

**ASSESSING SERVICE QUALITY ON TRANSPORTATION SECTOR (IN CASE OF
BAJAJ TRANSPORTATION SERVICE IN WOLKITE TOWN)**



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ENDORSEMENT

This research paper has been submitted to Wolkite University, College of Business and Economics, Department of Marketing Management for the examination with my approval as advisor.

Name of Advisor

Signature

Date

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Table of Contents

CONTENT	Page
ENDORSEMENT	I
Acknowledgement	II
Table of contents	Error! Bookmark not defined.
List of Table	VI
ABSTRACT.....	VII
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Research questions	3
1.4 Objective of the study	3
1.4.1 General objective of the study.....	3
1.4.2 Specific objective of the study	3
1.5 Significance of the study	4
1.6 Scope of the study	4
1.7 Limitation of the study.....	4
1.8 Organization of the paper	5
CHAPTER TWO	6
LITERATURE REVIEW	6
2.1 THEORETICAL REVIEW.....	6

2.1.1 Definition service and its quality.....	6
2.2 Characteristics of service	7
2.3 Service quality.....	7
2.3.1 Dimensions of service quality	8
2.3.2 Level of service for customer expectation.....	9
2.3.3 Measuring service quality	9
2.4 customer expectation	9
2.5 Customer satisfaction	10
2.5.1 Factors affecting customer satisfaction	10
2.6 Measuring customers expectation and perception of service quality	10
CHAPTER THREE	11
RESEARCH METHODOLOGY	11
3.1 Description of study Area	11
3.2 Research Approach	11
3.3 Research design	11
3.4 Types and Source of data.....	12
3.5 Target population of the study	12
3.6 Sample design	12
3.6.1 Sampling technique	12
3.6.2 Sample size.....	13
3.7 Data collection method.....	13
3.8 Methods of data analysis	13

3.9 Ethical Issues	14
CHAPTER FOUR	15
DATA PRESENTATION ANALYSIS AND INTERPRETATION	15
4.1 Questioners response rate.....	15
4.2 Respondent Demographic characteristic.....	15
4.2.2 Respondents education and occupation characteristics and relationship with bajaj service	16
4.4.1Reliability	18
4.4.2 Tangibility.....	20
4.4.3 Assurance.....	21
4.4.4 Responsiveness	23
4.4.5 Empathy	25
CHAPTER FIVE	27
SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION.....	27
5.1 SUMMARY OF FINDING.....	27
5.2 Conclusion.....	28
5.3 Recommendation.....	29
5.4 Suggestion for future study	30
REFERENCE.....	31
Appendix	32

List of Table

Table	page
Table 4.1: Respondents Age and Gender characteristic-----	18
Table 4.2: Respondents education and occupation characteristics and relationship -----	19
Table 4.3: Level of service-----	20
Table 4.4: Reliability-----	22
Table 4.5: tangibility -----	24
Table 4.6: Assurance -----	25
Table 4.7: Responsiveness-----	27
Table 4.8: Empathy	28

ABSTRACT

The Research addressed the service quality play important role in case of bajaj transportation service, in wolkite town because bajaj service offer similar services, the competition is stiff and more focus on delivering quality service, so, it becomes a vital for bajaj service wollkite 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 bajaj transport service, to identify the factors that determining the bajaj transport service quality wolkite town and to examine the measures that could be taking to enhance the quality of bajaj transport service. There is customer complains about service quality deliver by bajaj service and there is no study conduct to measure and compare the service quality delivery by bajaj service and these reason used initiate the researchers to conduct this study to see which bajaj service, satisfies the customer. This study is used tabular and percentage research approaches or mixed research. The researcher is used both primary data collected by used questionnaires. And secondary source of data also collected from the written document and related literature review. This study was conducted in assessment on service quality in case of bajaj transportation service, in wolkite town with sample of 75 customer and the researcher were used a convenience sampling technique from non-probability sampling techniques. The study were service quality instrument to collect information from the customer was analyses descriptively use statistics such as table, frequency and percentage. The bajaj drivers should understand for the customer's specific need the bajaj service should handle the same service delivery by opening the bajaj for more hours by considering customer interest .Empathy, assurance and responsiveness are the most factors that determine the bajaj transport service quality from most to least respectively.

