



**COLLEGE OF BUSINESS AND ECONOMICS
DEPARTEMENT OF MANAGEMENT**

**ASSESS SERVICE DELIVERY PERFORMANCE AND CUSTOMER
SATISFACTION (IN CASE OF WOLKITE UNIVERSITY
REGISTRATION OFFICE)**

**A RESEARCH PAPER SUBMITTED IN THE REQUIREMENT OF PARTIAL
FULLFILMENT OF BA DEGREE IN MANAGEMENT**

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ABSTRACT

This research paper was conducted on effect of service delivery performance and customer satisfaction. The general objective of the study was to assessed the quality of public service delivery and its collection problem in Wolkite university registration office and customer satisfaction. Service quality has become very important to improving customer satisfaction in public service delivery to achieve the objective of the study both primary and secondary data source was used. Primary data was collected through open and close ended questionnaires distribute to employees of Wolkite university registration office. secondary data was collected by using different document of Wolkite university registration office, internet, book, publication, journal etc. and analyses using census method. The study was conducted by using descriptive type of research design the researcher was be identify problems to be studies.

Key word: service delivery performance and customer satisfaction.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Public service is a tool that governments use to design, formulate, and implement public policy and discharge government functions. A well-established public service is important for government to carry out its policies and strategies. It fosters an enabling environment capable of promoting sustaining economic and social development and institutional growth (Chaudhry, 2003).

Public services provide the most common interface between people and the state, and their functioning shapes people's sense of trust in and expectations of government. At a national level, public services under human welfare and economic growth Public services need to be delivering with integrity, centred around citizens, and responsive to their needs, particularly the needs of the most vulnerable. Promoting greater transparency and enabling ordinary citizens to assess the quality, adequacy and effectiveness of basic services, to voice their needs and preferences and to become involved in innovation offers an opportunity to enable better use of public funds, and improve service delivery (Ringold et al, 2013)

Public services account for a large proportion of government budgets, but increased spending has often not been matched by improvements in outcomes. In the worst case, public services can be delivering by corruption which leads to money intended for books, teachers, dispense, arise, medical supplies and infrastructure being siphoned off by officials or private contractors (World Bank, 2004).

public institutions that are successful in satisfying their customers by implementing the reform program. On the contrary there are others still not successful. Therefore, the major public service delivery factors that were suggested by different researchers and scholars are tested using case study method in this work. Two public organizations are selected i.e. one from the category of successful ones and the other from those who are not successful. By designing the conceptual framework, the public service delivery success factors are identified scientifically. In addition, different approaches and methods of public service delivery reforms are analysed [destatesfawmebratu, 2012] and the administrative reforms initiated by Emperor Tewodros were

continued by Emperor Minilik who introduced elements of modern administration. In his reign he introducing multilateral services; this has contributed to the establishment of civil servants who control the state activities in their field of profession (PDRE, 1976: 10).

During the Haile Selassie regime there were attempts to modernize the public service. Among other things, the 1931 constitution which was revised in 1955 established a national parliament that provide for the institutions of uniform type (Asmelash, 2005).

In the Dergue regime, despite few reforms, no fundamental change was made in the public service. The public service was made to operate under different orders and decrees issued during the Emperor's period. (Merit, 2013).

Wolkite university registration office is the sole service provider for all document related needs. In connection with this, the study tries to assess the problems of the office is expose to providing effective service to its customer, shows the extent of the actual effect of quality service on customer satisfaction and also to explore the different consumer satisfaction within the organization. how does quality service have great contribution on customer satisfaction? Registration office, which is giving service to its customers, which is back by system, tools and recognizes customer service process.

1.2 Statement of the Problem

Nowadays public sector plays a major role in service rendering firms. One of the major institutional functions of registration office that play vital role in the day-to-day activity of the people is registering documents and providing service relate to facilitating contracts. An attempt to organize this sector and managing in a proper way in order to give quality service effectively, it has its own contribution to the improvement of the living condition of peoples. This study find how service quality performance can be improved twaweza [2013]. However, in the case of Wolkite University, the dissatisfaction in the provision or access to public services is becoming persistent. Wolkite University customers have a problem of access to financial and human resources. The most state and common factor that is challenging the office development in Wolkite University is lack of finance both for the network expansion as well as maintenance. The expansion of network has got attention and grown significantly to help the development of the office. On the other hand, the university has lost much asset value since maintaining the huge amount of the asset requires additional resources finance, human resource, and finance is limit resource in the financial utilization over the all budgets is expect

to be very high, These are institutional and capacity as well as governance problems such as lack of accountability between actors, transparency and responsiveness by the officer and other service delivering actors which are generally limiting them from participating in policy planning (design). The public should get a capability to voice and prioritize their needs as well claim their rights.

