

**THE IMPACT OF STAFF COMMITMENT ON SERVICE
QUALITY: IN THE CASE OF YEJOKA HOTEL IN
WOLKITE TOWN**



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Endorsement

This research has been submitted to Wolkite University, college of Business and Economics, department of Marketing Management for the examination with my approval as advisor

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Next to almighty God who helped I in all aspect of my life the journey of completing my study could not be realized without the support and encouragement of my advisor Mr **Zinabu Girma (MA)** Finally, and most importantly, I am greatly blessed to have faithful family and I express deep appreciation for their unfailing love.

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ABSTRACT

The study was conducted on Yejoka hotel in wolkite town, South of Ethiopia; the distance between Addis Ababa to wolkite is 192km by road. The main reason that initiates the researcher is to conduct the study was, to assess service quality delivery and to support possible solution. Since Service quality is fundamental marketing concept for every organization. The general objective of this study was to assess service quality delivery in case of Yejoka hotel in Wolkite town. it is more significant for Yejoka hotel to know and identify service gap in each dimension and focus their attention resource on those dimensions to provide quality of service. The design of study was descriptive in nature. The primary data was used in this study. Since the total population of customers is unknown the researcher was use convenience techniques for the study .conveniently conducted on 80 customers and 53 employees' .Open and closed questions were prepared for customers and closed questions were employees. After calculated and analyzed by scientific calculator. Based on the above table most of customers (69%) visited the hotel weekly.74% of the customers used recreational service of the hotel. And 74% of the customers are satisfied by the service and the content on the menu provided by the hotel.56% of customers responded as they are satisfied by the service of the hotel and 81% think as the hotel provide all services in the industry and graded the quality service as they expected(44%). In the contrary 63% of the customers are not familiar with all services provided by the hotel. Even though that the provision of hotel services are good but its full services are not familiar by 63% of its customers this shows that the management of the hotel shall plan to advertise its all services and additional packages provided by the hotel in order to maximize the satisfaction of their customers and its competency which helps to get competitive advantage from the market in return it is helpful to maximize profit. As recommendation the hotel manager ,should increase physical facility, give more training for employees regards service quality and prompt service delivery that fill customer expectation. Finally should increase its employee knowledge and courtesy toward customers.

CHAPTER ONE

1 INTRODUCTION

1.1 Background of the study

The term “service quality” as a tool for gaining competitive advantage and lead in a market-driven system has been well recognized by the financial institutions. However, in the current highly competitive corporate environment it has become increasingly important to not only become the market leader but also to maintain that top position (Zeithaml, V.A., Bitner, M.J., 1996).

For the quality of service to be better, it is important to continuously communicate with employees and analyze their service encounter (Prayuhda & Harsanto, 2014). An individual employee’s commitment is expressed through his or her willingness to deliver best service quality and work beyond the organisation’s requirements. In other word, employee commitment reflects the level of trust, loyalty, and extra efforts put in by the employee on behalf of the organisation.

The concept of commitment as defined by Mowday, R. T., Steers, R. M., and Porter, L. W. , (1979), Meyer, J. P., Paunonen, S. V., Gellatly, I. R., Goffin, R. D., and Jackson, D. N., (1989) is the devotion and willingness of employees to achieve organisational goals. According to Clark, R. A., Hartline, M. D., and Jones, K. C. , (2009) Commitment in service organisation is to deliver high service quality and satisfied customers. CSQ has already been recognised in previous literature as an essential determinant of service quality (Ahmed, I., and Parasuraman, A., 1994; Hartline, M. D., and Ferrell, O. C., 1996; Babakus, E., Yavas, U., Karatepe, O. M., and Avci, T. , 2003). Employees who have a strong faith in the values and beliefs of an organization and readily accept its goals and objectives and are ready to exert extra effort for or on behalf of the organization are considered to have a very high level of organizational commitment. This suggests that those who are strongly affiliated to an organization with a higher level of commitment can be motivated to achieve organizational goals without looking for an opportunity for personal gain.

The hotel industry was firstly introduced in Ethiopia in 1898 E.C Itegue Taitu Hotel; it is considered as the most booming industry in the world. Brands of hotels played a vital role in the success stories of

the hotel (Berry, L., 2000). The hotel industry of Ethiopia faced numerous challenges recently. Some of them are service quality, customer satisfaction, etc.

According to the Ethiopian Ministry of Culture and Tourism quality standards to hotel grading requirement and classification evaluation criteria states that obtain higher star rating this area customer. Loyalty can be defined in two distinct ways. First, loyalty is an attitude the second is loyalty is behavior have five key area cleanliness, service, food, rooms, bathrooms (Culture, 2015).

1.2 Statement of the problem

A hotel that is able to compete successfully in its industry through the creation of a sustainable competitive advantage for its service offering, and positioning its service offering successfully in relation to its competitors throughout the life cycle of that offering, will eventually retain customers. In addition to properly manage demands that meet customer satisfaction, a hotel needs to administer its capacity or ability to supply the demand made by its customers. Sectors such as hotel service in Ethiopia have problem of customer dissatisfaction because their service delivery is not concerned from the customer point of views (Lock and Witz, 2004).

Nevertheless, Service quality has been regarded as a major factor for the achievement of organizations due to the close relation it has with customer satisfaction particularly in the service industry (Gilbert & Veloutsou, 2006). In addition to it being a preceding factor to acquire positive buying behaviors, it is also viewed as a vital component to the hotel industry's achievement and success (Min, Min & Chung, 2002). Service quality has been believed to have direct impact on customer satisfaction, recurrence of buying behavior and security of a company's profit in the long-run (Wilkins, Meerilees & Herington, 2007).