Finally; the researcher was concluded and recommended possible solution based on the findings.

CHAPTER ONE

INTRODUCTION

In this chapter included back ground of the study, statement of the problems, research question, main research question, sub-research question ,research objectives, general objective of the study, specific objective of the study, significance of the study, scope of the study, limitation of the study, organization of the paper.

1.1 Background of the study

Service quality is the actual perceived service that the company provides transport brilliant on the customer satisfaction service experience (Greenrooms 2012). The relevance of service quality to organizations is emphasized here especially the fact that it offers a competitive advantage to organizations that try to improve it and hence bring customer satisfaction. As common carriers increasingly compete in each other's territories; more trucking firm are offering higher service quality offerings to customer (kirkeby,2013) and services marketing literature service quality is considered an important tool for a firm struggle to differentiate itself from its competitors (Ladhari, 2012).

Gefan (2009): 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.

In today, the existence of all human being is related with different service including transportation service, banking service, foodservices, communication service, and media services and emergency service (James, 2013).

Service plays a major role in building and maintains the country's economy .Hence, the size of the service sector will be increasing around the world .Service is an act or performance after by one party to another .Although the process may flow to physical product, the performance is essentially intangible and does not formal's result in ownership of any factors of product (Bellicosities lovelock and writs 2014). Customer service delivery is deciding as service that

customer need become the organization principle around which the public interest is determine and service delivery is also planned (Kotler, 2012). On the other hand, customer satisfaction will be the condition at which perceive performance of business industry or service meet users expect assessment of service quality in transportation sector in case of bajaj transportation service in wolkite town.

1.2 Statement of the problem

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

The crucial and size of the service sector in the globe and each country become increase, and it contribute significant amount of economy grows. One of the major service sectors is bajaj service organization; currently observe that there is high development in wolkite town Bajaj service sector. The increasing in the number of bajaj service and creates high competition among bajaj service. The main competition is to get and retain customers with the aim of sustaining long term relationship with their customers. In discussion with customers and simple observation conduct on bajaj transport service in wolkite town and the preliminary research result shows that many passengers are complaining about the service. Or there are complaints from many customers about the service quality problems by bajaj transportation service and they said that the service delivery by bajaj service is different. And there is lack of communication between the drivers and conductors. The researcher evidence that support customer complains about bajaj service delivery.

There is no study conduct in wolkite town that support this idea. The reasons that the area is not study well in wolkite town and complain by customers initiate the researcher to measure and compare service quality performance of bajaj transportation service operating in wolkite town. That is why this study needs to assess on service quality in order to solve the problem of service delivery towards the customers.

1.3 Research questions

1.3.1 Main research question

- How to assess bajaj transportation service quality in wolkite town?

1.3.2 Sub-research question

- What is the level of bajaj transport Service quality in wolkite town?
- What are the factors that determine the bajaj transport service quality in wolkite town?
- What methods can be taking to enhance the quality of bajaj transport service?

1.4 Objective of the study

1.4.1 General objective of the study

- ❖ The general objective of this study was to assess bajaj transport of service quality in wolkite town.

1.4.2 Specific objective of the study

- ❖ To assess the level of bajaj transport service quality in wolkite town.
- ❖ To identify the factors that determining the bajaj transport service quality in wolkite town.
- ❖ To examine the measures that can be taking to enhance the quality of bajaj transport service.

1.5 Significance of the study

The significance of the study may be important for many users like to the bajaj service, the quality of service that can be apply by one bajaj service differentiates from other bajaj services. Bajaj while attempting to compete with other bajaj shall offer an advantage to champion service quality to their customers. And the study given an insight regarding service quality in bajaj transportation service to provide customer satisfaction identifies problem satisfaction with possible recommendation, and it increases the knowledge of acquaintance of the researchers in relation to how to conduct a research.

For researcher: it enable the researcher to acquire good practice and experience

For driver: it helps to know the factors that affect the quality of service and to reduce that problem.

For the society: it enable the society to get a quality service.