This study tries to solve some of the problem relate to the study area.

1.3The research question

1. How to assess service delivery practice in Wolkite University registration office?
2. What is the outcome of the improvement?
3. What is the satisfaction of customer from the service provider?
4. To what extent is it improved?

1.4 Objective of the Study

1.4.1 General objective

The main objective of this study was to assessed the service delivery performance and customer satisfaction in Wolkite university registration office.

1.4.2. Specific objectives

- To assess service delivery practice in Wolkite university registration office.
- To examine how Wolkite university registration office handles its customers.
- To identify the level of customer satisfaction in the study area.
- To make recommendation and sight possible solution, which may help the office to improve it quality, service more

1.5 Significance of the Study

Customers' satisfaction analysis plays significant role for the achievement of organizational objectives. First analysis of customers' needs helps the organization in designed strategic plan. This study is believed to have the following importance.

- The Wolkite university registration office would get feedbacks from the researcher about its customers' satisfaction level and help to take necessary action.

- It draws attention of other similar organizations particularly within the civil service agencies on what to do in satisfying their customers.
- The finding of the study was initiated other interested of researchers to undertake a better and detailed study in the area.
- Moreover, the paper was help the researcher to accomplish his bachelor of art degree and have experience for further carrier development.

1.6 Scope of the Study

Wolkite University registration office is one of the public organizations with experienced by provided civil service. This study was covered the quality dimensions and how they impact on customer satisfaction, quality practices, and processes and hinder the delivery of customer satisfaction and performance.

1.7 Limitation of the Study

The researcher was faced some limitation while conducting this study. The limitations of our research are lack of experience of the researcher, scarcity of reference book, lack of availability sufficient time and due to the cause of covid 19 the research was not fully conducting the study. About all time is the major resource affected the research work. Hence, to distribute questionnaire, to collect information shortage of time is the limitations of the study.

1.8. Organization of the paper

This paper was organized into five chapters. The first chapter is discussed the introduction part which includes statements of the problem, objectives of the study, significance of the study, scope of the study, limitation of the study. The second chapter reviews the different literatures relating to the study, the Third chapter is research methodology. The fourth chapter dealing with the finding of the study and covered the presentation and analysis of data from sample population. The fifth chapter makes conclusion and recommendation.

CHAPTER TWO

2. Literature Review

2.1 The Public Service

2.1.1. Defining the public Service

The name public service was used by the British in India in the 19th century in reference to administration of that country which was under imperial rule. The public service has since become common and is widely used by countries which have either been colonized by Britain or somewhat influenced by British system of governance (Ahmed, 2013). Since then throughout developmental process, the public service became the executive arm of modern governments which is used to implement public policies made by politicians and legislatures. As different from elected politicians, the public service is permanent body of public functionaries and enjoys security of tenure that entitles them to employment on permanent basis. The tenure can be terminated embody terms, and conditions of work in government. Its effectiveness in exercising its responsibility the civil servant, has material influence on the image which the government to public and the attitude of public towards the government. As a public servant serving the wider public Receives instructions, for his acts, faithfully without being required to offend the professional or technical integrity (Sadig, RasheedAndOlwu,2004).

2.2. Quality service

2.2.1 Definition of Quality Service

According to Murdick (1990:P. 419), “quality is the degree of which the bundle of service attributes as a whole satisfies the user”. This definition comprises (1) the degree to which attributes of the service desired by the users and identified and incorporated in the service, and (2) the degree to which desire levels of these attributes are perceived by the users to be achieve. A customer who buys the product or experiences the service has certain needs and expectations in mind. According to Berry (2003), “if the service of product meets or exceeds those expectations time and time again, then, in the mind of that customer, it is a quality product or a quality service”. Berry (1991: P.2).

According to Garvin (1987) quality has been conceptualized having eight dimensions. These are

Performance -what is customer expect the product or service do to

Reliability –not malfunctioning or breakdown.

Conformance- Meet specified standards.

Durability-Ability to last, till the customer has no use for it.

Serviceability-Easy too cheap to repair

Perceived-Value in the eyes of the beholder

2.3. Principals of Quality Service

According to Denton (1998: P.139), “top service companies are able to effectively deliver service because they apply the basic principles of quality service”. Some of these principles mentioned by Denton are discussed below. Top management must demonstrate support. Here, one of the key issues is management commitment. It takes deeds and actions to prove management’s commitment to quality.

Understand, respect, and monitor the customer. Perhaps the best single way to **develop an effective service strategy is to simply listen to customers. (Ibid: P.139)**

2.4 Effects of Quality Service on Customer Satisfaction

According to Dean (1993: P.7), some of the benefits achieve by providing quality services are:

Increase customer retention.

