WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARMENT OF MARKETING MANAGEMENT

ASSESSMENT OF CUSTOMER RELATIONSHIP MANAGEMENT IN A CASE OF ABBA KUBSA HOTEL IN WOLISO TOWN

SENIOR ESSAY SUBMITTED WOLKITE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTEMENT OF MARKETING MANAGEMENT **IN** PARTIAL FULFILLEMENT OF THE REQUIREMENTS FOR BACHELOR ARTS OF DEGREE IN MARKETING MANAGEMENT

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ADVISOR APPROVAL SHEET

This is to certify that the thesis entitled **"Assessment of Customer Relationship Management in a case of Abba Kubsa Hotel in Woliso town** submitted in partial fulfillment of the requirements for the degree of **Bachelor of Art** in **marketing management** the under graduate program, and has been carried out by Moti Shawuleunder my supervision. There for I recommend that the student has fulfilled the requirements and hence here by can submit the project to department.

Meaza Getnet (MBA) _____ _____

Name of major advisor Signature Date

EXAMINERS' APPROVAL SHEET

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As members of the of Examiners of the final Bachelor degree open defense we certify that we have read and evaluated the project work prepared by **Moti Shawule** under the title **"Assessment of Customer Relationship Management in Abba Kubsa hotel in Woliso**and recommend that it be accepted as fulfilling this requirement for the **degree in Marketing Management**.

_____ _____ _____

Name of chairperson Signature Date

_____ _____ _____

Name of Internal examiner Signature Date

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ABSTRACT

The study was conducted on the assessment of customer relationship management on Abba Kubsa hotel. Customer relationship management is the subjective comparison that customer make between the customer of the service that they expect to receive and what they actually get. Customer satisfaction is an overall customer attitude towards a service provider or an emotional reaction to the difference what customer expectation and what they receive regarding the fulfillment of some needs or desire. The general objective of the study was to assess customer relationship management dimension in Abba Kubsa hotel to achieve the objective of this study, and data was collected through questionnaire from estimated number of 650 Abba Kubsa hotel customer, 50 employees and 1 manager. The researcher used both primary data collected through questionnaires. The questionnaires were distributed to customers, employees of the hotel and manager of Abba Kubsa hotel. The secondary data were collected through reading books, using internets, magazines, journal and prior studies.Once data are collected the data analyzed by using descriptive like tabulation. Frequency and percentage, the finding of the indicate, customer was more of strongly agreed with assurance dimension of customer relationship management. However, based on the finding of the study, the researcher forwards some recommendation to the hotel management.

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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Marketing is very general a term that refers to commercial function is involved in service offering. In this 21th century mass production technique and mass marketing change the competitive strategy by increasing product and service availability for (chen and popvich, 2003). so that many companies today are striving to re-establish their connection to new as well as existing customers to boost long term customer loyalty (chen and popvich,2003). The increasing competition and decreasing customer loyalty have shaped the need for implementing new tools to help companies to succeed the competition and win customers loyalty by providing more customized products and services (Almotrairi, 2009).(Boris ,2012) stated that customer relationship management enables the organization reduce costs, increase profitability, strengthen loyalty of their customers, and assure business success .'Customer relationship management is a philosophy that is supported and enhanced by technology (Bennett, 2009). Currently service organization shifting their focus from transaction exchange to relation exchange for developing mutually satisfied relation with customer including hotel industry. "For hotel industry it is complex to understand customer behavior to where superior service is achieved through an intimate knowledge of customers and their histories and critical to achieve superior customer relationship. A continuous relation are reported to have significant Impact on transaction and profitability and customer life time value serving customer in true sense is the need of the hours as customer will remain the central and all service giving organization like hotel activities creating and building strong customer relationship management important concept that need to each hotel industry on this idea the researcher will try to assess customer relationship management on Abba kubsa hotel in Woliso town.