According to (Mathieu J. E., Zajac, D. M., 1990; Peccei R., Rosenthal P. , 1997; Oentoro W., Popaitoon P. , 2017; Schwepker C. H., Jr., Dimitriou C. K., McClure T., 2019) employee commitment refers to employee engagement in a never-ending process and putting extra effort into their work. Quality of service delivery results in customer satisfaction and retention as it reinforces the perception that the value of the service received is greater than the price paid for it. Some important concepts are Modern quality concepts result in better profitability, which is the main goal of all the business. Quality control has much to do with changing the frame of mind and psychology of the service provider and particularly the front-end and back-end employees actually providing the services.

The motivation for studying employee engagement in Hotel Industry is to investigate its contribution to the service quality in the hotels. And assess the challenges that the hotels are facing in making effort to

improve organizational performance through employee commitment so as to put some possible recommendation to overcome the problems. Generally, while the hotel provide quality service delivery for their customers whether they offer quality service which may satisfy customers, or poor quality which may dissatisfy the customers. Therefore, this research will examine the impact of staff commitment on service quality in the case of Yejoka international hotel in wolkite town.

1.3 Research questions

1.3.1 Main research question

- What the impact of staff commitment on service quality of yejoka hotel in wolkite town

1.3.2 Sub-research question

- What levels of customer's expectation towards service quality of yejoka international hotel?
- What is discrepant or gap between customer's expectation and perception towards service quality?
- What is commitment of employees in service quality delivery?

1.4 Objectives of the study

1.4.1 General objective

The general objective of this research is assessing the quality-of-service delivery in yejoka international hotel in wolkit town.

1.4.2 Specific objective of the study

- To assess customer's levels of expectation towards service quality of yejoka international hotel
- To analyze the discrepant or gap between customers' expectation and perception towards service quality.
- To assess the commitment of employees in service quality delivery

1.5 Significance of the study

Due to increase competition for greater market share, customers became a center for all hotel activities. Focusing on customer satisfaction has been the key to increasing service quality according to customer's expectations in the hotel sector.

Since the study mainly focus on service quality delivery in hotel industry, the finding of this study was primarily enable the hotel to identify their weakness strengths, concerning their service quality delivery in relation to marketing.

Secondarily, it was help to create a better understanding of service quality delivery in relation to hotel industry and know how to improve quality delivery. In addition, the research was contribute a lot for those who would like to undertake further study service on relate topics.

1.6 Scope of the study

The scope of the study was focused on three; geographically, conceptually and methodologically.

The research was delimited at Gurge zone wolkite town at yejoka international hotel and the finding and the recommendations of this study will be limited to yejoka hotel in 2015 E.C. The researcher will examine and try to assess service quality in hotel industry in case of yejoka hotel. The study was limited to examine the impact of staff commitment by using descriptive design and hence this study was based on both quantitative and qualitative found evidence on important variable in order to access and impact in staff commitment in hotel found in target area

1.7 Limitation of the study

There were different bottlenecks that hamper the smooth flow of the research. This required the researcher to show extraordinary patience and commitment that put its own negative impact to accomplish the research as needed. From these bottlenecks having limited resources such as time, money and it was difficult to find the customers who are willing to return the questionnaires, shortage of reference book.

1.8 Organization of the Study

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, and scope and the Chapter two: Review of related literature: This chapter deals with the literature relevant to the study. It has an introduction, the theoretical and, empirical 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; interpret and discuss 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

2 RELATED LITERATURE REVIEW

In this chapter theoretical review (service marketing, service quality, etc.), empirical literature review and Conceptual Framework are briefly highlighted.

2.1 Theoretical Literature Review

2.1.1 Service Marketing

Service marketing has a long been important area of business service market, to achieve superior service quality, management goal has focus on increasing customer satisfaction to position themselves more effectively in the market place (Dion, Javalgi, and Dilorenzo –Aiss, 1998; Karatepe, Yavas, & Babakus, 2005). Service quality is antecedent of customer satisfaction and customer satisfaction exerts strong impact on future purchase intention (Cronin, J., & Taylor, S. A., 1992). Service quality has been elusive and indistinct construction result to works involve in defining and measuring service quality to be complicated. Service strategy is defined as an integrated and coordinated set of commitments and actions of service delivery designed to exploit core competencies and gain a competitive advantage (Hitt, Ireland, Hoskisson,, 2011).

Customer satisfaction compares consumer perception with what consumers would normally expect. Customer satisfaction is defined as the consumer's fulfillment response (Oliver, 1997). It is a judgment that a product or service feature, or the product or service itself, provided (or is provided) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment. According to Williams et al., (2003), customers are satisfied when their judgment of the service they have received equals or exceed what they expected. If performance matches, the customer is satisfied and, if it exceeds expectations, even delighted (Kotler, Philip, 1998). If the performances fall short of expectations, the customer is dissatisfied. Proper understanding of the factors that influence customer satisfaction makes it easier for the service provider to design and deliver services offers that correspond to customer demands (Gibson, 2005). The term service quality and customer satisfaction have been conceptualized similarly in the literature and therefore might be considered as one evaluative construct (Iacobucci et al; 1995)

Service quality compares customer perception with what a consumer should expect from a service provider. Service quality as can be seen from these definitions refers to a higher standard of service delivery. SERVQUAL is a scale used frequently for measurement of service quality. (Srinivasan, 2012). Customer satisfaction defined as the level of a person's felt state resulting from comparing a service is perceived performance or outcome in violation of his /her expectations(Kotler, Philip, 1998).

Customer satisfaction defined as a post-purchase evaluative judgment concerning a specific buying decision (Homburg& Giering, 2001:223). Service quality and satisfaction are very important concepts that companies must understand to remain competitive and grow (Angelova, B. and Zekiri, J., 2011). Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeated purchase, brand loyalty, and positive word of mouth (Tsoukatos&Rand, 2006:501)

2.1.2 Service Quality

Service quality has been regarded as a major factor for the achievement of organizations due to the close relation it has with customer satisfaction particularly in the service industry (Gilbert & Veloutsou, 2006). It is an assessment of how well a delivered service conforms to the client's expectation and It can be increased by continuous improvement, quickly finding and mitigating service problems and integrating things to enhance customer satisfaction.