1.6 Scope of the study

The study was limited at wolkite town of bajaj transportation sector, the study is focus bajaj transportation in wolkite town and the research was examine and assess service quality in bajaj transportation. The study was limited to assess service quality of bajaj transportation by using descriptive research design and used quantitative questionnaires' method.

1.7 Limitation of the study

Any research cannot be free from limitation. So, this research is not free from limitation and the major limitation of this study is the converge area of the study is limitation to the application of the study. Some of the respondents is not interest to fill close ended question on the questionnaire, difficult of getting each and every respondent. Lack of access to collect data and lack of experience to do research and time and financial constraint are the major limitation of this research.

1.8 Organization of the paper

The research report was organized under five chapters as listed below: Chapter one: Introduction: This chapter contains background of the study, Statement of the Problem, research question, objectives of the study, significance of the study, scope of the study, limitation of the study and organization of the study. Chapter two: Review of related literature: This chapter deals with the literature relevant to the study. It has an introduction, the theoretical research review. Chapter three: Research Methodology: This chapter describes the approaches and design of research, population of the study, Sampling techniques, the sources of data, the data collection instruments, and the methods of data analysis used. Chapter four: Data presentation, analysis and interpretation: This chapter summarizes the Results/findings of the study; interprets and discusses the findings. Chapter five: Summary, Conclusion and Recommendation: This chapter comprises four sections, which include summary of major findings, conclusions, recommendations and direction for future study.

CHAPTER TWO

LITERATURE REVIEW

In this chapter included definition of service and its quality, characteristics of service, service quality, dimension of service quality, level of service customer expectation, measuring service quality, customer expectation, customer satisfaction, factor affecting customer satisfaction, measuring customer's expectation and perception of service quality.

2.1 THEORETICAL REVIEW

2.1.1 Definition service and its quality

Service is often seen as complex phenomenon, words have meaning service ranging from service to personal service as a product .so far, many experts, opinions about the definition a service is an activity or a series of activates which take place in interaction with a contact person or physical machine and which provides consumer satisfaction (Lehtonen ,2003).

According to Zeithaml and Binder (2000), service is all economic activities whose out puts not a physical product or constriction is generally consumed at the time it is produced, and provides added value in forms (such as convince, amusement comfort or health).while in others definition, a services is an activity of benefit that one party can offer to other that is essentially intangible and does not result the ownership of anything .Its production many or many not tied to a physical product.

Greenrooms (2004), defines a service is 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 good and /or system of the service provide, which are provide as solution to customer problem. 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 (Cronin and Taylor, 2004).

Based on same of the definition of service above, basically all the service is economic activities that result not in the form of a physical product or construction which is usually consumed at the same time and product value added solution or consumer problem (Kist and Klifsio, 2006).

2.2 Characteristics of service

Intangibility: the service cannot be touched or viewed, so it is difficult to tell in advance what they will be getting. Inseparability: the service is being product at the same time that the client is receiving it (during an electronic search, or allege consultation). Perishable: unused capacity cannot be stored for future use. Heterogeneity (or variability): service in values people and people are all different. There is a strong possibility that at the same enquiry will be answered slightly differently by different people (or even by the same person at different times). It is important to minimize the differences in performance (though training, standard and quality assurance).

2.3 Service quality

The discussion about the service quality is complex of the quality assessment service with different assessment of the quality of the product .Especially because is not real (intangible) and the patent of production and its consumption is running simultaneously besides difference in these characteristics ,in assessing the service quality ,the customer are directly in valued and participate in the service process so is the services consumed or enjoyed when perceived performance ratings are lawyer than expectation ,this is assign of poor quality and the reveres is suggest good quality (Lim and Tang ,2000).Parasuraman, et al. (2003) 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, teal 2007) or experienced service (Brown and Swartz 2002).

2.3.1 Dimensions of service quality

According to Parasuraman, Zeithaml and Berry (2004), there are criteria that customers used to judge the quality of service that they receive. They service qualities are related to the quality of the final outcome.

Service quality is five generic dimensions or factors and are stated as follows (van Iwaarden et al, 2003) tangible, reliability, responsiveness, assurance, and empathy.