Reduce customer complaints and warranty claim.

Increase ability to attract new customer.

Increase the distribution of services for the customer.

2.5 Customer Satisfaction

2.5.1 What is Customer Satisfaction

For any business to be really successful, the very critical ingredient is customer satisfaction. The company has to make sure that each person in the organization is aware of that vital fact. Each one should do their job having in mind this question: how does this particular operation contribute to customer satisfaction? That is in many cases something is being done for the product or service that the customer is not willing to pay. On the other hand, there may be some improvement in the company can implement and will add real value (the kind of value that customer is willing to pay for).

Denton (1998: P.27) further suggested that, company to be successful in its operation, it has to give consideration for the following key points.

Make customer satisfaction a central focus, at the corporate level.

Find hire people who care about delivering quality service.

Focus efforts on training and motivation of front-line service providers and management so they know how, and why, to deliver service.

2.6 Parameters of Quality Service to Customer Satisfaction

A basic and effective baseline customer satisfaction should be focus on measuring customer perceptions of how well the company delivers on the crucial success factor and dimensions of business as define by customer; for example, service promptness, courtesy of staff, responsiveness, understanding of the customer's problem, etc. According to Murdick (1990: P.421-422), "if we can measure the customer's perception of a service relative to set of characteristics important to him or her, we may uncover ways to improve the quality of service as whole". It is found that customers assess service quality in terms of:

Reliability. It involves consistency of performance and dependability.

Responsiveness. It is willingness or readiness of employees to provide service.

2.7 Ways to Recognize Good or Bad Service

According to Dean (1993: P.4), "serving customers reflects the basic reality of our interdependence customers depending upon organization; organizations depending upon customers". Frontline employees must work together with customers as well as with each other. Quality service requires unity within a company; it requires joint work with customers. (Ibid: P.4)

Palmer (1995: P. 143-145) stated that the following point in checking whether service render is good or bad.

Researching Service Quality

One of the prime causes of poor quality performance by service firms is that they do not know what their customers expect. Many organizations are eager to providing good quality service but fall short simply because they do not accurately understand what customer expect from the

company. Marketing is a means of extracting information about customers' expectations and perceptions of services. The organization will ask:

What do customer consider the important features of the service?

What level of these features do customers expect?

How do customers perceive service delivery?

Customer panels

This provides a continuous source of information on customers' expectations. Group of customers, generally frequent users are brought together about the quality of the service providing. It may also be employee to monitor the introduction of new or revise services. Careful selection should therefore be undertaken to ensure that the panel possess the same characteristics as the population of customers being analysing such as social, economic, demographic and frequently of use.

Transaction Analysis

It involves tracking the satisfaction of individuals with particular transactions that they have recently been involving.

It enables management to judge current performance particularly customers' satisfactions with the contact personnel with whom they have interested as well as their overall satisfaction with the service.

The research effort normally involves a mail or telephone survey of individual customers immediately after a transaction will be complete. An additional benefit of this research is its capability to associate service quality performance with individual contact personnel and link it to.

Perceptions Survey

It uses a combination of qualitative and quantitative research methods, which is use to developing future marketing strategies. Its aim is to achieve a better understanding of how customer view an organization in order to help the firm see itself as clients see it.

Mystery Shoppers

It is a method of auditing the standards of service providers particularly the staff involvement because a major difficulty in ensuring quality service is how to overcome the non-conformance of staffs with performance guidelines.

Analysis of Complaints

Dissatisfaction of customers is most clearly voiced through the complaints they make about service provisions. Hence analysing these complaints may be the sole method of keeping in touch with customers.

Similar Industry Studies

Customers' quality expectations in other similar service providers can be a useful source of information for managers because customer's needs may be similar among different companies which provide similar service. (Palmer 1995: P.143-145) Ock, 1990: P.421-4

2.8 Tasks of Service Givers

It strongly believes that the well-run logistics system can improve the service a firm provides to its customers. According to Kotler (1996: P.666-668) service companies face three tasks. These are increasing their competitive differentiation, their service quality, and their productivity.

2.8.1 Managing Differentiation

Service companies can differentiate its service delivery in three ways.

People: - a service company can distinguish itself by having more able and reliable customer contact people than its competitors.

Physical environment: - a service company can be developing a more attractive physical environment in which the service is delivered.

Process: - a service company can design a superior delivery process.

2.8.2 Managing Service Quality

One of the major ways to differentiate a service firm is delivering consistently higher quality service than competitors do. The key is to meet or exceed the target customers' service quality expectations. Their expectations are formed by their past experiences, word of mouth, and

service firm advertising. The customers, after receiving the service, they compare the perceived services customers lose interest in the providers. If the perceived service meets or exceeds their expectation they are apt to use the provider again.