In addition to it being a preceding factor to acquire positive buying behaviors, it is also viewed as a vital component to the hotel industry's achievement and success (Min, Min & Chung, 2002). Service quality has been believed to have direct impact on customer satisfaction, recurrence of buying behavior and security of a company's profit in the long-run (Wilkins, Meerilees& Herington, 2007).

For the quality of service to be better, it is important to continuously communicate with employees and analyze their service encounter (Prayuhda&Harsanto, 2014). According to Parasuraman et al. (1988), service quality can be defined as the capacity of the company to conform with or outdo customer expectations. It is the deviation between the customer's expectation of service and perceived service (Parasuraman, A., Berry, L. L., & Zeithaml, V. A., 1991). Good quality of service will have a positive influence on profit. Service quality is a multi-dimensional and abstract concept. It is associated with some unique features e.Gronroos (1993) later developed the three dimensions in defining service quality-

- Functional quality: The dimension consists of the seven attributes that are process related – behavior, attitude, accessibility, appearance, customer contact, internal relationship, service-mindedness;

- Technical quality: The dimension consists of five output-related attributes – employees’ technical ability, employees’ knowledge, technical solutions, computerized systems, and machine quality;
- Image of the service provider: The dimension described customer’s general perception of the supplier.

2.2 Service Quality in Hotel Industry

For hotel industry, service quality is an important consideration, so companies striving to attain maximum customer satisfaction by providing quality services. According to Min, H. and H. Min, 1996 service quality is the life blood for hotel industry and service quality is further linked with customer satisfaction, customer satisfaction is related with customer loyalty. Service quality is considered an evaluation between service prospect and what actually has been received. The survival of hotels in the current competitive environment where most hotels have quite similar luxurious physical facilities much depends on delivery of service quality aiming to result in customer workite. Pallet et al. (2003) suggests that quality has to be envisioned, initiated, planned, delivered, monitored and sustained. They propose that quality problems and key staff issues in hotels often can be solved with a common “People and Quality” strategy which involves placing customer needs in the heart of the whole process; seeking suggestions form staff; developing corporate quality and people philosophy; training and empowering staff; benchmarking and reviewing (Saleem& Raja, 2014).

Customer Satisfaction

Customer satisfaction is the internal feelings of every individual which may be satisfaction or dissatisfaction resulting from the assessment of services provided to an individual in context to customer’s anticipation by an organization service provides are continuously trying to improve the service just to satisfy their customer because higher customer satisfaction leads towards customer loyalty.

Customer Loyalty

“Customer who repurchases from the same service provider whenever possible and who continues to recommend or maintains a positive attitude towards the service provider.” Julander et al., (1997) explained that customer loyalty has two magnitudes: the first one is behavioral and the other is attitudinal. The behavior loyalty means the customer is intend to repurchase the brand or services from the service provider over time, whereas, attitudinal loyalty means the customer intend to repurchase and also recommend others which is the good sign of customer loyalty (Saleem, Raja 2014).

Relationship Quality

Relationship quality is widely recognized as both a key to developing loyal customers and an important predictor of a customer's post purchase behavior (Morgan & Hunt 1994). Whereas service quality is an overall evaluation of firm's performance, relationship quality is a strategic orientation that focuses on improving customer relationship.

Finally, service quality is an exchange process in which technical dimension is what is received by the customer, functional quality is how the service is provided, and image dimension is how the customer perceived the service provide

2.3 Employee Commitment

The interactive nature of service delivery places service employees in a very critical role in the delivery of quality services. Studies even assert that employees are the "service", "the organization" and "the marketers". Given the metaphor of services as "performances" or "drama", in which an employee acts, emotions and attitudes affect the quality of the service and the employees' critical role cannot be over emphasized. Previous studies on service encounters also show that events which delight customers most and which are associated with high perceived quality are related to the extra behavioral efforts of service personnel. This is understandable because the extant literature on service quality indicates that most of the criteria by which customers evaluate the perceived quality of services, such as empathy, reliability, courtesy, assurance and even tangibility, are all associated with employee favorable behaviors and attitudes. These favorable behaviors which enhance a harmonious and quality internal service climate as well as customers' perceptions of service quality, have been described variously as service orientation customer orientation prosaically behaviors and performance quality. The importance of such behaviors to process quality and interactive quality has also been noted (Gupta, 2016). Employee commitment is largely consensual that the degree of autonomy workers has in their job and the extent to which they participate in relevant work-related decisions are key dimensions of job quality. a committed worker must positively commit to the organization. The employee must be willing to make changes, which require that he or she cares enough to change. The committed worker possesses trust in his or her organization, especially that one's input and energy will not backfire. a committed worker also is certain that his or her effort actually leads to positive results in the organization, which refers to as the possession of self-efficacy (Rank, Carston, Unger & Spector 2007). Finally, the worker aspires to achieve improvements within the organization, which also requires that he or she conceptualize the positive effects that can be achieved (Frese 2008).

The results of commitment include improved productivity, a reduction in turn-over, and better customer focus. Organizations need committed employees that are willing go beyond expectations in order to meet market pressures and run as efficiently as possible. When organizations and employees' interests are aligned, employees "can be counted on to act more frequently in ways that are consistent with corporate objectives" which affects both productivity and client focus. Employee commitment and morale have been shown to have a direct relationship to customer satisfaction, particularly in the exchange of services. As committed employees affect an organization's bottom line (Macy & Schneider 2008) by reducing operational losses (absenteeism, turn-over, etc.) and increase profitability with more satisfied customers, they simultaneously improve the organization. In addition, committed employees make better decisions and are more adept at problem-solving, which also leads to greater organizational efficiency (Paul, Niehoff&Turnley 2000).

2.4 Measurement of Service Quality in the Hotel Industry

A number of scholars have carried out several studies with an aim of developing models of measurement that would help service organizations determine their services extent to which are effective. That means measuring of service quality is an important aspect in the quality improvement process because it provides feedback about the type of service provided and the extent to which it meets customers' needs (Mwangi et al., 2009).

