



**WOLKITE UNIVERSITY, COLLEGE OF BUSINESS AND
ECONOMICS**

DEPARTMENT OF MARKETING MANAGEMENT

**IMPACT OF SERVICE QUALITY ON CUSTOMER RETENTION (THE
CASE OF YEJOKA HOTEL IN WOLKITE TOWN)**

**A RESEARCH SUBMITTED TO THE DEPARTMENT OF MARKETING
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OF BACHELOR ARTS OF (BA) DEGREE IN MARKETING
MANAGEMENT**

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Statement of Certification

This is to certify researcher have carried out their research work on the topic entitled with “Impact of service quality on customer retention; the case study of yejoka Hotel in wolkite town”. The work is original in nature and is suitable for submission for the award of Bachelor of Arts Degree in Marketing Management.

Advisor: MR. SIMACHEW, H (MSC)

Signature: _____

Date: -----

DECLARATION

I declare that this research work entitled 'IMPACT OF SERVICE QUALITY ON CUSTOMER RETENTION (THE CASE OF YEJOKA HOTEL, WOLKITE TOWN)' is my original work, it has not been presented earlier for award of any degree or diploma to any other university and that all source of material used for the study have been duly acknowledged. I have produced it independently exceptor the guidance and suggestion of my research.

Student full name _____

Date _____ **sign** _____

Advisor name: _____

Date of submission _____ **sign** _____

ACKNOWLEDGEMENT

First I would like to thank almighty GOD in helping

I would like to express my deep and sincere appreciation to my adviser, I really appreciate the invaluable advice that he has given to me.

My greatest thanks go to my family for always being by my side and encouraging me and thanks to many other friends who supported and helped me in collecting questionnaires to help excel and state during my study.

ACROMANE

Com	communication
Con	confidence
<i>e</i>	<i>error term</i>
em	reliability
LQI	LODGING QUALITY INDEX
res	responsibility
ret	retention
<i>a</i>	<i>constan</i>
<i>β1</i>	<i>coficent</i>

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ABSTRACT

There are many different service quality dimensions workable for retaining customer; the major aim of the researcher paper was the quality of service offered by yejoka hotel. More ever, it try to investigate the impact investigate the impact of service quality on customer retention. The five dimension of LODGING QUALITY INDEX model i.e. (tangibility confidence, responsiveness, communication reliability) a theatrical frame work was used as a guide line to view the impact of service quality dimensions with customer retention. The study employed descriptive research design. Both qualitative and quantitative types of data were used for the purposed of the study. In order to collect primary data structured questionnaires was design and collect through convenience sampling techniques from customers of yejoka hotel and also structured questionnaires were distributed for employed of the hotel by using simple random technique .all 69 structured questionnaires distributed to customers of the hotel completely response were returned from customers and 30 structured questionnaires were fulfill returned from employees of the hotel. More ever, semi structured interview with the hotel of the manager. The researchers used frequency, table, percentage, mean, correlation, and regression to analysis the primary data which is collected through questionnaires'. Finding the need for yejoka hotel manager in wolkkite town an emphasis on the under lining dominions of service quality on confidence, tangibility communication and reliability. The hotel manager reinforces and more focus on tangibility .The study includes conclusion of the data analysis and recommendation to the manger and general stuff of the hotel based on finding.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The service sectors in the world are playing a vital role in the economy at the same time it covers a wide range of organization which includes: constancy firm, insurance hotels, health care, retailer banking, and airlines, (Hasan, S. M. (2014)). The Quality of services can help to improve the competitiveness of a company because of the increase satisfaction of the customer thus the company can gain competitive advantage which will help to maintain advantage from its competition (Hasan, S. M. (2014)).

Service quality is multi-dimensional construct and it is perceived as the attributes of services delivery systems. Which relates on the level of the satisfaction of the customer as well as the connections among the different entities of the services systems which describes the services encounter (Chase and Bowen, 1991)

The services quality is explain as the contrast between services performance and services expectation. They proposed services quality to be a function of perceived process quality pre-purchase customer expectation and perceived output quality based on their statement of 1985 services quality is checked by the differences between customer perception of the services experience and their expectation of services (Parasurama A.L, Berry et-al 1985)

CUSTOMER RETENTION: Highly satisfied customer produce several benefit to the company satisfied price sensitive. They talk favorably to other about the company and its product and remain loyal for a longer period highly quality legal customer and creates positive word of mouth. It is an important factor in the purchase decision. It determines customer satisfaction which affects repeat business and word of mouth. Studies have shown that it cost four to six times as much to create customer it does not to maintain an existing one. (Phillip kotler, John Bowen, James, Makens, 2003,)

Customer retention is the activity that selling organization undertaken in order to reduce customer defection successful customer retention starts with the first contact on organization has

with customer and continuous throughout the entire life time of relationship and is more than giving the customer what they expect, it is about exceeding their expectation so that they become loyal advocates for your brand.

Customer retention an assessment of the product or services quality provided by a business that measure how loyal customers are. Customer statics are typically expressed as a percentage of long term customers and they are important to a business since satisfied retained customer tend to spend more, cost less and make valuable reference to new potential customer (Business Dictionary.com).

The main objective of this research is examining impact of service quality on customer retention by using the LODGING QUALITY INDEX model dimension of the study.

yejoka hotel have provide different complementary service like food both traditional and modern, , beverage both alcoholic and alcohol free, bed room and other related service.

1.2 Statement of the problem

Following the Ethiopian millennium in 2007 every sector of the country goes high particularly in tourism attraction and hotel accommodations. Though a great emphasis is given for the expansion of hotel industry since the early time, many service related problems are still visible. Collecting money with no progress in service quality, the conducted preliminary survey through personal observation and unstructured interview before beginning the actual study indicates that, Hotels have much serious quality and customer handling strategy problems. This was seen when the employees were very much delayed both in taking order from the guests who are waiting for their order and, even long wait for the delivery of the order. The other major problems often observed were lack of Hotel service ethics.

The quality of service in hotel industry is an important factor of successful business. The existing trend of complete quality management in hotel industry ensures the achievement of competitive advantage of hotel companies and is therefore the subject of contemporary research into service quality in hotel industry. It is essential to identify the service Quality & whether the customers are given what they need & expect.

In competitive market place understanding customer needs become significant factor. As a result companies have moved from low quality services to a high quality services situation.

Customer retention is a major challenge as customer can easily shift from one services provides to another at low quality services. related problem to again better services quality that affect customer retention in yejoka hotel, difference delivery of the services and expected services is about the delivery of the services, that technical and practical quality may be not match with original services design, emerge which services provides promised to the customer about services delivery issues that this promise are impractical and based on wrong planning.

different researches were conducted on the hospitality industry, for example Bezuye (2010) and Alelign(2013) assessed hotel related services in Ethiopia, however deep investigation of those research lacks analysis of customer service delivery and customer retention. So this research is purposed to evaluate the service Quality on customer retention in yejoka hotel industry. Therefore going through the very specific idea, the research duly investigates service quality on customer retention of yejoka hotel, to advancing visible and systematic solution to improve service delivery of yejoka hotel.

The researcher addressed the following researcher questions

- What extents the company to help its customers and provide prompt services for its customers?
- What extent do the hotel handle customer complains?
- What extent does the hotel physical components is safe and comfortable to customer?
- What extents does the hotel create successful relationship with its customers?

1.3 Objective of the study

1.3.1 General objective of the study

The Impact of Services Quality on customer retention in yejoka hotel (Wolkite town).

1.3.2 Specific objectives of the study

The researcher tries to set the following specific research objectives to solve the stated research problem.

1. To describe the way of delivering quality service to customer as promised.
2. To explain the way of customer complains handling.
3. To investigate the foundation for successful relationship.
4. To describe the quality of the hotel physical components.

1.4 significance of the study

The study add value to yejoka hotel. This study is help the hotel to build long lasting relationship with customers, it will provide the possible suggestion and recommendation to the hotel sector to overcome the problem in creating awareness of the problem to take necessary measurers to the challenge that affects customer retention depend on services quality; it gives the hotel direction for advantages to avoid the problem.

The researcher provided several advantages to both the researchers and organization. it also useful for the researcher to get serving as a guidelines or reference for other researchers who would conduct further research on this topic, to develop the way of problem solving enhancing knowledge and experiences, it also significance for the organization to investigate service quality, it will know the impact of service quality on customer retention and to replaces low quality services by high quality services and establish strong brand equity.