1.2 Background of Organization

Abba kubsa is found in South west shoa of Oromia, in Woliso town. The hotel established in 2000 ECand it start work from that time to give various services for customer and the hotel became developed and standardized give services for customer. In the hotel there are 50 employees and 1 manager to give services effectively and efficiently. The hotel is suitable to server customer and it create better relationship customer with organization employees and manager make it the hotel fast developed and standardized. The hotel it providing various services for customer like parking space, free Wi-Fi Internet, access room services, pool, fitness center and 24hrs front desk service. The hotel it also gives services to customer various type food for eating and different type drinking product provide for customer. This makes create better relationship customer with management of organizational hotel. (Source from organization manager)

1.3 Statement of the Problem

"Many organizations adopt customer relationship management strategy realizing the significant of becoming customer centric in today's competitive era and they make it a core business strategy and invested heavily (Mishra, 2009)." As hotel options broaden and products grow more complex, customers seek superior, personalized service more than ever (Siderio, 2003). Customer relationship management's main concept is collecting information about its customers based on all data sources within the organization and if it's possible beyond the organization. The main problem that motivated the researcher to conduct this research are; existing hotel industry problem of customer relationship management, lack of previous scientific research related to customer relationship management in the hotel industry, to inform hotels to improve their quality delivery to customer and activities regarding to customer relationship management, helps to fill the gap relate to the service delivery of hotel and its customer relationship with regard to the service delivered by the hotel, change to the thinking that profit make from better customer relationship ,lack of knowledge about customer relationship management and it impact on profitability of organization, low attitude of employees toward benefit of customer relationship management. Finally, this study focused on particular hotel industry which is important to evaluate above problem by entitling assessment of customer relationship management in Abba kubsa hotel in Woliso town.

1.4 Research Questions

In generally the study will try to answer the following research question.

1. What activities are employed to implement customer relationship management?
2. How customer relationship management is evaluated in the hotel?
3. Are the customers well satisfied with customer relationship management practices of hotel?

4.What are factor that affect implementation of customer relationship management hotel**?**

1.5. Objective of the study

1.5.1. General objective:

The general objectives of the study are to assess customer relationship management in Abba kubsa hotel in Woliso town.

1.5.2 Specific objectives

- To determine activities employed to implement customer relationship management in hotel.
- To assess the satisfaction of customer in regard to service of the central hotel.
- To evaluate customer relationship management in the hotel
- To assess the factor that affect implementation of customer relationship management in the hotel

1.6 Significant of the Study

There are benefits generated by applying effective CRM activities comparing other for those who don't apply to their organization

- This study will help the company to know how it is implementing customer relationship.
- It also helps to improve its customer relationship management implementation and to know the problem if any.
- Help its managements and employees to know more about customer relationship management because it's new concept for them and to enable them to know how to collect information from the customers that help the company as a source of information.
- It also helps the company to know the main challenges of customer relationship management.

- To provide constructive and suggestive information for responsible bodies of the hotel about the way that they undertake and make strong relationship with their customer,
- This research will have significant or potential benefit for new researcher to identify problem raised in the same topic.

1.7 Definitions of Key Terms

Customer relationship Management (CRM): can be defined as "the development and maintenance of mutually beneficial long- term relationships with strategically significant customers" (Buttle).

Customer: A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product or idea, obtained from a seller, vendor, or for a monetary or other valuable consideration (Jim).

Customer relation: Customer relation is a broad term used to describe customer service and the general interactions between a company and its constituents (ehow.com).

1.8 Scope of the Study

The study is tried to describe the assessment of customer relationship management. the study covers the organization as a whole due to a shortage of time and budget; the study is will delimited to only to Abba kubsa hotel in Woliso town.

In addition to study variables context of Customer relationship management methods include customer satisfaction, customer retention, customer complaint, customer empathy, customer expectation and loyalty, customer trust and empowerment.

1.9 Limitation of the Study

Limitation was the constraints that face while conducting the research:

- The budget all allowed from the research was not sufficient to cover the basic expense.
- Absence of well-organized and recorded information unwillingness of response the questionnaire and complete response of respondent.
- The time was not sufficient.
- To stress or academic course affects the data organization schedule.
- Shortage of time was another limitation of conduct the research study.
- **L**ack of previous research experience.

1.10 Organization of the Study

The study was organized into five chapters; the first chapter isincluded: background of the study, background of organization statement of problem, objective of the study, research question, significance of the study, limitation of study, scope of the study and organization of the study. Chapter two includes the literature review about customer relationship management. Chapter three deals with research methodology which include research design, sample size and sampling techniques data source and collecting method and method of data analysis. Chapter four deals with data presentation analysis and interpretation. Chapter five is about conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Customer Relationship Management (CRM): Overview

Producing quality service to individual customers while at sometimes being productive and efficient is an ongoing challenge for sales and service providers (the front line of the organization). These are the people who produce revenue and build customer relationship for the company. In recent years, sophisticated customer relationship management (CRM) software has helped make quality service achievable and efficient. CRM also called "front line automation" CRM technology also allows employees to take the time to customize service and satisfy individual customers while at same time being productive. CRM is revolutionizing the sales functions by giving detailed customer histories and integrated service and pricing information.