2.8.3 Managing Productivity

Service firms are under great pressure to increase productivity. Since service business are highly labour intensive, costs have been rising rapidly. Kotler listed six approaches to improve service productivity.

The service provider train current employees better or they hire new one who will work harder or more skilful.

The provider can “individualize the service” by adding equipment and standardizing production.

They can increase productivity by designing more effective services.

Providers also can give customers intensives to substitute company labour with their own labour. (Ibid: P.666-6).

CHAPTR THREE

3. RESEARCH METHODOLOGY

3.2 Research Design

In this type of research use descriptive research method in order to describe the existing situation. This research design implies descriptive survey both qualitative and quantitative research approach. The rationale for the choice of descriptive survey method helps to describe and interpret depth study through exploring attitudes, behaviour and experience by using such methods or data collection instrument as key questions rise and interview. This provides information which can best described in words in describing situation.

3.2.1. Target population

The target population of this study was the employee of Wolkite University registration office. the researcher use census survey to collect data from all employees. reason for this to cover all employees, there are small 35 number of employees in Wolkite University registration office.

3.3. Source of data

3.3.1. Primary source

The primary source of data was collected through questionnaire and the questionnaire was distributed to all the employee of Wolkite university registration office.

3.3.2 Secondary data

Secondary data was collected based on different written documents like Wolkite university registration office, internet, journals, magazines and etc.

3.4 Sampling Technique

In order to have a better understanding, to collect the relevant and accurate data on the study, the researcher was used census method to collected information by questionnaire and observation. By considering the whole population [35]. Employees of Wolkite university registration office. the reason behind to choose census method is the population size was so small in number.

3.5 Sample Size

The total number of employee are 35 and the total number of sample size is 35. by this reason the researcher use census method. the sample size determines through census method. so the researcher assume that sample size was which is provide accurate data in addition to this it is less

cost, less time consuming and convenient to use and it is consider enough generalization of the finding.

3.6 Data Collection instrument

To obtain the data, which answers the list of research question and, to achieve the objective of the study observation was used. Observation is prepare based on questions regarding the various aspects of the topic of study, provide rapid analysis and feed back to the researcher, save time, encourages objective. in this study observation in the studying area .it is help full to supplement the information gather other instruments, as well as for clarification of same unforeseen information.

3.7 Methods of data analysis

The researcher was displayed the data on quantitative and qualitative. The quantitative aspect describes and analysed in percentage or average term. Qualitative aspect discussed on descriptive term, the response from questionnaire following by verbal interpretation and described both quantitative and qualitative method of data.

CHAPTER FOUR

4. Data Presentation and Analysis

4.1 Introduction

This chapter was concerned with data presentation, analysis and interpretation of primary and secondary data. The primary data was obtained by distributing questionnaires to customers and employment, so total sample size is 35, by census method. Out of the total distributed questionnaires 21 were managed to be filled and returned by Wolkite university registration office customers. The rest did not fill by the reason of covid 19 and due to various reasons.

In the data analysis processes of primary data, the descriptive census methods and percentage have been used as methods of data analysis. After the data was executed, the data were organized and tabulated so that the results could be discussed. The

secondary data is obtained from different documents.

4.2 Demographic Information of the Respondent

Table 4.1: Characteristics of sample respondents by sex, age, academic and education level.

	Characteristics	Male		Female		Total	
		Number	Percent	Number	Percent	Number	Percent
1.1	Sex	13	62	8	38	21	100
1.2	Age						
	18-23	-	-	-	-	-	-
	24-29	2	9.54	3	14.25	5	23.79
	30-35	3	14.3	3	14.25	6	28.55
	36-41	4	19.07	1	4.75	5	23.82
	42-47	2	9.54	1	4.75	3	14.29

	Above 48	2	9.54	-	-	2	9.54
	Total	13	62	8	38	21	100
1.3	Academic qualification						
	Diploma	2	9.54	2	9.5	4	19.04
	BA, degree	8	38.15	5	23.75	13	61.9
	BSC, degree	2	9.54	1	4.75	3	14.29
	MA, degree	1	4.76	-	-	1	4.76
	PHD and above	-	-	-	-	-	-
	Total	13	62	8	38	21	100

Source: collected through questionnaire, survey, 2020

The required data for conducting this study are obtained from sample respondents of Document Registration Office. Thus, analysis of the vital characteristics of these respondents appears logical before going on to the analysis of their responses to the questionnaires. To this end table 1 shows the composition of respondents in terms of their sex, age and academic qualification.