1.5 Definition of key Terms

Service Quality; an author defines service as “any intangible act or performance that one party offers to another that does not result in the ownership of anything” (Kotler& Keller, 2009: 789)
Responsiveness: the form and its willingness to word customers help means that the employees always willing to help the customers and they should have a time to respond to customers’ requests (Cronin and Taylor, 1992).

Customer retention an assessment of the product or services quality provided by a business that measure how loyal customers are. Customer statics are typically expressed as a percentage of long term clients and they are important to a business since satisfied retained customer tend to spend more, cost less and make valuable reference to new potential customer,(Business Dictionary.com).

Tangibility: physical facilities, equipment, and appearance of personnel

Reliability: it describes the capabilities to fulfill promised service accurately and dependably (Cronin and Taylor, 1992).

Confidence

Employees knew about local places of interest Employees treated me with respect Employees were polite when answering my questions the hotel provided a safe environment The facilities were conveniently located.

Communication

Charges on my account were clearly explained received undivided attention at the front desk Reservationists tried to find out my particular needs Employees anticipated my needs

1.6 Scope of the study

The study is focus on the impact of service quality on customer retention. Its scope is limits on yejoka hotel which provide quality service at a day time through making this service time it's based the researcher tried to identify and describe factor affecting service quality yejoka hotel furthermore its scope extend to the extent of suggesting the possible recommend which will be used as aground for different parties involving and which are responsible on this hotel such as employees, manager and customer to improve the quality of the service. Generally the study will limit in terms of geographic location, people, method and using variables (such as tangibility, reliability, responsiveness, communication, confidence and customer retention).

The company differentiated itself from its competitors, by delivering better quality services for its customers by facing challenges and enhancing the opportunity.

1.7. Organization of the study

These studies consist of five chapters. The first chapter deals with the introduction part, background of the study the statement of the problem, research questions, objective of the study, significance of the study, scope and Organization of the study Chapter two focus on literature review of important concepts & theories that relate to the study. The third chapter deals with the methodology of the research and Work plan (time table), budget plan. Chapter four focus on data analysis and data presentation finally chapter five represent Summary, conclusion and recommendation.

1.8 Limitation of the study

In doing this research many different kinds of challenge that the researcher faced from the beginning of proposal preparation to the accomplishment stage of final research paper. these are financial and time constraints, these constraints force the researcher to limit its scope only in yejoka hotel in Wolkite town, this makes the study narrow, there is a shortage of books and prior research paper related to the study at hand in the library, the researcher was learned additional course during the study, the other barrier are slow internet connection was the other possible delimitation that the researcher encounter while preparing this research.

CHAPTER TWO

2.1 Review of literature

This chapter outlines the concept of service quality and customer retention. From the last decade, the service sector has become greater economic importance. The elimination of waste due to poor quality and meeting customer expectations are the major challenges facing managers in the service sector. This chapter presents the reasons why we should measure service quality, customer retention in hotel industry as well as their measures. Time by time, different researchers tried to find out the way to measure of service quality and customer retention in the hotel industry. Next scientist generation improved the model of the precedents or invented a new one. Among all, three most popular models to measure customer retention and service quality in the hotel industry are SERVQUAL, HOLSERV and LODGING QUALITY INDEX. Each model has its own strong point and has been used flexibly in hotel industry.

2.2 Meaning of services quality

Service quality:- the definition of service quality is often vary from person according to the situation service quality definition vary only in term of word used but the perceived service delivery meet, excess or fails to satisfied customer expectations

There are many definition of services quality given by different authors but some of them are

Service Quality Expectation and Perception in Life Insurance Services: A Marketer's Viewpoint
Chaudhary, K. (2018).

.In order for a company's offer to reach the customers there is a need for services. These services depend on the type of product and it differs in the various organizations. Service can be defined in many ways depending on which area the term is being used. An author defines service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler& Keller, 2009). In all, service can also be defined as an intangible offer by one party to another in exchange of money for pleasure.

According to Solomon (2009) defines quality as is one of the things that consumers look for in an offer, which service happens to be one (Quality can also be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). It is evident that quality is also related to the value of an offer, which could evoke satisfaction or dissatisfaction on the part of the user.

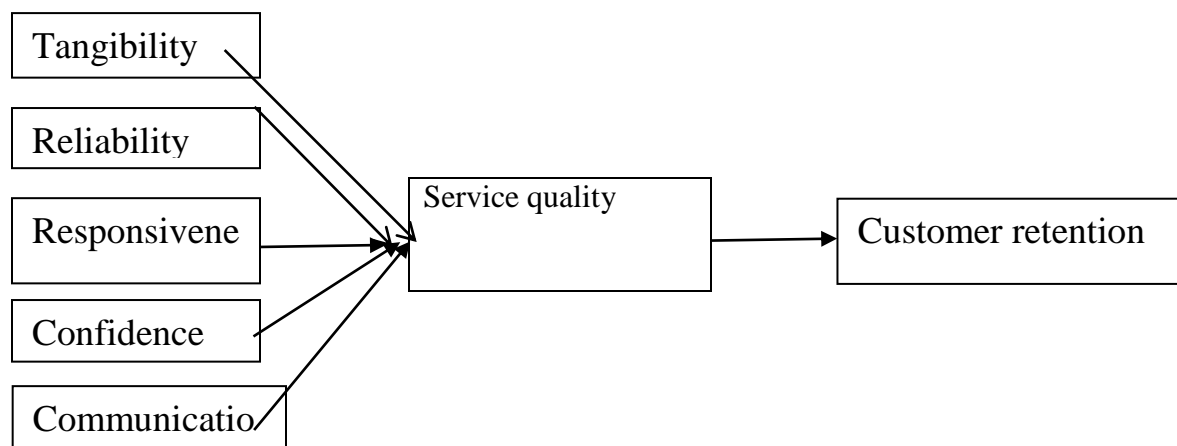
Service quality in the management and marketing literature is the extent to which customers' perceptions of service meet and/or exceed their expectations for example as defined by Zeithaml et al. (1990), cited in Bowen & David, 2005) Thus service quality can intend to be the way in which customers are served in an organization which could be good or poor. Parasuraman defines service quality as “the differences between customer expectations and perceptions of service” (Parasuraman, 1988). They argued that measuring service quality as the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services.

2.3 Measurement of service quality

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. To measure service quality and customer retention in the hotel industry, there are some models. Three most popular models, which are SERVQUAL, HOLSERV and LODGING QUALITY INDEX

The LODGING QUALITY INDEX (Getty and Thompson, 1994) has been chosen to develop the questionnaire. LODGING QUALITY INDEX is not only solved some weakness of SERQUAL but also very specific for the hotel industry.

Measuring Service quality LODGING QUALITY INDEX Model



Source: extracted from review of related literature

2.4 Definition Lodging Quality Index

The lodging quality index (LQI) is a multidimensional scale developed on the basis of SERVQUAL model. The process of the LQI scale began with ten dimensions that were originally in the first version of SERVQUAL (Parasuraman et al, 1988). The authors claimed that the LQI is a generic measure of hotel service quality (Na, 2010).

1. Tangibility: - as the name suggested that all the tangible things or physical facilities including personal, equipment, building and renovation etc. The tangible service indicator consist of cleanliness of the dining area, employees wear neat and clean dress they must use disposable gloves and also wear hear nets and the seating and packing facilities are must be up to date (Cronin and Taylor, 1992. Johans and Howard,1998).

2. Reliability:- it describe the capabilities to fulfill promised services accurately and dependably, service delivery as a hotel promised to customer with accurate charges it is also important to fulfill promises on time and in a systematic way (Cronin and Taylor, 1992).

3. Responsiveness: - it describes intentions of the firm and its willingness to word customers help means that the employees always willing to help the customer and they should have a time to respond to customers request. Tell the employee's exact times about service deliveries, employees are available for prompt service (Cronin and Taylor, 1992) ,

4. Confidences

Employees knew about local places of interest Employees treated me with respect Employees were polite when answering my questions the hotel provided a safe environment the facilities were conveniently located

5. Communications

Charges on my account were clearly explained received undivided attention at the front desk Reservationists tried to find out my particular needs Employees anticipated my needs

Currently the LQI model has been proven to be the best model to measure service quality in service sectors especially with the customer perspective. This idea generates an assumption that the five dimensions of LQI model could have a direct relationship with customer satisfaction.

2.5 Service Encounters

Service encounters means the periods of time during which customer directly interact with service providers. This does not limit the encounters to interpersonal interaction there are three types of service encounter.