- Reliability: ability of the service provider to perform the promised service dependability and accuracy.
- Responsiveness: that is the will or desire to help employees and provides services that consumers needed. Having the consumer to wait, especially without a clear base, will cause a negative impression that should not happen. Unless their error will be responded quickly; it can be a good expression and a pleasant experience. The attributes that exist in these dimensions are willingness to help customers to respond to customer requests.
- Assurance: including knowledge, skills, courteous and trustworthy feel free 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 making customer feel safe in their transaction employees who are consistently courteous and employees who have the knowledge to answer customer question.
- 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 make appearance of physical facilities, equipment personal and communication material or how good is the organization at communicating what is provided in service and what roles customer what expected to play.

2.3.2 Level of service for customer expectation

- Ideal service level: is defined the wished-for level of service customer will like.
- Desired service level is a level of performance the customer Wants, hopes to receive from the service.
- Adequate service level is the minimum level of service the customer will tolerate and accept without being unsatisfied.
- Predicted service level: is the lost level of customer expectations which means customer actually expect from the service form.
- Zone of tolerate: is the area between the adequate level of service and the desired level of service Yap, K.B. and Sweeney, J.C (2007)

2.3.3 Measuring service quality

According to Jeanmarie (2005) measuring service quality may involve both objective and subjective processes. In both case it is often some aspects of customer satisfaction which being assessed. However, customer's 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 incident theory) and in problem (assessed by frequent Relevant Analyze a German term). The most important and most used method which to measure subjective elements of service quality is the serval method.

Objective processes: 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 of 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 judged.

2.5 Customer satisfaction

Customer satisfaction is the extent to which product perceived performance matches expectation (Kotler, Andersen, 2002). Satisfaction and dissatisfaction function have been called an episodic measure in the service experience (Kenneth. et al .2003). If the service performance matches with customer's expectation, customer are satisfied. If not, they are dissatisfied if performance exceeds expectation customer is delighted.

Customer satisfaction is the degree to which customer expectations of a product or service are met or exceed (Hoffman and Bateson, 2001). Customer satisfaction is the customer fulfillment response to a consumption experience or some part of it (Butte, 2005).

2.5.1 Factors affecting customer satisfaction

Customer satisfaction is influenced by specific product or service features perception of products or service, quality of service and price (Zethumuni, 2003). In general customer satisfaction are affecting by internal, external, situation, firm produced factors (Kenize and David, 2003).

Internal factors like individual's needs, past experience philosophy, external factors can be competitive option, social context and word of mouth. Situation factors like reason for purchase, weather, and time. Firm produced factors can be promotion price and distribution.

2.6 Measuring customers expectation and perception of service quality

Service quality is the result from a comparison of customer expectation with actual service performance (Parasuraman et, al. 1985). From the definition I can understand the service quality is the result of the comparison that the customers make between their expectations about service and their perceptions 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 along key service quality dimensions. Thus, the key to measuring perceived service quality is to minimize this gap.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter includes description of study area, the research design, type and sources of data, target population of the study, sampling technique, Data collection Method and method of data analyses and interpretation.

3.1 Description of study Area

Wolkite town administration is the capital of guraghe zone as well as wolkite woreda. It located in the southern nations, nationalities and peoples region; the distance of town from central government or from Addis Ababa is 152km. According to the traditional climate zone classification, as a result of the effect of altitude, the climatic condition of wolkite is classified under kola. July is the coldest month. The dominant types of economics activities that are practiced by the people include commerce, urban agriculture and civil servant.

3.2 Research Approach

Research methods are generalized and established ways of approaching research are classified as qualitative, quantitative and mixed method. Qualitative research is an approach for exploring and understanding the meaning individuals or groups as sign to a social or human problem while quantitative research method used for testing objective theories by examining the relationship among variable. On the other hand mixed method involves philosophical assumption and theoretical framework. To achieve their search objective, quantitative research method was used as it allow researcher to investigate the study.