From the table 1 above we can observe that Wolkite university Registration Office has a mix of male and female civil customers. That is the male customers are 13(62%) and female customers are about 8(38%) of the total sample. In the table 1 above it shows that the age category respondents are 0% are between 18-23, 23.79 % between 24-29, 28.55 % between 30-35, 23.82 between 36-41, 14.29 % between 42-47, and 9.54 % are above 48.

From 21 respondents, 14.09% Diploma, 61.9% BA, degree, 14.29% BSC degree, 4.76% MA, degree, and 0% PHD and above.

Table 4.2: Frequency (rate) of customers coming to the office in connection with same service

Responses	Is this the first time	
	Number of respondents	Percentage
Yes	10	47.61
No	11	52.39
Total	21	100

Source: collected through questionnaire, survey, 2020

According to the responses of the respondents, 47.61% of the respondents came for the first time and time 52.39% come more than once in connection with the same service. From this someone can infer that majority of the office customers (respondents) came to the office once in the past 12 months and they get service without reservation.

4.3 Standard of Service

Customers' respond to the question how do you rate the standard of service provided by Wolkite university registration office improved?

Figure 1: standard of service

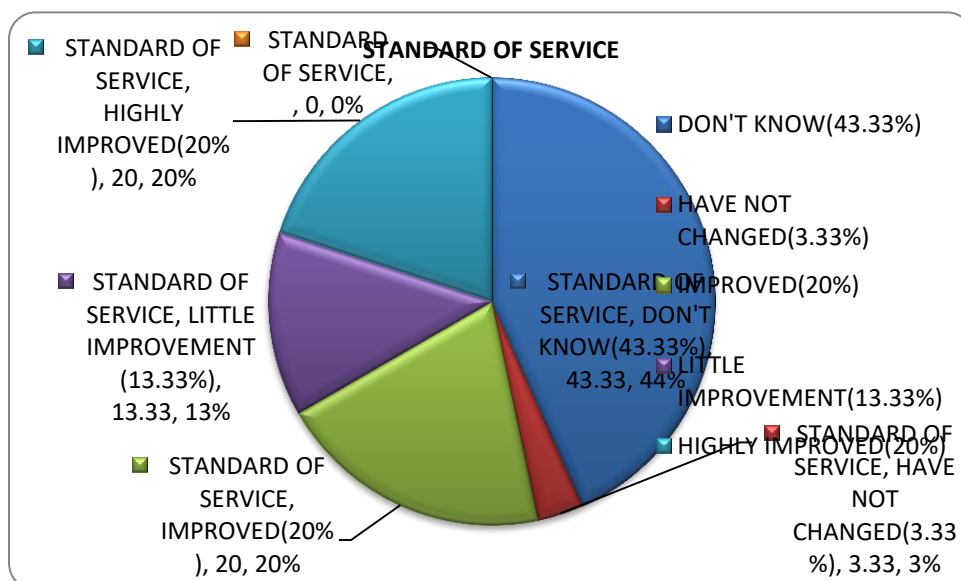


Figure 1 shows that, from 21 respondents 20% respond the standard of the office highly improved, 20% respond improved, 13.33% little improved, 3.33% have not changed, the rest 43.33% do not know either the standard of the office service improved or not during the time they spend at the office. From this we can observe that the majority of respondents agrees standard of the office service improved over a time.

Table 4.3:Customers opinion on payment for the service matches the quality of the service

Responses	No of respondents	Percentage
Strongly agree	7	33.33
Agree	10	47.62
Neutral	4	19.05
Strongly disagree	-	-
Disagree	-	-
Total	21	100

Source: collected through questionnaire. survey,2020

From 21 respondents, 7(33.33%) are strongly agree that payment for the service equals to the service they get, 10(47.62%) are agree, 4(19.05%) are neutral. no customers are disagreeing or strongly disagree. This implies that majority of customers are satisfied with the payment and the quality of the service which matches the service.

Table 4.4:Response about capability of civil servants in the office to deliver quality service.

Responses	No of respondents	Percentage
Strongly agree	9	42.86
Agree	7	33.33

Disagree	-	-
Neutral	5	23.81
Total	21	100

Source: collected through questionnaire. servuy,2020

As shown in the table above 9(42.86%) and 7(33.33%) respondents were strongly agreeing and agree respectively with the capabilities of civil servants in the office in delivering quality service. The remaining 5(23.81%) respondents replied with neutral. Thus, according to the respondents we may conclude that civil servants in registration office have capability of delivering quality service.

In the following parts of this chapter we see the presentation and implementation of customers' satisfaction level from different customers' opinions for services provided by the office.

4.3 Employees and customers' opinion on overall service delivery of the office

Table 4.5:Satisfaction level on registration office.