1. The remote encounter: –where customer interacts with a service by a mail or perhaps via a machine.

2. The direct personal encounter:-where customer is physically present and exposed to element of the service system.

3. The indirect personnel encounter:- where customer interact with the service by telephone or other indirect communication although encounter can refer to long term relationship that developed between customer and service providers (Srivastava, M. (2018).).

2.5.1 Encounter between customer and employees

One of the facing service management is to identify which encounter, with service personal, customers find most satisfying and dissatisfying. Employee behaviors are directly influenced customer satisfaction and dissatisfying with their service encounter. The largest portion satisfying incidents occurred as result of unprompted and unsolicited action by employee which generally give customer pleasant surprise.

The largest proportion of dissatisfaction encounter related to employee inability or unwillingness to respond in service failure situation (kim Harri, 1995, page 52).

2.6 Components of service quality

There are two components of service quality they are:-

- ✓ **Technical quality:** is overall efficiency with which the hotel handles its customer in terms of delivering quality service and so on and also what the customer retention is more amenable to measure and to application of system that mean producers and techniques intended to assure its quality.
- ✓ **Functional quality:** - it also way in which the service actually delivered. This quality shows how the customer is deserved is more difficult to measure effectively and may be more to measure objectively and be more difficult to standardized and systematic.

Generally high quality service performance will result from a combination of technical and functional effective the reason of service quality is more important is:

- ✓ Customer all getting more and critical of the service they receive.
- ✓ Service becomes a major component of gap of a country.
- ✓ Many service industries with narrow previous market are competing in wide.
(Russels w, 2000, page 392).

2.7 Definition of customer retention

Highly satisfied customer produce several benefit to the company satisfied price sensitive. They talk favorably to other about the company and its product and remain loyal for a longer period highly quality legal customer and creates positive word of mouth. It is an important factor in the purchase decision. It determines customer satisfaction which affects repeat business and

word of mouth. Studies have shown that it cost four to six times as much to create customer it does not to maintain an existing one. (Phillip kotler, John Bowen, James, Makens, 2003)

Customer retention is the activity that selling organization undertaken in order to reduce customer defection (Wikipedia), successful customer retention starts with the first contact on organization has with customer and continuous throughout the entire life time of relationship and is more than giving the customer what they expect, it is about exceeding their expectation so that they become loyal advocates for your brand (W.W.W. vacohlinec.com)

Customer retention an assessment of the product or services quality provided by a business that measure how loyal customers are. Customer statics are typically expressed as a percentage of long term clients and they are important to a business since satisfied retained customer tend to spend more, cost less and make valuable reference to new potential customer. (Business Dictionary.com)

2.8 Conceptual Framework

Conceptual framework was developed to identify the capability to predict the customer retention based on the dimensions of service quality. The conceptual frame work depicts the relationship between the independent and the dependent variables. The aim of this section is to summarize the idea about past literature and to bring out the contributions for this study area. Thus this part starts with the idea generated and the contribution follows.

The general idea from the past literature is that there is a relationship between customer retention 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. A questionnaire for the hotel guests has been developed based on the components of the service quality in the hotel industry classified in the LODGING QUALITY INDEX. Moreover, it is supported by the marketing elements. SERQUAL (Parasuraman, 1988) approach has been the most popular method for choosing because it is quite complete measure for all the service industry. It covers all ten factors of quality of the hotel services. However, it still has some weakness. Consequently, it is not a perfect choice. HOLSERV scale (Hunter and Gerbing, 1982; Parasuraman 1991) is a simpler method compared to SERQUAL. HOLSERV is a customized version of SERQUAL; it is one column questionnaire so it is easier to answer each question. However, to develop this

questionnaire, it will be such a long survey that it is difficult to collect a large number of respondents if HOLSERV is applied.

Therefore, the LODGING QUALITY INDEX (Getty and Thompson, 1994) has been chosen to develop the questionnaire. LODGING QUALITY INDEX is not only solved some weakness of SERQUAL but also very specific for the hotel industry.

Other researchers had proven also that there is a relationship between customer retention and service quality (Sivadas&Baker-Prewitt, 2000; Wang et al., 2002; Kuo-YF, 2003, Liang & Zhang, 2009 Gera, 2011; Sureshchandar, et al., 2002).

Moreover, currently the LQI model has been proven to be the best model to measure service quality in service sectors especially with the customer perspective. This idea generates an assumption that the five dimensions of LQI model could have a direct relationship with customer retention. The questions that arouse from this assumption is that 'Is there a significant relationship between customer retention and service quality dimensions? '; 'Is there a significant relationship between customer satisfaction and service quality?

Also, it has been stated that service quality is the overall assessment of a service by the customers, (Eshghi et al., 2008). Also, the five dimension of LQI model has been proven to be the main yardstick used by most of the researchers in the evaluation of service quality (Wilson et al., 2008; Bennett & Barkensjo, 2005 Negi, 2009; Wang & Hing-Po, 2002). This idea generates an assumption that each of the five dimensions of LQI model could have a direct relationship with service quality

Tangibility: - as the name suggested that all the tangible things or physical facilities including personal, equipment, building and renovation etc. The tangible service indicator consist of cleanliness of the dining area, employees wear neat and clean dress they must use disposable gloves and also wear hear nets and the seating and packing facilities are must be up to date (Cronin and Taylor, 1992. Johans and Howard, 1998).

Reliability: it describes the capabilities to fulfill promised service accurately and dependably (Cronin and Taylor, 1992).

Responsiveness: the form and its willingness to word customers help means that the employees always willing to help the customers and they should have a time to respond to customers' requests (Cronin and Taylor, 1992).

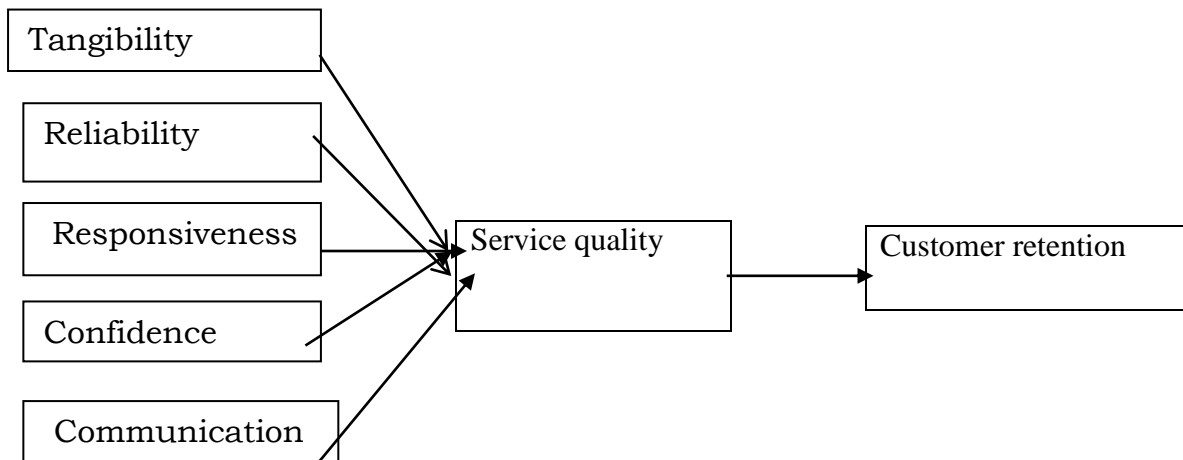
Confidence

Employees knew about local places of interest Employees treated me with respect Employees were polite when answering my questions the hotel provided a safe environment the facilities were conveniently located

Communication

Charges on my account were clearly explained received undivided attention at the front desk Reservationists tried to find out my particular needs Employees anticipated my needs

Model of Customer retention based on Service Quality dimensions (LQI)



Source: extracted from review of related literature

Figure 2.9.1: **conceptual frame work LODGING QUALITY INDE**

CHAPTER THREE

3. Research Methodologies

3.1 Research Design

The researcher is use descriptive research design. the researchers deploy descriptive method provides simple summaries about the sample and about the observation that have been made such summaries may be either quantitative i.e. summary statics or visual i.e. simple to understand graphs. May either from the basis of the initial description of the data as part a more extensive statically analysis or they may be sufficient in and of themselves for particular investigation. This enable the researcher describe how those factors affect the quality of the hotel service.

3.2 Target population

The target population of the study is categorized in to three. They are manager, employees and customers of yejoka hotel.