3.3 Research design

To conduct this study the researcher was apply descriptive research design because it describes data and characteristic about the population or phenomena that being study (Howell, K.E 2013). Therefore, to assess the service quality, the researcher is used descriptive research design as descriptive research is appropriate to present phenomena as they exist in present time. According

to Best and Kahn (2003), a descriptive study is concern with condition that exist, opinions that are going, affect that are evident, or trend that are developing. The researcher had used quantitative. The researcher was employed quantitative research to determine numerical data by percentage and frequency.

3.4 Types and Source of data

The researcher was used both primary and secondary sources of data. Primary data is collect through quantitative questionnaire from select interest customer. Whereas, secondary data is collected from books, journals, magazine, internet, and analysis of existing data of the organization

3.5 Target population of the study

Population is the entire group of people, events, or thing of interest that the researcher wishes to investigate (Sekeran, 2001). The target population of the study is the resident of wolkite town Bajaj transportation service's user, but the total population of customers who used bajaj service is unknown in this town.

3.6 Sample design

Sampling design is a mathematical function that gives you the probability of any given sample being drown. Since sampling design is the foundation of nearly every research project (Grönroos, 2000). Sample design consists of sample size and sample technique.

3.6.1 Sampling technique

A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected (Wrenn B e.et al 2002). The researcher will be used to non-probability sampling technique which is convenience sampling technique because, the target population of this study is user of bajaj service in wolkite town not available at one time , place and unknown total population of bajaj user. According to Cohen D, Crabtree (2006), convenience sampling is a non-probabilistic sampling technique the process of selecting

subjects or units for examination and analysis that is based on accessibility, ease, speed, low costs.

3.6.2 Sample size

The researcher would take sample from unknown number of user. Researcher has taken 75 user. The researcher has used the following formula to calculate sample size from the unknown population user of the bajaj (Susan Rose, 2015).

N = Total population N=300 e=10%(0.1)

n= sample size

e= confidential error

$$n= N/1+N (e)^2$$

$$n= 300/1+300(0.1)^2$$

$$n= 75$$

3.7 Data collection method

The researcher was used to questionnaires collection from quantitative data, researcher used structure questionnaires to gather data from bajaj service customers and the researcher will be used to likert scale. Likert scale is use in this study run from strongly disagree (SD) to strongly agree (SA) composed of a series of five point .Likert scale items that represent similar questions combined in to a single composite in each customer practices.

3.8 Methods of data analysis

After the collection of require data and tabulation was made make carefully Then, the analysis can be conduct in a descriptive type, consisting of frequency, percentage and tabular presentation. As to the results, interpretation would make concisely according to the data summary.

3.9 Ethical Issues

In the context of research, ethics is defined as the appropriateness of the researcher's behaviour regarding the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). This study was governed by the general rules of research ethics in such a way that respondents will be requested to provide information voluntarily, there was prior communication about the purpose of the study, and confidentiality of the information was guaranteed.

Confidentiality – the respondents were assured that they will not be confused and that their responses will remain confidential. The information they provided will be confidential and used for academic purposes only.

Organizational approval – A written letter that explains the research idea as well as a copy of the research proposal was provided to study the site. The researcher obtained approval before any research activity at the specified location is carried out.

Informed consent – Cover letters that explained the purpose of the questionnaire were given to the respondents of this study. As well as explaining the purpose of the study and for what purpose the study was going to be conducted

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATION

4.1 Questioners response rate

In this part the data obtained from the respondents has analyzed using table, Percentage and frequency, total of 75 questionnaires were distributed to respondents and 68 were returned and collected. The remaining 7 questioner were not collected because of un willingness and carelessness of customer that used bajaj transportation, from 68 questionnaires 38 questionnaires were filled by male customer and 30 questionnaires filled by female customer.

4.2 Respondent Demographic characteristic

Table 4.1; Respondents Age and Gender characteristics

Variables	Category	Customer response in number	In percentage
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 2023

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%),18(26%),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 bajaj service

Table 4.2; Respondents education and occupation characteristics and relationship

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

Source own survey 2023

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,32% respondents grade 12 complete and below. 34% respondents are diploma

Based on this table, most customer that visit the bajaj service are diploma, and followed by grade 12 and below, the lower visitors are illiterate and grade 8 and below, and table 4.2 shows most of the respondents by occupation are students 49%, 22% or 15(22%) are employee, in businessman category 18(26%) respondents and the remaining 3% customer category of other.