According to Johns and Howard (1998), quality measurements only have operational value if they are able to indicate the ways in which service was or was not satisfactory. For service providers, the assessment of service quality is made during the actual delivery of the service. Much current research on service quality is rooted in expectancy–disconfirmation theory, which holds that customers perceive service quality as the difference between when the actual service performances exceeds expectations and negative when the opposite is the case. Parker and Mathews (2001) found that many studies supported the disconfirmation paradigm, but Churchill and Surprenant (1982) found that neither disconfirmation nor expectations had any effect on customer satisfaction with durable products.

No matter how much effort is placed into producing quality service, the true test lies in the perception of customers (Getty and Getty, 2003). The important role of service quality in promoting the success of a hotel business cannot be ignored. It is crucial to every hotel manager to have a good understanding about what exactly their customers are looking for. Identify and analyze customers' expectation, recognize the attributes and dimensions of service quality and their relative importance to customers in each segment of the hotel industry could definitely help managers in the challenge of service quality improvement in their hotels. Numerous studies in the hotel management field have specifically

identified the main attributes and dimensions of service quality perceived by clients (e.g., Knutson et al., 1990; Ekinçi et al., 1998; Mei et al., 1999; Getty and Getty, 2003; Dolnicar and Otter, 2003; Juwaheer, 2004; Akbaba, A., 2006; Campos and Marodin, 2012; Mbuthia, et al., 2013; Kim and Perdue, 2013). The results of these studies have given an enormous contribution through the understanding of the relevant service quality attributes and dimensions that matters to the various segments of the hotel industry, which are somehow different from those existent in the others service sector business.

2.5 Empirical Literature Review

Earlier research works, Parasuraman, et. al. (1988) five determinants of service quality identified as reliability, responsiveness, assurance empathy and tangibles. Ten studies carried out using the cervical questionnaire revealed that Reliability is the most critical dimension. When measuring the relative importance of the five dimensions followed by Responsiveness, Assurance, and Empathy and finally Tangibles Parasuraman, et. al. (1991) Strongmen (2007) studied the factors influencing service quality in the hotel interested. In Peru and established that the customers were more interested on the dimensions of reliability exterior, tangibles and assurance. The best predictor of overall service quality was identified as the dimension of reliability. The researcher however noted that a different context would give different results. This is due to different social demographic variables such as culture and religion, which might influence customer expectations.

Harr (2008) on the other hand studied service dimensions that leads to higher levels of customer satisfaction in restaurants in Singapore and found out that assurance, empathy and tangibles are the most important to customers' evaluation of service quality, and thus, may have a positive influence on customer satisfaction. Mosahabet al., (2010) carried out a study on Service Quality, Customer Satisfaction and Loyalty: A Test of mediation. The research categorized as descriptive research based on the method of obtaining the considered data. Since these data are made for studying the distribution of statistical population characteristics through sampling of the population, the survey was done on the basis of cross-sectional method. The results of this research show that in all aspects, customers' expectation is higher than their perceptions of the Hotel's operation, and in fact the quality of offered services is low. The research concluded that there is a positive and meaningful relation between among all fivefold dimensions of service quality with satisfaction and loyalty, which in both cases assurance and tangibles have the most and the least relation with satisfaction and loyalty.

2.6 Dimension of Service Quality

According to level loken and wirtz (2004) there are five determinations to determine service quality

- **Reliability**

Reliability is the ability to perform the promised service both dependably and accurately. Reliable service performance is accomplished on time in the same manner without error every time.

In broad sense reliability means service firm's promises about delivery, service provisions, problem resolution and pricing. So it is an important element in the service quality perception by the customer and his loyalty.

- **Responsiveness**

Responsiveness is the willingness to help customer and to help to provide prompt service keeping customer waiting particularly for appropriate reason creates failure occurs. The ability to recover quickly and professionalism can create very positive perception of quality. It also focuses on punctuality, presence, professional commitment etc...

- **Assurance**

Assurance is the third dimension of service quality. It is the knowledge courtesy of employees as well as their ability to convey trust and confidence. The assurance dimensions include the following features: competence to perform the service, politeness, respect for the customer and general attitude. Assurance indicates the knowledge, courtesy, accuracy, performance and staff to ensure belief and confidence in their clients.

It's pivotal for employees to behave well mannered, proficient, knowledge about the service, being friendly and helpful give clients feel the sense of belonging and safe about the service offered by the firm.

- **Empathy**

Empathy is the provision of carrying individualized attention to consumer. It includes the following features: approachability, sensitivity effort of understanding the customer needs. One example of empathy is the ability of airline get attendant to make a customer missed connection, the attendants own problem of find a solution. The focus of this dimension is on variety of services that satisfy different needs of customers, individualized or personalized services. In this case the service providers need to know customers personal needs or wants and preferences.

- **Tangibility**

Tangibility is the fifth dimension of service quality which is defined as appearance of physical facility equipment, personnel and communication and technology. It is the condition of the physical

surroundings. All these provide enough hints to customers about the quality of service of the firm also tangibility enhance the image of the firm.

This dimension is very important to firms and they need to invest heavily in arranging physical facilities.

Conceptual Framework

This section is to summarize the idea about past literature and to bring out the contributions for this study area. The general idea from the past literature is that there is a relationship between customer satisfaction and service quality; also, that service quality could be evaluated with the use of five service quality dimensions and the most useable is the SERVQUAL scale.