Respondents	Very satisfied		Dissatisfied		Average		Satisfied		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
A.Employees appearance	4	19.03	2	9.51	1	4.8	14	66.66	21	100
B. Willingness of staffs to assist	6	28.58	1	4.77	10	47.62	4	19.06	21	100
C. The care and individual attention given to you	5	23.80	3	14.28	8	38.09	5	23.80	21	100
D. Equipment used such as computer	3	14.28	8	38.09	5	23.8	5	23.8	21	100
E. Physical facilities of customer service	2	9.52	-	-	2	9.52	17	80.95	21	100
F .Knowledge and courtesy of the employees and their ability to serving customers	5	23.80	1	4.76	11	52.38	4	19.04	21	100
G. The time/duration you	6	28.57	-	-	12	57.14	3	14.28	21	100

are served in										
I. Reliability of the service	3	14.28	5	23.80	8	38.09	5	23.8	21	100

Source: collected through questionnaire. survey,2020

A. Employees appearance

From the table we can see that 19.04% of respondents are very satisfied, 66.66% satisfied, 4.8% have an average level of satisfaction, 9.52% dissatisfied customers with employee's appearance of the office. This implies that majority of customers are satisfied with employee's appearance. However, there are also some customers who expect more and not satisfied.

B. Willingness of the staffs to assist

One of the important things for the overall customers' satisfaction is the willingness of the staffs and front line employees to serve customers. From the table we can see that 28.58% of the respondents are very satisfied, 19.06% satisfied, 47.62% are on average level and 4.77% dissatisfied customers.

This indicate that majority of the office front line staffs show their willingness to serve the customers. There are also some customers complaining about willingness of frontline employees of the office.

C. Care and individual attention

Paying attention to customers and providing high quality care has a huge impact on customers' satisfaction. From the table we can see that 23.80% of the respondents are very satisfied, 23.80% are satisfied, and 38.09% have average level of satisfaction, 14.28% dissatisfied customers on care and individual attention given to them. This implies that majority of the respondents satisfied with care and attention given to the by the office but some percentage of respondents are not as

D. Equipment of the office such as computer

In order to provide a quality service that can bring customer satisfaction adequate equipment and technology plays a vital role by making service delivery more effective and interesting.

From the table, 14.28% of respondents are very satisfied, 23.80% satisfied, 23.80% have an average level of satisfaction and 38.09% dissatisfied customer. Thus, according to the data

majority of the customers are satisfied with the equipment of the office that helps to deliver quality service to satisfy customers.

E. Physical facilities of customer service

As we can see it from table 6 above about 9.52% the customers are very satisfied, 80.95% satisfied, 9.52% have an average level of satisfaction, no dissatisfied customers with the physical facilities of the office. From this it can be inferred that since the physical facilities of the office is at the exception off the customer, there is also a consideration because percentage of customers dissatisfied and average level of satisfaction from this facility.

F. Knowledge, ability and courtesy of employees

In order to give quality service to customers, employees have to be with required knowledge, ability and courtesy.

From the table we can see that 23.80% are very satisfied, 19.04% satisfied, 52.38% have an average level of satisfaction, 4.76% dissatisfied customers. Even though most of employees have necessary knowledge, ability and courtesy while giving service, there are some behaved employees.

G. The time/duration with in which the service delivered

Speed of service delivery is also the basic issue in customer satisfaction; they have to treat in short enough time.

From the table we can see that 28.57% are very satisfied, 14.28% satisfied, 57.14% are on average level of satisfaction, no dissatisfied customers. This indicates that high percentages of customers are satisfied with speed of service delivery but some customers are asking for more speed.

H. Reliability of the service

Service reliability is one of the basic factors in service quality determination, which bring about customer satisfaction. Out of 21 respondents 14.28% are very satisfied, 23.80% are satisfied, 38.09% are on average level of satisfaction and 23.80% dissatisfied customers. This indicates that majority customers are satisfied with reliability of the service.

4.4 Reasons for the dissatisfaction of service delivery

- ◆ Pregnant, disables and elders are waiting lines, they should get service first.
- ◆ There is no written information that guides customers.
- ◆ Lack of sufficient and comfortable seats for customers.

- ◆ Intermediaries disturb the service.
- ◆ Paying for the service take much time than getting other services of the office.

Among different reasons of dissatisfaction of customers in the document and registration service the following are mains;

- ◆ There is no clear written information, which guides customers.
- ◆ Absence of attention for customers.
- ◆ Services took more time.
- ◆ Some employees are not willing to assist.
- ◆ Technology
- ◆ Not sufficient number of widows to give service.
- ◆ Manual base system.
- ◆ The arrival of customers without full information.