4.3 Level of service

Table 4.3 Level of service

Variable	Category	Customer response number	%
Level of service	How do you rate the level of bajaj service?		
	High	8	12%
	Medium	40	59%
	Low	20	29%
Total		68	100

Source own survey 2023

According to table 4.3, 8(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 level of bajaj service. Based on the above table the most respondents or customers that visit the bajaj service or level of service, according to pattersun(1997) customer expedition is critical issue in the success of any business system. 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

The study contains five dimension in measuring bajaj transportation service, each of the dimensions contains different number of questions, and reliability contains 3 questions and

tangibility continence 2 questions. While assurance, responsiveness each contains 3 questions. The total question or questions number is 11

4.4.1 Reliability

Is the ability to promised service dependably and accurately (Valerie, et al 2004).It concern on the bajaj service on its promise about service deliver, service provision and problem resolution. Table 4.4 below shows, customer response to be reliability three question respect to bajaj service.

Table 4.4: Reliability

Variable	Category	Customer respondent in number	In percentage
Reliability	1 Bajaj 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 bajaj drivers will show sincere interest solving it?		
	Strong agree		
	Agree	5	7%

	Neutral	20	29%
	Disagree	3	4%
	Strongly agree	30	44%
		10	15%
	Total	68	100
	3, you always get Bajaj from Bajaj station		
	Strongly agree	5	7%
	Agree	30	44%
	Neutral	10	15%
	Disagree	15	22%
	Strongly disagree	8	12%
		68	100

Source own survey 2023

As shown in the above table 4.4 item. 6(9%),30 (44%),10 (15%), 20(29%) and 2 (3%) respondents are strongly agree, agree neutral, disagree and strongly disagree respectively regarding to dependable of bajaj service. In the same table total of 3 respondents strongly agree on that the bajaj drivers Show sincere interest solving problems they encountered and 20 of respondents agree that the bajaj drivers show sincere interest solving problems they encountered furthermore,15%(10) and 44(30%) 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 bajaj from bajaj stations. The above table shows, the main transportation service customer expectation, bajaj service keep its dependable and solving its problem, and it is followed by getting bajaj from bajaj station always. The bajaj transportation actual service delivery result in the table 5 show. The bajaj service delivery high in keeping dependable. Total of 5 respondents strongly agree that they

always get bajaj from bajaj station and 30 of respondents agree that they always get bajaj from bajaj station. Furthermore, 12 %(8) and 22 %(15) of respondents respond strongly agree and disagree respectively, while the rest of the respondents 15 %(10) respond neither agree nor disagree for this item. The lower respondents participants in this study are agree.

4.4.2 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 4.5 below show customer response to the tangibility questions respected to bajaj transportation service.

Table 4.5: Tangibility

Variable	Category	Customer response in no	%
	4, the bajaj physical facilities (sitting, chairs, and window.) 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 bajaj sites are comfortable		
	Strongly agree	4	6%
	Agree	26	38%
	Neutral	10	15%
	Disagree	20	29%
	Strongly disagree	8	12%
	Total	68	100

Table 4.5 below show customer response to the tangibility questions respected to bajaj transportation service.

Source: own survey 2023

Table 4.5 presented that tangibility of service and 25(37%) of the respondents disagreed, 10(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 strongly agree and neutral with the issue. Since the majority of the respondents 46(57.5%) are disagreed and strongly disagreed on the bajaj 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 about the bajaj. Table 5 shows from 2 questions of tangibility for taxi 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 bajaj

4.4.3 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 decline is likely to be particularly important for service that the customer perceives as involving high risk and /or about which their feel uncertain about their ability to evaluate outcome. For example brokerage, medical and legal service (Valerie, et al, 2004). To measure bajaj assurance service diminution 3 different questions asked respondents. Table 3.7 below show customer's response to the three assurance questions respected to bajaj service.