These tools allow the sales persons be much more conductive and to add more value than in the past. Although from office CRM system holed great promises and have provided tremendous bottom line own. Often significant challenges then can require major monitory and human investments they often mandate integration of incompatible information systems, significant training costs, and incentives to be sure they are used efficiently (V, A Zeithanml and M, JoBitner, 2003)

2.2 Definition of CRM

The term customer relationship management and relationship marketing are used interchangeably. (Nev, 1995) points out; these terms have been used to reflect a variety of themes and perspectives. Some of these themes offer a narrow functional marketing perspective while others offer a perspective that is broad and somewhat paradigmatic in approach and orientation. A narrow perspective of customer relationship management is database marketing emphasizing the promotional aspects of marketing linked to database efforts (Bickers, 1992).

More recent however, CRM has taken on a broader meaning. In this broader sense, CRM is the overall process of building and maintaining profitable customer relationship by delivering superior customer value satisfaction. (P. Kottler and G. Armstrong, 2005) Customer Relationship Management (CRM) is a managerial philosophy that seeks to build long term relationships with

customers. CRM can be defined as “the development and maintenance of mutually beneficial long-term relationships with strategically significant customers” (Buttle, 2000).

2.3 Function of CRM

The following are function of CRM

- ✓ Social reinforcement –appeals to customer’s esteems and officiating needs.

Reassurance- involves the concept of trust worthiness reliability, commitment and concern staying with customers provides reassurance reinforcement- involve felling customers because a service is beneficiary to them and reduced cognitive dissonance.

- ✓ Solve customer problem- the goal of relationship marketing is to solve customer problem, not just sell them a service solving a problem develops relationships.
- ✓ Customization- involve making customer steel special through modifying the service to meet his/her particular relationship.
- ✓ Service enhancement-involve giving customers something extra or special as a thank you for their business (Kenneth and Edow, 2003).

2.4 Goal of CRM

The primary goal of CRM who is to build and maintain a base of committed customer who are profitable for the organization. To achieve this goal, the firm will focus on the attraction, retention and enhancement of the customer relationship once they are attracted to being relationship with the company, customer will be more likely to stay in the relationship when they are consistently provided with quality products and service and goods value over times. The goal of customer enhancement suggests that loyal customers can be even better customers if they buy more products and service from the company over time.

The goals of CRM are: -Getting customers

- Satisfying customers
- Retaining customers enhancing customers (Ibid).

2.5 CRM Levels and Tools

Company can build customer relationship at many levels on the nature of the large market.

2.5.1 Low margin customers; -

It may seek to develop basic relationship with them tools for low margin customers are born. Building advertising, sales promotion, a toll-free customer response number and tide network website.

2.5.2 High margin customers; -

This are few in numbers and the form want to create full partnership with key customers. Tools for fewer and high margins customers are rewarding frequent buying customer special discount, club marketing programs and creating member communities.

2.6 The Service Marketing Triangle

The service marketing triangle show the three inter linked groups that work together to develop promote and deliver service. these three points on the triangle are external marketing, internal marketing and interactive marketing. All these activities revolve around making and promises to customers.

2.6.1 Internal marketing (enabling promise)

Though it is internal marketing effort company makes promises to its customer regarding where they can expect and how it will be diverted. Traditional marketing activities such as advertising, such special promotions and pricing and facilitates this type of marketing. However, for service

other factors also communicate the promise to customers. The service employees the design and decor of the facility and the service process itself also communicate and her to set customer expectation (Ibid). (Source French Pong,2002)

2.6.2 Interactive Marketing (Keeping Promise)

External marketing is just the beginning for service makers made must be kept. Keeping promise or Interactive marketing is the most critical from the customer's point of view. Service promise are most often kept or broken by the employee of the firm or by third party providers, most often in real time. Sometime service promises are even delivered through technology. Interact with the organization and the service is produced and consumed. Interestingly, promises are kept or broken and the reliability of service is tested every time the customers interact with the organization (Ibid). External marketing in just the beginning for service marketer promises made must be kept. Keeping promises or interaction marketing is the most critical from the customer's point of view. Service promise are most often kept or broken by the employees of the firm or by third party providers, most often in real time. Sometimes service promises are even derived through technology. Interactive marketing occurs in the decisive moment when the customer interacts with the organization and the service is produced and consumed. Interestingly, promise is kept or broken and the reliability of service is tested every time the customer interacts with the organization (Ibid). (Source French Pong,2002)

2.7 Customer Relationship Management from Different Perspective

2.7.1 Relationship Management from Employee Perspective

By approaching human resource, decision and strategies from the point of view that primary goals are motivate and enable employees to deliver customer-oriented promises successfully and organization was move toward cursing gap.