4.5 Customers' complaint handling on the service of the office

Customers' complaints should be given due attention, reliable and corrective responses. Otherwise, customers become unsatisfied on the service provided.

Out of 21 respondents only 14 respondents gave answer for this question. As shown table below out of 14; 8(57.14%) customers are satisfied and the rest 6(42.86%) customers are unsatisfied. In this regard as shown in the table below majority percentage of customers satisfied with the way the office handles customers' complaints.

Table 4.6:Customers' response on complaint handling

Responses	No of respondents	percentage
In person	8	57
By writing	5	36
By phone	1	7

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Source: collected through questionnaire. survey,2020

Out of 14 respondents 8(57%) report their complaints in person, 5(36%) by writing, 1(7%) by phone. This indicate that considerable percentage of customers used to report their complaints in person also others used to write to report their complaint.

Table 4.7:Employees responses how easy to report complaint

Respondents	Very difficult		Difficult `		Moderate		Easy		Very easy		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
In person	1	7.14	-	-	3	21.42	4	28.57	-	-	8	57.13
In writing	-	-	-	-	-	-	5	35.71	-	-	5	35.71
By phone	-	-	-	-	-	-	1	7.14	-	-	-	7.14
Total												100%

Source: collected through questionnaire. survey,2020

According to the information obtained from the above table that customers who used to complain in person 0% find it very easy, 28.57% easy, 21.42% are moderate, 7.14% very difficult and 0% for complaining in person. Customers who used to complain in writing all (35.71%) find it easy to report complaint and Customers who used to complain in phone all (7.14%) find it easy to report complaint. Thus, according to the majority of the respondents this inferred that the office has established structures to handle their customers' complaint and customers are satisfied with office customer complaint handling.

4.6 Improvements related to the services

- ◆ Using one format to all services in different branches so that it can increase the efficiency of the office employees.
- ◆ Introducing new branches in order to close the location gap.

- ◆ Awareness creation about what customers must fulfill.
- ◆ Separate officers to different document authentication and registration services.

CHAPTER FIVE

5. Conclusion and Recommendation

5.1 Summary

The attempt of this study was to examine service delivery performance and customer satisfaction in Wolkite University registration office.

It is illustrated in the analysis part of demographic characterise of respondents, mix of respondent are male and female civil customer. That is male consumer is 62% and female customer are 38%. Concerning education back ground majority are having master and having degree above is few. In terms of current status of service delivery, there is performance of service delivery in the registration office. However, there are constraints with regard to implementation of quality of service delivery and provide quality service for customer. There is a positive relationship

between service quality and customer satisfaction. Obtaining customer satisfaction quality standards. Putting in place quality mechanisms has significant effect on the level of customer satisfaction. Hence the hypothesis was substantiated. Among the service quality variables that significantly affected customer satisfaction include competence, courtesy, tangibility, reliability, responsiveness and communication. The study documented that service quality is the dominant route to customer satisfaction.

Today the relationship between service provider and customers seems to have reached on acute condition and is the source of much debate and publicity. Why now? Why has the quality of service become important issue? There are several reasons for this intensified interest. First and foremost, customers, as already seen, are getting more and more critical of the service they receive.

Customer satisfaction happens when a company focuses on quality service. Customers' satisfaction produces real reward for the company in the form of customer loyalty and corporate image. Lack of customer satisfaction produces real liabilities and this is a fact that can ill afford to ignore.

The same sources of dissatisfaction in service delivery was lack of sufficient and comfortable seats for the customer, absence of attention for customer, same employees are not willing to assist and sufficient number of wisdoms to give service and manual base system.

As presented in chapter four different customer opinions on the different types of Wolkite university registration office services, generally all customers (100 %) are not new for the office service. Most customers are agree by registration office services are improved over past periods, relatively knowledge courtesy and ability of the employees of the office are satisfied customers respectively, 90% of respondents (including has average option) are satisfied by the reliability of registration office service, duration/time that the service set in satisfies 80% of respondents (including average option).

5.2 Conclusion

Customers' satisfaction analysis is a concept, which helps organizations to assess not only external environments, also their internal opportunities. It also assists to identify the customers of the organization, their improvement and changes in the process of the organization. In this study

the researcher concludes the following regarding analysis of customers' satisfaction of Registration Office.