Table 4.6: Assurance

Variable	Category	Customer respondent in number	In percentage
	6, the bajaj drivers and are polite?		
	Strongly agree		
	Agree	-	-
	Neutral	18	26%
	Disagree	10	15%
	Strongly disagree	30	44%
		10	15%
	Total	68	100
Assurance	7, you feel safe in transportation with the bajaj 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 bajaj 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 swerves 2023

According to 4.6 category 6, it is found that 18(26%) of the respondents agreed, 10(15%) the respondents neutrals, 14(55%) of them are disagreed and strongly disagreed regarding to the politeness of the bajaj drivers and their assistance.

In category 6, from the above table, the majority of respondents replied that the above bajaj drivers 30(44%), and followed by 13 (19%) 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 taxi service respectively. 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 4.6 Shows, customer more respond that the bajaj drivers and their assistance are polite followed by the bajaj drivers courtesy to the customers and feel safe in transportation with bajaj.

4.4.4 Responsiveness

Responsiveness is the willingness to help customers and to provide prompt service. This damnations 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 bajaj service responsiveness delivery, requirement and satisfaction.

Table 4.7: Responsiveness

Variable	Category	Customer response	%
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		in no	
Responsiveness	9, drivers of the bajaj never too busy to respond to your request?		
	Strongly agree		
	Agree	3	4%
	Neutral	10	15%
	Disagree	15	22%
	Strongly disagree	30	44%
		10	15%
	Total	68	100
	10, drives of the bajaj 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 swerves 2023

Table 4.7, shows customers response to the 3 responsiveness questions respected to bajaj service. Regarding to responsiveness, to customer table 4.7, category 9 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 strongly based on the drivers of the bajaj and their assistance are never too busy to response the customer's request.

Table 4.7, 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 disagreed regarding to the bajaj driver to provide prompt service.

Table 4.7 is the above shows , customer less expect bajaj drivers and their assistance to be willing to help them and provide prompt service followed by drivers of the bajaj and their assistance be never busy to response .

The actual service delivery result in the table 4.7 show, the bajaj 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.

4.4.5 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),bajaj empathy service dimension measure in the study with intended in one questions.

Table 4.8 Empathy

Variable	Category	Customer response in number	In percentage
	11, the operation hours of the bajaj service in convenient to you.		
	Strongly agree	5	7%
	Agree	15	22%
	Neutral	8	12%
	Disagree	30	14%
	Strongly agree	10	15%
	Total	68	100

Source; own survey, 2023

From the above table 4.8 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 bajaj operation hour convenience to customers.

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF FINDING

In this chapter the researcher 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. The purpose of this study was to find some crucial service quality problems and identify the case of this problems for bajaj service in wolkite town and give some possible solutions to the bajaj service problems. To this end the researcher used convenience method by employing questionnaires. And qualitative analysis was mad. 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 ganders
- ❖ The age distributions of the respondents were mostly found between 18-28 years.
- ❖ An illiterate customer respondent was the lowest and the diploma was the most of respondents that participate in bajaj service.
- ❖ Most of occupation of the customers respondents were students, and the lowest were also other.
- ❖ The majority of the customers' respondents respond medium, and the lost also respond high based on level of bajaj services.
- ❖ From the customer respondents of majority of the respondent agree and disagree regarding to the dependable of bajaj service and the bajaj drivers solving the problem sincerely respectively.

- ❖ Regarding to get bajaj from station the most and the lowest respondents were agreed strongly agreed respectively.
- ❖ Majority of the respondents were disagreed and the lower respondents agreed based on the
- ❖ visual appealing or the physical facility. And the majorities of the customer respondents were disagreed. And followed by strongly agreed raised to bajaj seats are comfortable.
- ❖ The majority of the respondents respond to disagreed regarded on the bajaj drivers and their assistance policies.

Regarding the feel safe in transportation with the bajaj 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 bajaj and their assistance are never busy too respond the customers request. The bajaj drivers to be willing help them, and bajaj drivers provide promote service respectively.

The majority and the lower of the customers responds respond disagreed strongly; agree respectively regarding for all the bajaj operation hour convince. A bajaj service has best interest at heart of customers and the drivers understand the customer specific need.