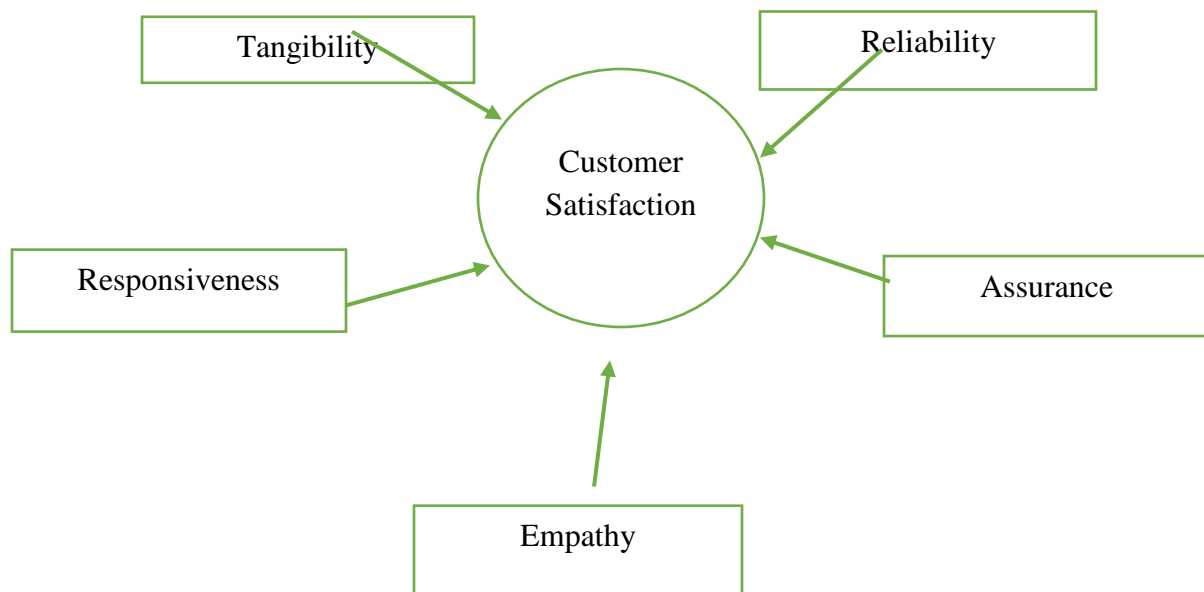


Figure 1: Conceptual Framework Source: Parasuraman et al., (1988).

CHAPTER THREE

3 RESEARCH METHODOLOGY

3.1 Description of the study area

*Wolkite is administrative center of the Gurge zone in the southern Nation, Nationality, and people Region (SNNPR). The distance between Addis Ababa to wolkite is 192km by road. This town has a latitude and longitude 8 17'N 37 47'E and an elevation between 1910 and 1935 meters above sea level. The dominate type economic activates that are practiced by the people include commerce urban agricultural and civil servant

3.2 Research Approaches

Research methods are generalized and establish ways of approaching research are classified as qualitative and quantitative and mixed method. Quantitative method emphasizes objective measurement and the statistical, mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Qualitative method involves collecting and analyzing non-numerical data. Mixed research method used both qualitative and quantitative In this study, the researcher followed both qualitative and quantitative

3.3 Research design

In this study, the researcher followed both the descriptive and explanatory designs. A descriptive research design was employed for describing the characteristics of the study population. On the other hand, explanatory research design was used to investigate the relationship between the dependent and independent variables.

3.4 Sampling Size and Sampling Technique

There were different possible ways of sample size determination with different approaches to determining error terms and precision levels. While calculating the published tables as a guide for sample size determination, (Israel, 1992) used a formula developed by Cochran (1963) with a precision level, of ± 5 , Therefore, due to this and the commensurately known use of precision levels starting from ± 1 to ± 10 (if the target population is homogenous), the researcher will use Cochran (1963) formula with a precision level of 10% because total number of customers is not known. The sample size will be determined based on $N_0 = z^2 pq / e^2$. Where, N_0 =sample size, z^2 = 90% confidence level, $p=0.5$ maximum variability, $q=1-p$, $(1-0.5) = 0.5$ and $e=\pm 9\%$ precision.

$$N_0 = z^2 pq / e^2 = 1.645^2 (0.5) \cdot (0.5) / (0.09)^2$$

=83.52 approximately 84

3.5 Types and Sources of Data

The study would collect data from primary sources. The primary data was collect by interviewing the manager and the questionnaires was prepare for customers and employees with both open and closed end question to get adequate information with relate to the problem

3.6 Target Population

The data was collect from yejoka hotel customers located in wolkite town regarding service quality of the hotel and from the staffs of the hotel regarding employee commitment in delivering quality service.in yejoka hotel there are 53 employees engaged in their job.

3.7 Methods of Data Analysis and Interpretation

When the research gets to this stage, there was transformation of possess data into certain measures and pattern which help to perform the relationship among the data. The data gather through different methods was analyzed.

3.8 Ethical issues

At the beginning, clear and accurate information about the research was given to the Participants of the study and their voluntary participation were respected. The participants' identity was protected and all information obtained from the respondents was confidential and no one will have access to the identity of the respondents. Moreover, no information is modified or changed the reference

CHAPTER FOUR

DATE PRESENTATION ANALYSIS AND INTERPRETATION

4.1 Questioners response rate

This chapter deals with analysis, presentation and interpretation of the collected data from questioner based on convenience sampling methods. From the total 84 sample customer determined for the study, 68 completed the survey. Data from the remaining 16 were either incomplete or highly inaccurate when cross-validated and hence excluded. The overall response rate was thus 80.95%.