- ◆ Wolkite university registration office is one public service agencies and many individuals and organizations are customers of the office; they came to get one of services of the office.
- ◆ The service given by the office has improved from past periods but some customers dissatisfied by the service.
- ◆ The customers come to the office looking for every document related services
- ◆ To improve employee's appearance, Willingness of staffs to assist, the care and individual attention given to customers, Equipment used such as computer, Physical facilities of customer service, Knowledge and courtesy of the employees and their ability to serving customers, The time/duration, Reliability of the service
- ◆ As the study indicates, registration office devoted to deliver quality public service which satisfies most customers

5.3 Recommendations

The researcher concerning the effects of quality public service delivery on customer satisfaction in Wolkite university registration office provides the following recommendations

- ◆ Customer satisfaction is hardly depending on the service givers willingness to assist and serve customs as they expected but some front line employees in registration office are not suit for this so the researcher recommend that the office should identify those employees and give them customer service trainings.
- ◆ The front line staffs that are assigned in service are too few and busy particularly those cahiers are too few in number and customers are too many and interrupt the service in the office. Adding another office and cahiers solve the problem and customer relief from long waiting line to get service.
- ◆ The office should provide more written and visible information that guides customers it makes the service more efficient.
- ◆ Most customers of the office do not know the on line service of the office. By creating the awareness about E-service of the office, can address more customers and reduce work load and dissatisfaction that happens because of by passing the office to get the service.

- ◆ The modern time service delivery acquires more sophisticated technologies. Wolkite university registration office for longer period of time, despite some improvements in recent times, used manual base system this took too much time comparing to technologies so the researcher suggests the office should install and change manual base system to digital system.

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Appendix

Wolkite University

College of business and economics

Department of management

This questionnaire prepared by the student of Wolkite University in the department Management who is working on the research topic “Effects Quality Public Service Delivery on Customers Satisfaction”.

This questionnaire seeks to solicit your views regarding the quality of service that are currently provided to the public. Therefore, your opinion is crucial; please forward your experiences as honestly and as openly as you can. The information that you provided will be treated in the strictest confidence. Your name is not required. You can give more than one answer for questions as deemed necessary.

Instructions

- I. Do not write /state/ your name
- II. Mark x in the box of your best answer /response/ to the close ended questions
- III. Circle your answer /response/ for the given parameters
- IV. Write your answer on the space provided for open ended questions.
- V. Attempt all questions

1. Personal profile

- | | | | | |
|--------|-------|----------------------|----------|----------------------|
| 1. Sex | Male | <input type="text"/> | Female | <input type="text"/> |
| 2. Age | 18-23 | <input type="text"/> | | |
| | 24-29 | <input type="text"/> | 42-47 | <input type="text"/> |
| | 30-35 | <input type="text"/> | above 48 | <input type="text"/> |

3. Academic qualification

BA, BSC degree

BMA, degree

PhD and above

4. What is the purpose of your coming to the office today?

5. Is this the first time you come to this office in connection with the service you are looking for?

Yes

No

6. If NO to question 5 how many times have you been to his office in connection the same service or issue during the past 12 months?

Today is the second time

Today is the third time ☐

Today is the fourth time ☐

Today is the fifth time ☐

More than five time and above(specify_____)

7. If you have been to the office previously, why did you not get the same or what you wanted your previous visit(s)?

8. How do you rate the standard of service provided by Wolkite University over past one year?

Don't know ☐

Have not changed ☐

Improved ☐

Little improved ☐

Highly improved ☐

9. Do you think payments for the service equals to the service you get?

Strongly agree ☐

strongly disagree ☐

Neutral ☐

Agree ☐

Disagree ☐

10. Do you think that the civil servants in this office capable of delivering quality service?

Strongly agree ☐

strongly disagree ☐

Neutral ☐

Agree ☐

Disagree ☐

11. Your satisfaction level on the office service?

		Very satisfied	Dissatisfied	Average	satisfied
	Values	1	2	3	4
a	Employees appearance				

b	Willingness of staffs to assist				
c	The care and individual attention given to you				
d	Equipment's used such as computer				
e	Physical facilities of customer service				
f	Knowledge and courtesy of the employees and their ability to serving customers				
g	The time/duration you are served in				
h	Reliability of the service				

12. If you are dissatisfied by the service of the office at the time of registering service.
 .please list the causes of dissatisfaction you have experienced?

13. Your suggestions for corrective measures?

14. Have you tried on line service of the office?

YES, ☐ NO ☐

15. If your answer is YES for 13, have you notice any difficulties. Please list them

16. How you rate the on line service of Wolkite university restoration office?

Very much dissatisfied ☐ dissatisfied ☐ average ☐

Satisfied ☐ very much satisfied ☐

17. Is customers' complaint handling well?

YES, ☐ NO ☐

18. Which method do you use to report complaints?

In person ☐ by phone ☐ in writing ☐

19. How easy do you find reporting complaints?

	Very difficult	Difficult	Moderate	Easy	Very easy
	1	2	3	4	5
In person					
By phone					
In writing					