3.3 Sample size

The researcher is determining the sample size by using simple random sampling .the researchers is use the following sampling size determination formula to determine the sample size of the customers in the hotel when total population is unknown. The formula was developed by (godden, 2004).it is calculated as follows.

$$n = z^2 p (1-p) / c^2$$

$$1.645^2 (0.5) (0.5) / 0.01$$

$$n = 2.7(0.5) (0.5) / 0.01 = 69$$

Where n= sample size

Z=z=value (1.645 for 90 % confidential interval level)

P=percentage of proportion picking a choice express as decimal (0.5)

C=confidential interval express as decimal (0.1)

From this the researchers is select 69 customers of the yejoka hotel. The hotel is currently managed 70 permanent employees. The researchers is use the following formula to determine the sample size of employees including the manager of the hotel .the formula developed by (Taylor Yamane, 1967)

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

$$70 / (1 + 70(0.1)^2) = 41$$

Where, n=sample size	n=41
N=target population	N=70
e=sample error	e=0.1

Hence, from this the researcher is select 41 employees and one manager of the hotel. But to decreasing contact of employee in cause of covid19 to select 30 employees in the hotel

The researchers generally use 100 total number of sample sizes in the target population

3.4 Sample Techniques

The researchers' deploy use probability Sample Techniques and use simple random sampling methods employees and customer's .the total number of customers is unknown to use (godden, 2004) Sample size formula. .the total number of employees is known to use by (Taylor Yamane, 1967) Sample size formula.

3.5 Source of Data

In the process of collection of relevant data the researchers used both primary and secondary data sources .the possible primary data sources are customer, employees and manager by using questionnaires to customer as well as employees, and interview to manager of the hotel. Secondary data is collected critical examination of books, internet, Different literature, published and unpublished data and different document related to the study.

3.6 Data analysis and presentation

The collected data analysed by using descriptive statics In statistical analysis stage, the researcher is used mean, regression, correlation, Percentage, frequency and table.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

Introduction

In this chapter, the collected data from customers and employees of the yejoka hotel is summarized and analysed in order to realize the ultimate objective of the study. Accordingly, the demographic profile of the respondents and the impact of service quality on customer retention as perceived by its customers and employees were discussed by computing the frequency, percentage, mean and respectively for each variables and major dimensions.

4.2 Demographical characteristics of customers

4.2.1 Age distribution of the respondents

The below table 1, shows that 2(2.9%) of customers are between the age 18-20, 51(73.9%) of customers are between the age gap of 21-35, 16(23.2%) of customers are between the age 35-40 from this date the researchers inferred that customers of the age gap between 21-35 account the large share (73.9%) it is almost half of the total customers.

Table 1 Age distribution of customers in the hotel

Respondent	Frequency	Percentage (%)
18-20 year	2	2.9
21-35 year	51	73.9
35-40 year	16	23.2
Total year	69	100

Source; Survey questionnaire, 2020

4.2.2 Sex distribution of the respondents

The below table 2, shows the total customers male account 42(60.9%) and the remaining 27(39.1%) are female. From the researchers inferred that majority of customers are male more than half of the total customers (60.9%) 42.

Table 2 Sex distribution of the customers in the hotel

Respondent	Frequency	Percentage (%)
Male	42	60.9
Female	27	39.1
Total year	69	100

Source; Survey questionnaire, 2020

4.2.3 Education level of the respondents

The below table 3 show that 1(1.4%) of customers are illiterate, 4(5.8%) of customers where between 9th – 10th which means at high school level, 2(2.9%) of customers where between 11th – 12th at preparatory level, 11(15.9%) of customers hold diploma, 33(47.9%) of customers where hold first degree, 13(18.8%) of customers where hold second degree and the remaining 5(7.2%) of customers where MA/MSC degree holders. From the researchers inferred the majority respondents 33(47.9%) where those customers hold first degree. Customers those who are illiterate account 1 (1.4%) which is the least compared to the proportion of customers lying on the other education level.

Table 3 Education level of the customers in the hotel

Respondent	Frequency	Percentage (%)
No primary education	1	1.4
High school	4	5.8
Preparatory	2	2.9

Diploma	11	15.9
BA degree	33	47.9
MA degree	13	18.8
Above MA	5	7.2
Total	69	100

Source; Survey questionnaire, 2020

4.2.4 Marital status of the respondents

The below table 4, shows that 18(26.1%) of customers are married, 48(69.6%) of customers are unmarried and the remaining 3(4.3%) of customers are divorced. From this the researchers inferred that the majority respondents are unmarried customers of the company and divorced customers which is the least compared with the proposition of customers laying on the other marital status.

Table 4 Marital status of the customers in the hotel

Respondent	Frequency	Percentage (%)
Married	18	26.1
Unmarried	48	69.6
Divorced	3	4.3
Total	69	100

Source; Survey questionnaire, 2020

4.2.5 Occupation status of the respondents

The below table 5 shows that 25(36.2%) of the respondents were government employees and the remaining 44(63.8%) of respondents were self-employees. From this the majority of the respondents are self-employees which is more than half of the hotel customers and remaining respondents are government employees which is cover the least amount. The researchers inferred that the majority respondents are self-employees.

Table 5 Occupational status of the customers in the hotel

Respondent	Frequency	Percentage (%)
Government employees	25	36.2
Self-employees	44	63.8
Total	69	100

Source; Survey questionnaire, 2020

4.2.6 Income level of the respondents

The below table 6 shows that this income per month among sample respondents, 8(11.6%) of the customers obtain below 2000 birr, 18(26.1%) of the customers obtain between 2000-5000 birr, 14(20.3%) of the respondents take between 5000 -10000 birr and the remaining 29(42.6%) of the respondents obtain above 10000 birr. From this the researchers inferred that the respondents of income level above 5000 birr account the large share and respondents of income level less than 2000 birr account the least share.

Table 6 Income level of the customers in the hotel/per month

Respondent	Frequency	Percentage (%)
Less than 2000 birr	8	11.6
2000-5000 birr	18	26.1
5000 -10000birr	14	20.6
Above 10000 birr	29	42.0
Total	69	100

Source; Survey questionnaire, 2020

4.3 Correlation analysis

A correlation coefficient is a statistical tool used to summaries the relationship between two Variables with a single number that fall between -1.00 and +1.00 (Welkowitz et al., 2006). (Morgan et al., 2004) stated that -1.0 indicates perfect negative correlation, 0.0 indicates no correlation and +1.0 shows perfect positive relation (correlation). Based on the questionnaires were filled by the customers and employees of yejoka hotel in Wolkite town, the following correlation analysis was made:

$r = -1.0$ indicates perfect negative correlation

$r = 0.0$ indicates no correlation

$r = +1.0$ indicates perfect positive correlation

Table 7 Correlation analysis

```
. correlate ret ta em res cof com  
(obs=30)
```

	ret	ta	em	res	cof	com
ret	1.0000					
ta	0.7266	1.0000				
em	0.1798	0.4418	1.0000			
res	0.4094	0.3846	0.4436	1.0000		
cof	0.4934	0.4302	0.1988	0.5150	1.0000	
com	0.3194	0.6742	0.5240	0.4813	0.4159	1.0000

Source; Survey questionnaire, 2020

Where, *ta*- Tangibility, *com* -communication, *res* -Responsiveness, *cof*- confidence, *em*- Reliability, *ret*-Customer retention. There is positive relationship Tangibility, communication, responsiveness, confidence and reliability with customer retention

4.4 Multiple Regression Analysis:

In this part of the analysis includes a regression model to test the hypotheses. Five extracted dimensions were taken as independent variables against overall retention of the customers as Dependent variable in a multiple regression model.