Table 4.1:1: Socio-demographic Data of Participants

		number of respondents	Percentage
Gender	Male	40	58.82%
	Female	28	41.18%
	Total	68	100%
Age	15-20	7	10.29%
	21-25	15	22.065%
	26-35	28	41.18%
	above 35	18	26.47%
	Total	68	100%
educational status	<8	3	4.41%
	9to 12	10	14.71%
	>12	55	80.89%
	Total	68	100%
monthly income	<2000	4	5.89%
	2000to8000	13	19.12%
	>8000	51	75%
	Total	68	100%

Residence	Wolkite	45	66.18%
	out of wolkite	23	33.83%
		68	100%

Table 4.1.2 socio demographic data of employees

		number of respondents	Percentage
Gender	Male	18	34
	Female	35	66
	Total	53	
Age	15-20	0	0
	21-25	40	75
	26-35	7	13
	above 35	6	11
	Total	53	
educational status	□8	0	0
	9to 12	5	9
	□□□	48	91
	Total	53	
monthly income	<2000	5	9
	2000to8000	45	85
	>8000	3	6
	Total	53	
work experience	<6month	2	4
	6month to 1year	11	21
	1-2years	23	43

	above 2 years	17	32
	Total	53	

Source: survey data, 2023

Table 14.3 customer response on service quality of hotel

		no of respondents	Percentage
How often do you visit this hotel	Daily	10	14.71%
	Weekly	30	44.12%
	Monthly	10	14.71%
	first time	18	26.48%
	Total	68	100%
What services do you use offered by the hotel	Room	25	36.78%
	Recreation	25	36.78%
	conference hall	8	11.77%
	wedding hall	10	14.71%
	Total	68	100%
Are you satisfied with the services provided by the hotel	strongly agree	20	29.42%
	Agree	30	44.12%
	Disagree	18	26.48%
	strongly disagree	0	0
	Total	68	100%

Is the menu contain list of options to satisfy your need	strongly agree	20	29.42%
	Agree	40	58.83%
	Disagree	8	11.77%
	strongly disagree	0	0
	Total	68	100%
How familiar with the recreational centers	very familiar	25	36.77%
	Familiar	20	29.42%
	not familiar	10	14.71%
	I don't know as it there	13	19.12%
	Total	68	100%
What is your satisfaction level with respect to service delivery	very satisfied	10	14.71%
	Satisfied	45	66.18%
	Dissatisfied	13	19.12%
	Total	68	100%
Is the hotel providing all services provided by the hotel industry	Yes	52	76.48%
	no	16	23.55%
	Total	68	100%
How do you grade the service quality offered in the hotel	Delightful	15	22.06%
	Better than expected	10	14.71%
	As expected	30	44.12%

	below expectation	13	19.12%
	Completely disappointing	0	0
	Total	68	100%

Source; Survey date 2023

Based on the above table most of customers (44.12%) visited the hotel weekly.58.83% of the customers used recreational service of the hotel. And 36.78% of the customers are satisfied by the service and the content on the menu provided by the hotel.66.18% of customers responded as they are satisfied by the service of the hotel and 76.48% think as the hotel provide all services in the industry and graded the quality service as they expected(44.12%). In the contrary 63% of the customers are not familiar with all services provided by the hotel. Even though that the provision of hotel services are good but its full services are not familiar by 14.71% of its customers this shows that the management of the hotel shall plan to advertise its all services and additional packages provided by the hotel in order to maximize the satisfaction of their customers and its competency which helps to get competitive advantage from the market in return it is helpful to maximize profit.

Table 4.1:2

		no of respondents	Percentage
Do you deliver customer request timely	Yes	50	94
	Partially	3	6
	No	0	
	Total	53	
How confident are you with, the service quality you deliver	very confident	10	19
	moderately confident	25	47
	Confident	10	19

	not confident	8	15
	Total	53	
How often customer complain quality problem in your hotel	most of the time	10	19
	Rarely	40	75
	Never	3	6
	Total	53	
Which factors do you think that hinder quality service	Rule and regulation of the hotel	25	47
	Staffs don't understand their responsibility	10	19
	Unclear managerial hierarchy	15	28
	Other problems	3	6
	Total	53	
Have you received training in the delivery of quality service in hotel	Yes	45	85
	No	8	15
	Total		
In your hotel what are gaps that hinder quality service delivery	Not select the right service delivery	12	23
	Not meet quality service standards	14	26
	not knowing what customer expect	16	30
	not match promise with performance	11	21
	Total	53	

Which quality service dimension customers give more weight	Accessibility	10	19
	Responsiveness	11	21
	Reliability	14	26
	Competence	18	34
	Total	53	
Are you deliver service always at the right time with right quality	Yes	44	83
	No	9	17
	Total	53	

Source: survey data, 2023

Most majorities (94%) of employees think that as they deliver service timely to their customers. And half (47%) of employees are moderately confident with the quality of service they delivered to their customers. The employee think that the hindrance factors that affect service quality of the hotel are rules and regulations of the hotel(47%), Unclear managerial hierarchy (28%)and Staffs understanding on their responsibility (19%). In the context of yejoka hotel understanding customer’s expectation proactively hinder provision of quality service (30%). From employees point of view quality of hotel service dimension competency, reliability, responsiveness and accessibility by customers are rated 34%, 26%, 21% and 19% respectively.

4.2 Dimensions of Service Quality yejoka Hotel

Findings about current status of quality services provided by Yejoka hotel in Wolkite town are presented as follows.

4.2.1 Tangible Elements

Hotels should devote particular attention to tangible elements like physical comfort of the hotels to achieve higher client satisfaction. The staff also must look professional and presentable because they are an integral part of the property. The physical appearance of hotel staff helps to maintain the overall appearance, but the way they act also contributes to the hotel’s reputation. (Dimitrovski, 2015)

Hotel cleanliness and comfort are the most important factors in hotel selection. From the study we can say that most of the customers coming to stay in these hotels have no reservations on the

overall settings, cleanliness and the way the hotels are designed and decorated. They find the bed rooms comfortable; lobby and stair ways clean enough and functional.

“This is a good hotel with spacious, clean and modern apartments, the service at reception and concierge was courteous and helpful, a great alternative in Wolkite and good location. They offer transport to pick up some groceries nearby and to visit historical places around Wolkite town” (Customer, Yejoka Hotel)

“Everything is good but I was wondering why some of the electric plugs do not fit in to the walls and many of them in my room does not work. It is very simple issue but luxury hotels like this should worry about these kinds of fittings” (Customer, Yejoka Hotel).