5.2 Conclusion

The current bajaj service sector in wokite play important role in country development. Because of high customer involvement in the delivery the bajaj services itself recognizing customers perception and expectation are very significant or understanding the customer perception about service quality in becoming obligatory in bajaj 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 bajaj service delivery, the majority of the respondents are dissatisfied with the bajaj service in relation to this they disagree that bajaj 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 education occupation were high and low, illiterate and student and other respectively

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

5.3 Recommendation

Any bajaj service should have to struggle their customers Achieving delivery quality service at continues effort is the main means to satisfy customers .because, current bajaj service sector show highest competition between bajaj , 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 communicate ,personal attention ,ease of communication or conduct in the relationship. and the bajaj 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 bajaj service should contact professional drivers to make the operation hours the bajaj service convenient. The bajaj drivers should understand for the customer specific need.

The bajaj service needs to handle this problem by opening the bajaj for more hours by conceding interest.

customer that used bajaj service face dissatisfaction is higher in all dimensions the largest dissatisfaction paper in empathy. This indicates that And operating hour convent to customers. Bajaj service has busy interest for customer and derives of the bajaj understanding customers specific need, the second largest dissatisfaction appears assurance that is bajaj drivers and their assistance polite to customers feel safe in transportation with bajaj service and derives constantly curtsey customers the third largest dissatisfaction also appears in responsiveness, this indicates that bajaj drivers like highly willingness to help customers never busy to respond to customers request'

To reduce the above two conditions. The researchers recommend the following.

Provide tearing to derives on, how to serve customers, how much customers are important for the bajaj service existence, this well help the bajaj service to increase.

The bajaj service should provide safe transportation service to customers.

Bajaj drivers should consistently courtesy to customers.

Drivers ability ought to serve politely and willingness o help customers.

Drivers of the bajaj and their assistance should respond to customer's request.

The bajaj organization should motivate and providers incentives for bajaj drivers and their assistance to serve customers without any delay. It will help to increase the performance of bajaj.

Drivers and their assistance in providing to become never busy to respond customers request.

As we seen from analysis and conclusion part bajaj service customer are mostly dissatisfied in all dimension of service quality and the researchers recommend the following.

The bajaj organization should provide train the drivers to bajaj drivers in the skill need to lead their assistance to deliver quality service.

Ensure that drivers understand and accept goals and priority.

The bajaj organization should rendered reward to bajaj drivers and their assistance for attaining quality goal.

Establish clear service quality goal that are challenging, realistic, and explicitly designed to meet customer expectations.

Bajaj service should provide a good feedback for customers.

The bajaj service should have to straggle to satisfy their customers.

The bajaj service should provide high service, other recommendation is bajaj service need to understand customer suggestion and make improvement based on their suggestion

5.4 Suggestion for future study

The study was assess service quality in bajaj transportation in wolkite town .based on the finding of the study the researcher have many limitation because of time and financial constraint It was focus on wolkite town further research need to be done in other town specially gubre town and it can be use method that does not used in the researcher

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Appendix

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 service quality in case of bajaj transportation service, in wolkite town by alemtsehay h/mariam who are under graduate student in Wolkite university in BA of marketing management department

Research question

Questionnaire prepared for customers of bajaj transportation service quality in wolkite 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 taxi service
High ☐ Medium ☐ Low ☐

Part three: service quality measurement

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

No	Reliability of service	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Bajaj service is dependable to you					
2	When you have a problem the bajaj deriver will show sincer derivers interst solving it.					
3	You always get bajaj from bajaj Station					
Tangibility of service						
4	The bajaj physical facilities or sitting chairs window are usually appealing					
5	The bajaj seats are comfortable					
	Assurance of service					
6	Drivers of the bajaj are polite					
7	You fail save in transportation with the bajaj service					
8	Drivers of the bajaj consistently courteous to you					
	Responsiveness of service					
9	Derivers of the bajaj their assistance are never too busy to responded your request					
10	Drivers of the bajaj give you promote service					
	Empathy					

11	The operation hours of the bajaj service in convenient to you.					
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