4.4.1 Impact of Service Quality on Overall Customer retention:

To know about the impact of the individual dimensions of hotel service quality on overall customer satisfaction, multiple regressions using the following model was run: Overall Customer Satisfaction = $\alpha + \beta_1 (TAN) + \beta_2 (REL) + \beta_3 (RES) + \beta_4 (CON) + \beta_5 (COM) + e$

Table 8 over of result of service quality with customer retention

. regress ret ta em res cof com

Source	SS	df	MS	Number of obs	Prob > F
				30	
				F(5, 24)	11.86
Model	18.0561234	5	3.61122468	Prob > F	0.0000
Residual	7.31054326	24	.304605969	R-squared	0.7118
				Adj R-squared	0.6518
Total	25.3666667	29	.874712644	Root MSE	.55191

Source; Survey questionnaire, 2020

From as observed in table-8, it has been seen that R value is 0.651. Therefore, R value (.651) for the overall service quality dimensions namely tangibility, reliability, responsiveness, confidence and Communication suggested that there is a strong effect of these five independent variables on customer retention. From the table-2 it can also observed that the coefficient of determination i.e. the R-square (R2) value is 0.7118, which representing that 71.18% variation of the dependent

variable (Average Customer retention) is due to the independent variables (Service quality), which in fact, is a strong explanatory power of regression

Table 9 Service quality dimension against customer retention

ret	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
ta	.5209960	.1149732	4.53	0.000	.2837030	.7582890
em	-.3112264	.0862523	-3.61	0.001	-.4892424	-.1332103
res	.2179795	.0803861	2.71	0.012	.0520707	.3838883
cof	-.773551	.3535703	-2.19	0.039	-1.503284	-.0438177
com	-.2429426	.1166015	-2.08	0.040	-.4835962	-.002289
_cons	7.170252	1.775313	4.04	0.000	3.506186	10.83432

Source; Survey questionnaire, 2020

a. Dependent Variable: retention

b. constant (predictor) variables: TAN, REL, RES, CON and COM

In the table-9. The beta coefficients indicated that how and to what extent LQI dimensions such as tangibility, reliability, responsiveness, confidence and communication influence customer's retention of the yejoka hotels. It has been found that, tangibility (beta=.520, t=4.53, p<0.001) , responsiveness (beta =.218, t=2.72, p<0.012) and have the highest significant impact on customer's satisfaction, whereas, as communication (beta=-.242, t=-2.19 , p<0.048)and reliability (beta =-.311, t=2.246, p<0.001), confidence (beta =-.773, t=-2.19, p<0.039) have a relatively lower impact on customers retention of a Hotel. Therefore all independent variable of p value is <0.05 then all are significant value affects customer retention.

Table 10 summarize and mean

. summarize

Variable	Obs	Mean	Std. Dev.	Min	Max
A	30	15.5	8.803408	1	30
ret	30	4.566667	.9352607	1	5
ta	30	4.5	.9377155	2	5
em	30	3.1	1.322224	1	5
res	30	3.833333	1.288767	2	5
cof	30	4.9	.3051286	4	5
com	30	4.233333	.971431	3	5

Source; Survey questionnaire, 2020

4.5 Demographic characteristics of the employees

4.5.1 Age distribution of the respondents

The below table 11, shows the age “between” 18-20, 4(3.33%), 23(76.67%) of the respondents age “between” 21-35, 2(6.67%) of the respondents were age between 35-40 and the rest 1(3.33%) of the respondents were age above 40. Form the researchers inferred that most of the respondents were adult persons.

Table 11, age distribution of employees in the hotel

Respondent	Frequency	Percent %
18-20 years	4	13.33
21-35 years	23	76.67
35-40 years	2	6.67
Above 40 years	1	3.33
Total	30	100

Source; Survey questionnaire, 2020

4.5.2 Sex distribution of the respondents

According to the below table 12 21(70%) of respondents are male where as the remaining 9(30%) of respondents are female. Form this data researchers inferred that the majority of the hotel employees are male.

Table 12: Sex distribution of employees in the hotel

Respondent	Frequency	Percent %
Male	21	70
Female	9	30
Total	30	100

Source; Survey questionnaire, 2020

4.5.3 Educational level of the respondents

The below table 13, shown, 8(26.67%) of the respondents were high school level, 8(26.67%) of the respondents were at preparatory level, 7(23.33%) of the respondents were diploma, 5(16.67%) of respondents were BA degree and the remaining 2(6.66%) of respondents were MA/MSc degree. From these the researchers inferred that the higher percentage of respondents was high school and preparatory level, but there are no more educated respondents above MA/MSc degree.

Table 13: Educational level of employees in the hotel

Respondent	Frequency	Percent %
High school	8	26.67
Preparatory	8	26.67
Diploma	7	23.33
BA degree	5	16.67
MA/MSc	2	6.66
Total	30	100

Source; Survey questionnaire, 2020

4.5.4 Marital status of the employees

The below table 14, shows 15(50%) of respondents were married, 13(43.33%) of respondents were unmarried and the rest 2(6.67%) of respondents were divorced. From these researchers inferred that most of the respondents were unmarried.

Table 14: Marital status of employees in the hotel

Respondent	Frequency	Percentage (%)
Married	15	50
Unmarried	13	43.33
Divorced	2	6.67
Total	30	100

Source; Survey questionnaire, 2020

4.5.5 Income level of the employees

From the below table 15, 18(60%) 9 of the respondents were income level is less than 2000 birr, 9(30%) of the respondents were income level between 2000-2500 birr and the rest 3(10%) of respondents income level between 2500-5000 birr. From this the researchers inferred that majority of respondents income level less than 2000 birr and respondents income level between 2500-5000 birr account the least share.

Table 15: Income level of employees in the hotel

Respondent	Frequency	Percent %
Less than 2000 birr	18	60
2000-2500 birr	9	30
2500-5000 birr	3	10
Total	30	100

Source; Survey questionnaire, 2020

4.6 Employees responses to close ended questions

From the below table 16, the views of employees on the hotel serve guests 2(6.7%) of respondents were said strongly disagree, 3(10.0%) of respondents were said disagree, 1(3.3%) of the respondents were said neutral, 15(50%) of respondents were said agree and the remaining 9(30%) of respondents strongly agree. From this the researchers inferred that most employees said agreement with the hotel serve guests in a good way. This indicates the hotel more improve the way of serve the guests.

Table 16 the view of the employees towards the hotel serves guests

Item	Description	Respondents	
		No of respondents	Percentage
1	The hotel serves the guest in good way that comes in the hotel.		
	Strongly disagree	2	6.7
	Disagree	3	10.0
	Neutral	1	3.3
	Agree	15	50.0
	Strongly agree	9	30.0
	Total	30	100

Source; Survey questionnaire, 2020

From the below table 17, the view of employees on the degree of communication in the hotel, 3(10%) of the respondents were said strongly disagree, 8(26.7%) of respondents were said disagree, 1(3.3%) of respondents were said neutral, 11(36.7%) of respondents were said agree and the remaining 7(23.3%) of the respondents strongly agree. From this the researchers inferred that most employees of the hotel agreement with the degree of communication in the hotel are excellent.

Table17: The degree of communication in the hotel

Item	Description	Respondents	
		No of respondents	Percentage
2	The rate of communication with manager of the company, customer and other subordinate are excellent		
	Strongly disagree	3	10
	Disagree	8	26.7
	Neutral	1	3.3
	Agree	11	36.7
	Strongly agree	7	23.3
	Total	30	100

Source; Survey questionnaire, 2020

From the below table 18, view of employees on the challenge in practicing services quality, 3(10%) of respondents were said that strongly disagree, 6(20%) of respondents were said that disagree, 2(6.67%) of respondents were said that neutral, no idea about how the hotel face the challenge in practicing services quality, 14(46.67%) of respondents were said that agree and the remaining 5(16.677%) of respondents were said that strongly agree. From this the researchers inferred that most employees of the hotel agreement with the hotel face the challenge in practicing services quality.

Table 18: Views of the employees in practicing services quality

Item	Description	Respondents	
		No of respondents	Percentage(%)
3	The hotel face the challenge in practicing service quality and customer retention to get loyal		

customers		
Strongly disagree	3	10
Disagree	6	20
Neutral	2	6.67
Agree	14	46.67
Strongly agree	5	16.67
Total	30	100

Source; Survey questionnaire, 2020

In the below table 19, under item 2(6.67%) of respondents that the hotel train employees towards service quality and customer retention which means strongly disagree, whereas 12(40%) of the respondents the same as the above but the agreement disagree, 1(3.33%) of respondents that neutral (no idea about the point), 13(43.3%) of the respondents that the hotel train employees regarding to services quality and customer retention and finally 2(6.67%) of the respondents strongly agree by the question. Form the researchers can understand and conclude that most employees of the hotel are train every time in any change. This indicates majority of employees are professional and it should be improving their service quality and customer retention

Table 19: Views of the employees towards training

Item	Description	Respondents	
		No of respondents	Percentage
4	The hotel train employees regarding to service quality and customer retention		
	Strongly disagree	2	6.67
	Disagree	12	40
	Neutral	1	3.33
	Agree	13	43.33

	Strongly agree	2	6.67
	Total	30	100

Source; Survey questionnaire, 2020

From the below table 20, the view of the employees on the working environment of the hotel 2(6.67%) strongly disagree, of the respondents were said that the hotel working environment is not appropriate to conduct quality services to customer where as 8(26.66%) of the respondents were said that similar to the first one, 3(10%) of the respondent respond that neutral which means no idea about the question, 11(36.67%) of respondent respond that agree, so that hotel working environment is appropriate to conduct quality service and 6(20%) of respondent strongly agree similar to the above description. Form this point of view most employees of the hotel agree the hotel working environment is appropriate and attractive to conduct quality services.