4.2.2 Reliability of quality services

Reliability is the foundation for the continued success of hotels by building trust of customers. It is the ability to perform the promised services in a dependable, accurate and fully responsible manner, without negligence and failure (R. Hussain, 2015).

4.2.3. Assurance and safety

Knowledge and courtesy of employees and their ability to convey trust and confidence will appeal the customer visit the hotel again. Most of the participants during the interview stated that they feel safe while staying in the hotels and almost all looked at reviews before deciding to book their hotels because it is really important to know the safety of the place they are staying.

4.2.4. Empathy of staff

Customers become more attracted when individualized attention is provided by the hotel staff. Employees should deal with customers in a caring manner and having the customer’s best interest at heart. Employees who understand the needs of their customers have the capability to please.

In this regard, all customers who participated in this study confirmed that staffs are generally respectful and sympathetic.

“I always get lost when trying to go to the dining room but there is one man working here who always takes me there holding my hands with a smiling face. He really is helpful for me” (Customer Yejoka Hotel).

4.2.5 Responsiveness of the hotels

The responsiveness Service Quality refers to the willingness of the company to help its customers in providing them with a good, quality and fast service. This is also a very important dimension, because every customer feels more valued if they get the best possible quality in the service. (Gunarathne, 2014).

Failing to meet deadlines or ignoring customer inquiries can increase client dissatisfaction in a hotel service and motivate them to investigate competitor’s services. Although good customer service is part of customer responsiveness, customer responsiveness takes customer service a step further. Sean Meehan and Charlie Dawson, explain in a 2002 "Business Strategy Review" article that customer responsiveness is accurately and insightfully giving customers what they need, want or don’t yet know they want and doing so more quickly than anyone else.

The finding of the study with regard to responsiveness of the hotel is not universal. Some of the interviewees complain about the long waiting time before they get what they asked for.

“For example cutlery should be on the table while we eat but I couldn’t find any this morning so I had to ask the waiter to bring me and I waited almost for 10min waiting for cutlery. It is very small issue but it is unexpected from a luxury hotel” (Customer, Yejoka Hotel).

In summary the general quality of services provided by Yejoka Hotel in Wolkite town can be viewed as good except the unreliability of internet services, electric power interruptions and limitations with regard to being responsive to customer requests.

In the current competitive environment, where most hotels have similar facilities, the survival of hotels depends on delivery of quality services. There are three main types of service quality; physical product, service experience and quality of food and beverage. On the other hand, studies stressed the increasing role of service quality in the light of the employee motivation required to

support the brand image/promise of the hotel. Studies also demonstrated that the personality traits of the front-line employees of hotels correlated significantly to the guests' perception of service quality. Key indicators for excellent service include employees with a passion for service and for their work, as well as employee honesty, trustworthiness and ability to deal with emergencies. Because of this, hotel managers should train their personnel to ensure delivery of polite, respectful and friendly service (Brendan Chen, 2015)

There is also growing evidence that hotel design has both marketing and strategic implications. Another aspect of the tangible factors in hotel industry is the ambient conditions that can include color, music, lighting, seating comfort and overall cleanliness of the places inside the hotels. It has been confirmed that all of these items have their effect on customers' perceptions and responses to the environment (Parasuraman et al., 1988).

4.3. Customers Level of Satisfaction and Their Opinion on Quality of Services

Service firms have been increasingly competing for market share on the basis of delivery time. Many firms now choose to set customer expectation by announcing their maximal delivery time. Customers will be satisfied if their perceived delivery times are shorter than their expectations. (Ho, 2003)

Most of the participants in their response expressed that their expectation while deciding to stay in the Yejoka hotel is to find luxurious place to get comfort and an excellent treatment from the staff. Responsiveness has a top value because they are paying higher to get everything they need on time.

“Service quality for me is responsiveness for requests and availability of essentials which includes internet, swimming, Gym, best food and trained staff.” (Customer, Yejoka Hotel)

The services provided by the staff of these hotels has a huge value than the other things like appearance and taste because as most of them said if the people are good enough to give attention on customer care the rest of expectations will usually be met.

“The front desk staffs are professional and the check-in was flawless, despite our arrival during the early morning hours. The room is quite, well-appointed and clean with many amenities. The bathroom is average size” (Customer, Yejoka Hotel).

How an organization responds to a complaint can also have a major impact on its customer’s post complaint consumer behavior, from repurchase intentions to likelihood to engage in word-of-mouth activities, and it may even affect the valence of the word-of-mouth message. (Davidow, 2009)

Key problems that were mentioned by all interviewees consistently are inconsistent and low speed internet and limited parking space. Guests have many demands that require them to be well connected to internet at all times. They want strong Wifi available on every part of the compound as it is a high standard hotel, for a reasonable or free cost. Finding ways to maximize connectivity and providing business essentials will keep guests productive and happy. Internet connectivity problem is the major concern of all interviewed customers. Most of the participants noted that they will recommend the hotels they are staying in because they are gratified with many of the services.

Slight mistakes can affect customer’s general insight towards the overall hotel service so management of these hotels should work on training the staff on how to approach the customers and explain everything to them politely in detail. And if mistakes happen they should know that it should be admitted and apologize customers for what happened or compensation should be provided to please the customer which will help him forget the incident that may lead into negative word of mouth. Advancements in information technology and the introduction of new methods of communication have led to increasingly significant changes in consumer behavior. These changes have produced a shift in focus in companies’ marketing strategies and business administration, especially in the hotel industry. Purchase decision processes are composed of several variables that influence consumer choice for certain products and services. Customers might choose a hotel based on its location (for instance, close to an airport, tourist location, or city center), brand name, various facilities (such as children play ground, spa and fitness center), service quality, price, loyalty program, and quality ratings by past guests. Any or all of these would enter into the customer choice.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.2. Conclusion

- ✓ The findings of this study revealed that the quality of service provided by Yejoka hotels in Wolkite is generally good compared to the expected level of service from a second
- ✓ town like SNNPRG. Most customers had a low expectation when they come but they found the service quality to be generally good compared to their low expectation.
- ✓ Inconsistent and low speed internet service and lack of adequate parking area are the two major problems of Yejoka international hotel. In addition, low quality, few variety complimentary breakfast and limitations with regard to providing correct and comprehensive information are also problems.
- ✓ Employees generally participate in providing feedbacks that help to improve quality of service to their supervisors but decisions are mainly made by higher level managers.
- ✓ According to the finding of the study there is a positive relationship between employee engagement and improvements in quality of service and satisfaction of employees.
- ✓ Overall customers are satisfied by the services they get from the Yejoka international hotel but the lack of responsiveness to their requests and concerns is a challenge in some individuals.

