provided more service with more satisfying for the customer.

5.2 Recommendation

Based on the conclusion drawn above the researcher forward the following constructive suggestions and recommendations to the ethio telecom about the service delivery.

It is better for the company to increase its number of female customers by different techniques such as ethio telecom gives training to employee on how to approach this target market and give incentive to the female customers in order to control the overall service. Because it increases the number of customers by increase employees performance and by good service delivering strategy and stabilize the customer base service delivery in ethio telecom.

It should the company exciding product quality, better look of customer expectation and better look of up-to-dated equipment that means the company continue installing quality equipment's to provide the company service the needs of customer are satisfied and the company will be achieve profitability and increase market share.

The company should continue giving the required service with more improve quality to its current and potential customers and against the company better look of customer expectation the company will be satisfied customers need and increase profitability of the company.

The company should give fast service (with short waiting time) in order to be preferred by customers. This can be one of the competitive advantages that can be maintained customer service. Great courtesy and respect of employee should continue without distortion to the customer of ethio telecom. Additional service must be introduced to maximize its current service level and market share such as mobile maintenance service in ethio telecom.

The company satisfying continue customers with it service and existing customer. Degree of responsiveness of the company should continue with the existing level to provider quality and service control. Encouraging of employee's performance, increase product quality, giving incentives and to generate new idea has to continue since it is helpful for the overall service of the ethio telecom. The company must not lose its market share fulfill and attractive the parking area.

The company better improve of Coordination between supervisor and managers have to continue so that it creates good working environment. The company should the management perception is more similar with customer expectation achieve the company objective and more profitability. Another the company service specification is based on customer wonted service the company delivered good service and satisfied the customers need.

It should the company creates high quality of employee performance the company achieves its goal and satisfied the customer.

The company should focused increasing product line like increase the user of fax, telephones service, protected its current service achieve more profitability increase market share.

It should the company will satisfy the customer overall service the company are gained profitability and good will. Generally the ethio telecom has provided quality services achieve the objective.

Finally the company better look of any customer need, looking good service delivery strategy the companies objectives are achieve, the profitability increase and the higher market share will be gain the more customers are satisfied by company service this is gain good will for the company.

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APPENDIX

WOLKITE UNIVERSITY

COLLEGE OF BUSSINES AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire to be filled by customer of ethio telecom

The questioner is prepared by 4th year marketing management student ZELALEM BIRHANU

Dear respondent I would like to sincere application in advance for your precious time and prompt response. This questioner seeks to collect data about the assessment of service delivery in ethio telecom in Wolkite city for partial fulfillment of first degree bachelors in arts of marketing management. This research finding is only for the purpose of academic then your idea and comments are very honors and kept in secret.

Instruction: pleas provide your answer where applicable

Part one: customer's profile

1. Gender .Male Female
2. Age 18 – 24 32 – 38 25-31 39 – 45 Above 45
3. Work experience : 1-6 month 6month-1years 1-2years other

Part two: customer expectation

4.Ethio telecoms product quality is based on your expectation.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

5. Do you agree that organization is giving customer service based on customer expectation

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

6. Ethio telecoms have up-to-date equipment.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

7. The firm's promise is similar with that of your expectation

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

8. The service provided room or office is clean and attractive.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

9 You have satisfied by the overall service of Ethio telecom

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

PART THREE: service dimensions

Tangibility Dimension

10. Company has full facility of Modern looking equipment.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

11. The company has provided Attractive of physical facilities.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

12. The company's Materials associated with service delivery are appealing.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Reliability Dimension

13. Employees act based on their promise

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

14. The employees have willingness to solve your problems

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

.15. It has appropriate parking area?

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Responsiveness Dimension

16. The ethio telecom employees have knowledge to answer customer question.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

17. The company provide Available and clear information.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

18. The company provides service without delay.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Assurance Dimension

19. The company Employee courtesy.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

20. The company gives customers individual attention.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

21. The company has Convenience operating hour.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Empathy Dimension

22. Conformability of the company location.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

23. Attractiveness of the company location.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

24. Quality service dimension customers give more weight.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Part four: service delivery gap

25. The service provided by the company has balanced with service expected by customers.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

26. The company's management perception is similar with your expectation.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

27. The company Service specifications is similar to service delivery.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

28. The company Service delivery is similar with external communication.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

29. The lower quality of employees create service delivery gap.

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Part five: kind of service

30. Which types of services acquiring from ethio telecom?

A) Internet B) Fax C) mobile D) telephones service

31. Are you satisfied with the service you are acquiring from ethio telecom?

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

32. The organization has provided quality service

A) Strongly agree B) Agree C) neutral D) strongly disagree E) disagree

Interview questions to be replied by the Marketing managers of ethio telecom

The interview question is prepared by 4th year marketing management student ZELALEM BIRHANU

I would like to expirees sincere appreciation in advance for four precious time and prompts respond. This Interview seeks to collect data about the assessment of service delivery in case of ethio telecom in Wolkite city for partial fulfillment of bachelor degree in art of marketing management. This research finding is only for academic purpose then your idea and comment are very honored and kept in secret. **Dear manager**

Instruction: pleas provide your answer where applicable

1. Is there any coherent relationship among the employees and manager to develop the quality of service delivery?

2. What kind of service provided by the company?

3. The employees of your company are responsive to give appropriate service delivery?

4. Your company gives special training programming arranged for employees to upgrade their performance and knowledge.