Table 20 View of employees towards working environments

Item	Description	Respondents	
		No of respondents	Percentage
5	The working environment of the hotel appropriate to conduct quality service to customer.		
	Strongly disagree	2	6.67
	Disagree	8	26.66
	Neutral	3	10
	Agree	11	36.6
	Strongly agree	6	20
	Total	30	100

Source; Survey questionnaire, 2020

From the below table 21 out of 30 employees 6.672(6.67%), 12(40%), 4(13.33%), 10(33.33%) and 2(6.67%) of them were said that strongly disagree, disagree, neutral, agree and strongly

agree by the hotel responsibility regarding to service quality provide to customer and offer guarantee. Based on this information the researchers can conclude that most of customers are disagree by hotel responsibility towards service quality and offer guarantee.

Table 21: View of employees towards take responsibility and offer guarantee

Item	Description	Respondents	
		No of respondents	Percentage
6	The hotel take responsibility regarding to services quality provide to customer and offer guarantee?		
	Strongly disagree	2	6.67
	Disagree	12	40
	Neutral	4	13.33
	Agree	10	33.33
	Strongly agree	2	6.67
	Total	30	100

Source; Survey questionnaire, 2020

According to the below table 22 out of 30 employees 2(6.67%) were said that the customer of the hotel are not interest by appearance, threat and respect, so strongly disagree whereas 8(26.66%) of them were said that similar to above description 6(20%) of them were said that neutral which means no idea about the issue simple use the services, 9(30%) of them respondent respond that agree by the hotel employees appearance, threat and respects and final 5(16.67%) of respondents responds that strongly agree. Based on the above information the researches can conclude that the majority employees of the are agree, so the customer of hotel are happy by appearance, threat in friendly managing and respects.

Table 22: View of employees towards customer satisfaction

Item	Description	Respondents	
		No of respondents	Percentage (%)
7	The customers of yejoka hotel are happy by appearance, threat in friendly manner and respects.		
	Strongly disagree	2	6.67
	Disagree	8	26.6
	Neutral	6	20
	Agree	9	30
	Strongly agree	5	16.67
	Total	30	100

Source; Survey questionnaire, 2020

According to the below table 23, out of 30, 3(10%) of respondents respond that strongly agree by incentive strategy of the hotel, whereas 10(33.33%) of respondents respond that disagree this indicates the hotel negatively affect the employees based on incentive strategy, 3(10%) of respondents respond that neutral which means no idea about the incentive strategy of the hotel to apply or not, 10(33.33%) of the respondents respond that agree, this indicates relatively most employees of the hotel gain incentive for the company similarly, 4(13.34%) of the respondent respond that strongly agree it shows the company motivate employees by giving incentive. From the researchers can understand that the agreement and disagreement of employees balance but by the sum of agreement most employees are inspire or motivate.

Table 23: View of employees towards incentives

Item	Description	Respondents	
		No of respondents	Percentage (%)
8	The hotel is use different incentives to motive employees provide quality services.		
	Strongly disagree	3	10
	Disagree	10	33.33
	Neutral	3	10
	Agree	10	33.33
	Strongly agree	4	13.34
	Total	30	100

Source; Survey questionnaire, 2020

According to the below table 24, data most of the respondents are 11(36.67%) strongly agree, where as 7(23.33%) of the respondents respond agree so both indicate that most employees of the company said that the hotel provide error free services to all customers, 5(16.67%) of the respondents respond natural which means they did not have any knowledge or idea about it where as the next two agreement (strongly disagree and disagree) 1(3.33%) and 6(20%) accountably this indicates the hotel service is not completely clear. So the hotel applies new strategies design to retain customer. Based on the above data the researcher can conclude that most employees of the company agree by the hotel provide error free services.

Table 24 View of employees towards error free service

Item	Description	Respondents	
		No of respondents	Percentage
9	The hotel is strive to offer error free service		
	Strongly disagree	1	3.33
	Disagree	6	20
	Neutral	5	16.67
	Agree	7	23.33
	Strongly agree	11	36.67
	Total	30	100

Source; Survey questionnaire, 2020

4.7 Data analysis of the interviews

To successful development of the research the researcher prevent the personal interview with the manager of the yejoka hotels. The interpretation of the data presented as follow.

As manager of this company what do you think on the performance of provide quality services?

The manager of yejoka hotel explains that in the organization services are given by quality. The hotel are strive equality services, identifying and tracking improvement alongside the company goal and customer need and comparing performance with complicating.

What kind of employees do hire for the company regarding to assurance?

The manager suggests that the company is hire knowledgeable employees accordingly. Because at the current time everybody needs to become effective and knowledgeable on any activities, to be competent on the subject matter and experienced on hotel and tourism industry.

What seems like the management responsibility of the company to make your employees responsiveness?

As manager of the company explanation they are responsible to make their employees willing to help customers and provide prompt service by giving skill gap training ,controlling and evaluating task done and building positive attitudes toward the company customers and staff as well.

Does your facility are enough to satisfy foreign and domestic customer?

According to the manager, the company has full enough facility to make customers satisfy with their service .it has good or suitable facilities on physical, equipment and personal.

What activities or strategies are used to retain existing customers and attract new customer?

According to the manger, the company apply different techniques to retain existing customer and attract new customer by providing quality service and product, using reasonable price consistency on the service and product, treat customer in good way ,receive and deliver order on time ,inviting artist and other entertainment to the hotel and brooding addition service line to customer.

What are mechanisms the hotel use communicates with its loyal customer?

As manager of the company customers of the company communicate through the hotel web and gain available information about the service of the hotel. The customers communicate through telephone, using social media and promoting the company through accessible channels.

How do you influence the employees to provide adequate service?

As a manger, the hotel influence employees by providing on job and off job training plus by conducting supervision as well.

Is the company providing service to customers accurately?

According to the manger in order to retain existing customers and attract customers yes, we offer or try to give accurate and reliable service.

. What is the relationship between customer satisfaction and retention

According to the manger the relationship between customer satisfaction and retention is direct relationship between customer satisfaction and retention

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The main objective of this study was examining the impact of services quality on customer retention in yejoka hotel. The study also tried to test the relationships that exist between service quality and customer retention. According to the finding, based on demographic information, more males use the hotel services than females, when it comes to age group majority of the respondents were in their youthful age “between” 21-35. The study also finds out majority of the users of the hotel services are BA degree holders. In addition to this the majority of users were self-employed, unmarried customers and income level between 5000 -10000 birr. The mean score value for each service quality dimension was between 3.1 and 4.9 This indicates that improvement of services quality advisable to conduct on the entire five service quality dimension, especially the dimension of tangibility and confidence. The study also finds out there is a positive relationship between all service quality dimension and customer retention. The correlation analysis results confirm that all services quality dimension (tangibility, confidence, responsiveness, communication and reliability) are positively correlated with customer retention. Based on regression analysis, the highest customer retention is revealed in the tangibility area such as the appearance of physical facilities, equipment, and personnel and within materials. Followed by reliability area such as to the capability to fulfill promised services and dependably and it also critical to fulfill promised on time and in a systematic way. Confidence area such as employees of the hotel is courteous, knowledgeable and customers feel safe in dealing with the hotel. According to the finding, responsiveness is such as employee’s communication skill, willing to help customers and provide prompt service have negative impact on customer retention. According to the finding, most employees of the hotel agreement with the hotel serve guest in good way, the degree communication is excellent and the hotel face challenge in practicing service quality. Based on the study find out, employees of the hotel agreement with the working environment of the hotel. Tangibility dimension is appropriate to conduct quality services. According to the finding, employees of the hotel strongly agreement with strive to offer error free services. The reliability dimension is critical to retain current customers and attract new ones.

5.2 CONCLUSION

- The mean score value for each service quality dimension was between 3.1 and 4.9 this indicates that improvement of service quality is advisable to conduct on the entire five service quality dimension.
- According to the study find out there is a positive relationship between all service quality dimension and customer retention.
- Based on regression analysis, the highest customer retention is revealed in the tangibility area such as appearance of physical facility, equipment, personnel and within materials.
- According to the finding, most employees of the hotel agreed with the hotel serve guests in good ways, the degree of communication is excellent and the hotel faced challenges in practicing service quality.
- Based on the study find out employees of the hotel agreed with the working environment if the hotel is appropriate to conduct quality service.
- According to the finding employees of the hotel strongly agreed with strive to offer error free service.