5.3. Recommendations

Based on the finding of the study the followings are recommended:

- Wolkite hotel need to work closely with the Ethio-Telecom company to improve internet connectivity. Although there is a general connectivity problem in the country still there are different organizations that get better services because of the importance of the service they provide. Hence, this hotel needs to find a way to show the challenge to the

concerned government body and work diligently to address the serious connectivity problem.

- The limited parking area need to be addressed through close collaboration with the wolkite city administration land management authority or by working with investors that can construct parking space close to these hotels.
- Improving the quality of food served as a complimentary breakfast by collecting feedbacks from customers and by exploring practices from other similar hotels in the other parts of the cites and by training chefs is necessary.
- Involvement of staff in providing ideas and feedbacks should be strengthened and continued. Similarly giving regulated decision making responsibilities to the staff is essential. Without this, it will be unlikely to improve responsiveness to customer complaints and the quality of services will deteriorate from time to time.
- Implementing different initiatives including awarding best performing staff, introducing competitive benefit packages, providing need based continuous trainings are critical to maintain motivation of employees which is key to maintain service quality, create loyal customers, and enhance profitability of the hotel.
- The hotel needs also to have a mechanism to collect feedback from the customers. This could include reviewing feedbacks that are posted online, sending emails asking for feedbacks

5.4 Suggestion for Future Study

The present study investigated the role of awareness on the challenge of retail business. Based on the findings of the study, the researcher recommends the following for further investigation:

- The study area of the current study is in Wolkite Town, the coverage of which is limited in its scope. Further research needs to be done to identify the challenge of retail business outside Wolkite Town and exploring it in the context of less urban and rural areas of the country to have a clear and holistic understanding of the role of awareness in retail business in Ethiopia.

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APPENDIX-1

WOLKITE UNIVERSITY COLLEGE OF BUSINEES AND ECONOMICS

DEPARTMENT OF MARKETING MANAGMEENT

QUESTIONNIAR FOR CUSTOMERS

Dear respondents I would like to sincere application in advance for your precious time and prompt response. This questionnaires seeks to collect data about the assessment of service quality delivery in case of Yejoka hotel in Wolkite city for partial fulfillment of first degree (bachelor degree in marketing management) this research findings used only for academic purpose then your idea and comments were highly honors and kept in secret .

Note no need to write your name

Please provide your answer where applicable

- Gender .Male Female
- 1 Age 15-20 21-25 35 35
- 2 Educational status ≤grade 8 grade 9-12 12
- 3 Monthly income <2000birr 2000-8000birr above 8000
- 4 Type of residence from wolkite Ethiopia other than wolkite
- 5 How often do you visit this hotel?
- Daily Weekly monthly First time
- 6 What services do you use offered by the hotel?
- Room Recreation Conference hall Weeding
- 7 Are you satisfied with the services provided by the hotel?
- Strongly agree agree disagree
- 8 Is the menu containing list of options to satisfy your need?

Strongly agree Disagree
Agree strongly disagree

9 How familiar with the recreational centers?

Very familiar not familiar
Familiar Don't know as it there

10 What is your satisfaction level with respect to service delivery?

Very satisfied
Satisfied
Dissatisfied

11 Is the hotel providing all services provided by the hotel industry?

Yes no

12 How do you grade the service quality offered in the hotel?

Delightful Better than expected
As expected below expectation
Completely disappointing

1. How do you evaluate the physical comfort of the Wolkite hotel?

.....
.....
.....

2. How do you trust sustainability of services provided by the hotel?

.....
.....
.....

3. How do you evaluate safety and staff assurance of the hotel?

.....
.....

.....
4. How do you evaluate the empathy of staffs to support customers?
.....
.....
.....

5. How do you evaluate the responsiveness of hotel staffs to customers in order to maximize satisfaction?
.....
.....
.....

6. How you are satisfied with quality services of Yejoka hotel?
.....
.....
.....

Questionnaires for employees

Dear respondent I would like to sincere application in advance for your precious time and prompt response. This questioners seeks to collect data about the assessment of service quality delivery in case of Yejokat hotel Wolkite city for the purpose of 1st degree bachelors in arts of marketing management this research finding is only for the purpose of academic then your idea and comments are very honors and kept in security

Note: - no need to write your name

Please: provide your answer where applicable

3 Gender .Male Female

4 Age 15-20 21-25 26-35 above 35

5 Educational status ≤grade 8 grade 9-12 above 12

6 Monthly income <2000birr 2000-8000birr above 8000

7 Work experience :-
<6 month 6month-1years
1-2years >2years

8 Do you deliver customer request timely?

Yes none partially

9 How confident are you with, the service quality you deliver?

Very confident moderately confident

Confident not confident

10 How often customer complain quality problem in your hotel?

Most of the time rarely

never

11 Which factors do you think that hinder quality service?

Rule and regulation of the hotel

Staffs don't understand their responsibility

Unclear managerial hierarchy

Other problems

12 Have you received training in the delivery of quality service in hotel?

Yes no

13 In your hotel what are gaps that hinder quality service delivery?

Not select the right service delivery not knowing what customer expect

Not meet quality service standards not match promise with performance

14 Which quality service dimension customers give more weight?

Accessibility responsiveness

Reliability competence

15 Are you delivered service always at the right time with right quality?

Yes no