5.3 Recommendation

With the recent establishment of several new hotels in Ethiopia, the hotel industry in the country is undergoing dynamic expansion. It is therefore important for the hotel to continuously monitor level of services delivery and driver of satisfaction in order to retain existing customers and also attract new ones. Based on this fact and finding of this study the following recommendations are proposed to improve service quality at the hotel.

- According to the finding, tangibility and reliability has a positive and highest effect on customer retention. As a result the hotel improves the tangibility and reliability area more and more.
- According to the finding, both tangibility and responsiveness dimension are a weak relationship with the customer retention. As a result the hotel enhances the attractiveness of physical facility and motivates employees to apply their responsibility effectively.

- The willingness to help customers and to provide prompt services should be improved by giving continuous training to employees who is related to responsiveness dimension.
- The hotel select qualified employee is vital in order to deliver quality services.
- Tangibility was shown to be the strong dimension to conduct quality services. To make it attractive more and more to customers enhance the benefit and features of tangibility dimension.
- According to the finding, reliability dimension plays critical role on customer retention. As a result the hotel enhances the reliability area more and more.

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APPNDAXI

WOLKITE UNIVERSITY

COLLAGE OF BUSINESS AND ECOMONICS

DEPARTMENT OF MARKETING MANEGEMENT

QUESTIONARY PREPARE FOR CUSTOMER OF YEJOKA HOTEL

Dear respondent

First, I would like to extend your sincere gratitude for helping me by filling these questionnaires. The purpose of this questionnaires' is to gather data that help for conducting a study on the impact of service quality on customer retention. All information you provide here after I will used at most confidentially as part of overall response therefore please feel free to provide your valuable response that will make this research project successful. The data obtained will used only for academic purpose

Thank you in advance for your precious time and effort.

Instruction: no need to write your name

Please put \surd in the box for close ended questions

Part one. Personal information

1. Age 18-20 year 21-35year 35-40year

Above 40year

2. Sex male female

3. Education level no primary education high school preparatory

Diploma BA degree MA degree MSC or above

4. Marital status married unmarried divorced

5. Occupation status government employee's self- employees

6. Income level less than 2000 birr 2001-500 0birr 500-10000birr

Above 10000bir

Please show your selected choice by \surd sign

1. Strongly disagree 2.disagree 3.neutral 4.agree 5.strongly agree

DIME NS	QUESTIONNAIRE ITEMS	1	2	3	4	5
Tangibility	1 The front desk was visually appealing					
	2 The employees had clean, neat uniforms					
	3 The restaurant's atmosphere was inviting					
	4 The shops were pleasant and attractive					
	5 The outdoor surroundings were visually attractive					
	6 The hotel was bright and well lighted					
	7 The hotel's interior and exterior were well maintained					
	8 The hotel was clean					
Reliability	1 My reservation was handled efficiently					
	2 My guest room was ready as promised					
	3 TV, radio, A/C, lights, and other mechanical equipment					
	4 worked properly					
	5 I got what I paid for					
Responsiveness	1 Employees responded promptly to my requests					
	2 Informative literature about the hotel was provided					
	3 Employees were willing to answer my questions					
	4 Employees responded quickly to solve my problems					
	5 Room service was prompt					

Confidence	1 Employees knew about local places of interest					
	2 Employees treated me with respect					
	3 Employees were polite when answering my questions					
	4 The hotel provided a safe environment					
	5 The facilities were conveniently located					
Communication	1 Charges on my account were clearly explained					
	2 I received undivided attention at the front desk					
	3 Reservationists tried to find out my particular needs					
	4 Employees anticipated my needs					

QUESTIONARY PREPARE FOR EMPLOYEES OF YEJOKA HOTEL

DEAR respondent

First, I would like to extend your sincere gratitude for helping me by feeling these questionnaires. The purpose of these questionnaires is to gather data that help for conducting a study on the impact of service quality on customer retention. All information you provide here after I will used at most confidentially as part of overall response therefore please feel free to provide your valuable response that will make this research project successful. The data obtained use only for academic purpose

Thank you in advance for your precious time and effort.

Instruction: no need to write your name

Please put \surd in the box for close ended question

Part one; Personal information

1. Age 18-20 year 21-35year 35-40y above 40
2. Sex male female
3. Education level no primary education high school preparatory
diploma
- MA degree MSC or above
4. Marital status married unmarried divorced
5. Income level less than 2000 birr 2001-2500 b 2500-5000birr
Above 5000birr

Please show your selected choice by \surd sign

“1”. Strongly disagree “2”. Disagree “3.” Neutral “4” Agree” 5.” Strongly agree

	ITEM	1	2	3	4	5
1	The hotel serve the guest in good way that come in the hotel					
2	The rate of communication with manager of the company ,customer and other subordinate are excellent					
3	The hotel face the challenges in practicing service quality and customer retention to get loyal customer					
4	The hotel train employees regarding to service quality and customer retention					
5	The working environment of the hotel appropriate to conduct quality service to customer					
6	The hotel take responsibility regarding to service quality provide to customer offer guarantee					
7	The customer of yejoka hotel are happy by appearance, treat in friendly manner and respect					
8	The hotel are use different incentive to motive employees provide quality service					
9	The hotel are strive to offer error free services always					

INTERVEIW PREPARE FOR MANAGER OF YEJOKA HOTEL

DEAR respondent

First, I would like to extend your sincere gratitude for helping me by feeling these questionnaires. The purpose of these questionnaires is to gather data that help for conducting a study on the impact of service quality on customer retention. All information you provide here after I will used at most confidentially as part of overall response therefore please feel free to provide your valuable response that will make this research project successful. The data obtained will used only for academic purpose

Thank you in advance for your precious time and effort.

Instruction: no need to write your name

Please put your response in the blank space open ended question

PART 3

1. As manager of this company what do you think on the performance of provide quality service.....
2. What seems like the management responsibility of the company to make your employees responsiveness?.....
3. What activity or strategies are used to retain existing customer and attract new one?.....
4. Does the facilities are enough to satisfy foreign and domestic customers.....
5. What are mechanisms that the hotel used to communicate with its loyal customers?
6. How do you influence the employees to provide adequate service?
7. Is the company provides service to customers accurately
8. What is the relationship between customer satisfaction and retention

በወልቂጤ ዩኒቨርሲቲ

ለቢዝነስና ኢኮኖሚክስ ኮሌጅ

በማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

በወልቂጤ ከተማ በጆካ ሆቴል ባሉ ለድርጅቱ ደንበኞች የሚሞላ መጠይቅ

ውድ የሆቴሉ ደንበኞች

በመጀመሪያ ከሁሉ አስቀድሜ ይህን መጠይቅ በመሙላት ስለሚተባበሩኝ ክልብ የሆነ ምስጋናዎን እያቀረብሁ። የዚህ መጠይቅ የመጀመሪያና ዋናው አላማ ሆቴሉ በሚሰጠው አገልግሎት ጥራትና ደንበኞችን ለመጨመር ምን ተሞክሮ እንዳለው ለመገምገም ደንበኞች ያላቸውን ሀሳብ ለመሰብሰብ ሲሆን ስለዚህ በሆቴሉ ላይ የሰዎችን ማንኛውም ከጥራቱ ጋር ተያያዥ የሆነ መረጃዎችን እንዲሰጡኝ ስል በትኩረት እጠይቃለሁ። ማንኛውም የሚሰጡት መረጃ በሚስጥራዊነት የሚያዝና ለጥናቱ አላማ ብቻ የሚውል ስለሆነ እባክዎትን በነጻነት ጠቃሚ የሆነ መረጃ ለመስጠት ለጥናቱ ስኬታማነት የበኩሉን እርዳታ እንዲያደርጉልኝ ስል በትኩረት እጠይቃለሁ።

ውድ ጊዜዎን ሰውተው ይህን መጠይቅ ስለሚመልሱልኝ በድጋሜ የከበረ ምስጋናዎን አቀርባለሁ።

መምሪያ 1. ስም መጻፍ አያስፈልገዎትም

2. መልስ ይሆናል ብለው የሚያስቡትን በተሰጠው ክፍት ቦታ ላ “✓”ምልክት ያድርጉ

ክፍል አንድ: የግል መረጃ

- 1. እድሜ ከ18-20 ከ21-30 ከ31-40 ከ40 በላይ
- 2. ልጅ ወንድ ሴት
- 3. የት/ት ሁኔታ ምንምአይነት የትምህርት ያልወሰዱ ሁለተኛ ደረጃ ት/ት ያጠናቀቁ/ች
በመሰናዶ ት/ት ያጠናቀቁ/ች ዲፕሎማ የመጀመሪያ ድግሪ

ሁለተኛ ድግሪና ከዚያ በላይ

- 4. የጋብቻ ሁኔታ ያገባ/ች ያላገባ/ች የተፋታ/ች
- 5. የገቢ መጠን ከ2000-ብር ያነሰ 2000-5000-ብር ከ5000-10000
ከ10000-ብር በላይ

እባከዎት የጥያቄዎችን መልስ በተሰጠው ትምልክት ያሳዩ(✓)

1. በጣም አልሰማማም
2. አልሰማማም
3. ከሁለቱም ውጭ
4. እስማማለሁ
5. በጣም እስማማለሁ

የጥያቄ ዕቃዎች	1	2	3	4	5
አስተማማኝነት					
1 የፊት ጠረጴዛው በእይታ ማራኪ ነበር					
2 ሰራተኞቹ ገደብ እና ገፅታ የደንብ ልብስ ነበሯቸው					
3 የምግብ ቤቱ አየር ሁኔታ ጥሩ ነበር					
4 ሱቆቹ ደስ የሚሉ እና ማራኪ ነበሩ					
5 ከቤት ውጭ ያሉ አካባቢዎች በሚያምር ሁኔታ ማራኪ ነበሩ					
6 ሆቴሉ ብሩህ እና ጥሩ ብርሃን ነበር					
7 የሆቴሉ ውስጣዊም ሆነ ውጭዊ በሚገባ ተጠብቆ ነበር					
8 ሆቴሉ ገደብ ነበር					
አስተማማኝነት					
1 ቦታ ማስያዝ በብቃት ይታይ ነበር					
2 በተጋበዘው የእንግዳ ማረፊያ ክፍል ዝግጁ ነበር					

3	ቴሌቪዥን፣ ሬዲዮ፣ ኤ/ሲ፣ መብራቶች እና ሌሎች ሜዲያዎች					
	መሣሪያዎች					
4	በትክክል ተሰራ					
5	የክፍልኩትን አገኛሁ					
	ምላሽ ሰጪነት					
1	ሰራተኞች ለጥያቄዎቼ ፈጣን ምላሽ ሰጡ					
2	ስለ ሆቴሉ መረጃ ሰጭ ጽሑፎች ቀርበዋል					
3	ሰራተኞች ጥያቄዎቼን ለመመለስ ፈቃደኞች ነበሩ					
4	ችግሮቼን ለመፍታት ሰራተኞች በፍጥነት ምላሽ ሰጡ					
5	የክፍል አገልግሎት ፈጣን ነበር					
	መተማመን					
1	ሰራተኞች ስለአካባቢው የፍላጎት ቦታዎች ያውቁ ነበር					
2	ሠራተኞች በአካባቢያት አዩኝ					
3	ሰራተኞቼ ጥያቄዎቼን በሚመልሱበት ጊዜ ትሑት ነበሩ					
4	ሆቴሉ ደህንነቱ የተጠበቀ አካባቢን ሰጥቷል					
5	መገልገያዎቼ ምቹ ነበሩ					
	መግባባት					
1	በመለያዬ ላይ ክፍያዎች በግልጽ ተብራርተዋል					
2	በግንባሩ ጠረጴዛ ላይ ያልተከፋፈለ ትኩረት ተቀበልኩ					
3	የቦታ ማስያዣ ባለሙያዎች ልዩ ፍላጎቶቼን ለማወቅ ሞክረዋል					
4	ሰራተኞች የእኔን ፍላጎቶች ይጠብቁ ነበር					

በወልቂጤ ዩኒቨርሲቲ

ለቢዝነስና ኢኮኖሚክስ ኮሌጅ

በማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

በወልቂጤ ከተማ በጆካ ሆቴል ባሉ ለድርጅቱ ሰራተኞች የሚሞላ መጠይቅ

ውድ የሆቴሉ ሰራተኞች

በመጀመሪያ ከሁሉም አስቀድሜ ይህን መጠይቅ በመሙላት ስለሚተባበሩኝ ክልብ የሆነ ምስጋናዎን አቀርባለሁ። የዚህ መጠይቅ የመጀመሪያና ዋናው አላማው ሆቴሉ በሚሰጠው አገልግሎት ጥራትና ደንበኞችን ለመጨመርምን ተሞክሮ እንዳለው ለመገምገም ደንበኞች ያላቸውን ሀሳብ ለመሰብሰብ ሲሆን ስለዚህ በሆቴሉ ላይ የሰዎችን ማንኛውም ከጥራቱ ጋር ተያያዥ የሆነ መረጃዎችን እንዲሰጡኝ ስል በትህትና እንጠይቃለሁ። ማንኛውም የሚሰጡት መረጃ በሚስጥራዊነት የሚያዝና ለጥናቱ አላማ ብቻ የሚውል ስለሆነ እባክዎትን በነጻነት ጠቃሚ የሆነ መረጃ ለመስጠት ለጥናቱ ስኬታማነት የበኩላዎን እርዳታ እንዲያደርጉልኝ ስል በትህትና እንጠይቃለሁ።

ውድ ጊዜዎን ሰውተው ይህን መጠይቅ ስለሚመልሱልኝ በድጋሜ የከበረ ምስጋናዎን አቀርባለሁ።

መምሪያ1. ስም መጻፍ አያስፈልገዎትም

2. መልስ ይሆናል ብለው የሚያስቡትን በተሰጠው ክፍት ቦታ ላይ “✓” ምልክት ያድርጉ

1. እድሜ ከ18-21አመት ከ21-35 አመት ከ35-40 አመት

ከ40 አመት በላይ

2. ፆታ ወንድ ሴት

3. የጋብቻሁኒታ ያላገባ/ች ያአገባ/ች የተፋቱ

4. የትምህርት ሁኔታ ያልተማረ ከ9-10ኛ ከ11-12ኛ ዲፕሎማ

የመጀመሪያድግሪ ሁለተኛናከሁለተኛድግሪበላይ

5. የገቢ መጠን ከ2000-ብር በታች ከ2001-2500 ብር

ከ 2500-5000-ብር ከ5000-ብር በላይ

እባክዎን የተስማሙበትን ሀሳብ በ”✓” በዚህ ምልክት በሰጡት ውስጥ ያሰቀምጡ

1. በጣም አልሰማማም
2. አልሰማማም
3. ገለልተኛ
4. እስማማለሁ
5. በጣም እስማማለሁ

ቁጥር		1	2	3	4	5
1	ወደ ሆቴሉ ለሚመጡ እንግዶች በጣም በጥሩ መንገድ አገልግሎት ለማቅረብ ትልቅ ጥረት ታደርጋለችሁ					
2	የሆቴሉ አስተዳደር ከደንበኞችና ከሌሎች ሰራተኞች ጋር በጣም ጥሩ የሆነ ግንኙነት አለው					
3	ሆቴሉ በሚተገብራቸው የጥራት አገልግሎትና ታማኝ ደንበኞችን ለመያዝ በሚያደርገው ተግባር የሚያጋጣሙ ፈተናዎችን ይወጣሉ					
4	ሆቴሉ ከአገልግሎት ጥራትና ታማኝ ደንበኞችን ከመያዝ ጋር በተያያዘ ለሰራተኞች ስልጣና ይሰጣል					
5	የሆቴሉ የስራ አካባቢ ለሚሰጠው ጥራት ያለው አገልግሎት ተገቢ ነው					
6	የሆቴሉ ሰራተኞች የተሻለ ጥራት ያለው አገልግሎት እንዲያቀርቡ የተለያዩ ማበረታቻዎችን ያደርጋል					
7	ሆቴሉ በሚሰጠው አገልግሎት ችግር ቢፍጠር ሃላፊነቱን ይወስዳል					
8	ሆቴሉ ሁልጊዜም ከስህተት የጸዳ አገልግሎት ለመስጠት ትልቅ ጥረት ያደርጋል					
9	የሆቴሉ ደንበኞች በጣም ደስተኛ ናቸው ለተክለ ሰውነታቸው ለአቀራረባችሁና ለመስተንግዶቹ					