The strategies presented here are organized around four basic themes

- Hire the night people: one of the best want to close gap/service delivery gap is to start with the night service delivery people from the beginning.
- Development to delivery equality: to grow and maintain a work force that is customer presented and focused on delivery quality.
- Provide need support system: to be efficient and effective in their jobs service workers internal support system that are aligned with the need to

2.7.2 Relationship management from managerial perspective

From a managerial perspective, it is very important that both management and marketing staff understand the dimension or relationship management as the will ultimately under in the strength of relationship development between service provider and customer.

From the study of relationship management and service customer, ward and Dagger (2007), reported that organization must undertake relationship management activities of an appropriate level to remain competitive and those different levels applied to different service. Rom the study of relationship management and service customs Lard and Dagger F (2007), reported that the organization must undertake relationship management activities at an appropriate level to remain competitive and those different levels applied to different service. This study suggested that manager should not expect customer relationship to strength automatically due to duration or frequency of contact. The strategic factors affecting relationship management or increasing relationship strength in terms of competitive advantage differentiation, key industry success factors market share and increased profitability must be accounted for in service quality.

Relationship management forms the bridge between the organization and customers, with the organization using in rein forcing linkages, responding to customer needs and serving market micro segments (Ibid).

2.7.3 Relationship Management from Customers Perspectives

2.7.3.1Trust

Moorman teals (2003) desire trust as the willingness to rely on an exchange Karther, in when one has confidence. The nature of service offering means that service consumes typically ray in advance to buy a firms promise and, therefore, must be willing to rely on the firm to deliver its promise. Trust considered a perquisite for loyalty especially in the risk dominated cyber space where transactions are conducted at a distance. The maintain of consumer trust in the retail banking industries is of considerable importance as it can affect the likelihood of retaining existing customers and attaining news ones. Furthermore, trust in a bank can also be more important to a bank customer than price. Customer perception of a firm trustworthiness is valuable in terms of not only satisfying and retaining existing customers but also is attracting new customers though words of mouth management.

The word-of-mouth management plays a major role in acquiring new customers.

Because of the high-level risk perception inherent in-service offering, potential customers are more likely to seek personal recommendation when choosing service providers that relying information provider by the firms. In many cases recommendations given by a college can significantly reduce a person perceived risk selecting an unfamiliar service organization.

2.7.3.2 Commitment

A study by Morris etal, (2011) indicates that the level of trust customer invests in a firm correlate positively with the level of commitment maintained by both parties through shared value and relationship termination costs. Commitment pays a certain role in the relationship management paradigm and has been identified as an important dimension of customer service provider relationship qualities. Conceptually, commitment differs from loyalty in that it is through of purely continuity terms that describe a customer's attitudinal attachment to a company.

2.7.3.3 Conflict Handling

There are many misconceptions on the meaning of conflict. It is important for research to clearly define their perceptions and definition of conflict in order to prevent irregularities in solving conflict. This means that the action of one group or person attempting to reach his or her goals prevents, abstracts, interferes with or injuries the action of another group or person or makes the action less likely or less effective, attempting to reach they goals. Many theorists on conflict handling literature agreed with this definition. Although there are some differences overall, many theorists emphasize the interference of actions, interest, wishes or needs between parties which causes conflict to occur. Conflict can occur within one- person interpersonal group or nation or between two or more person's interpersonal group or nation (Deutsch, 2001). Conflict is most often perceived as involving two or more parties. Conflict is a mutual activity in which the choices of each person affect the other person.

2.7.3.4 Values

Define value as basic assumption because these fend to be taken for granted by group members and treated as non-negotiable. However, value can be open to discuss and people can agree to disagree up on them. Basic assumptions are so taken for granted that someone who not bad them is viewed as a foreign or as crazy and is automatically dismissed, values are set of, assumption and belief constitute an integral part of organization development, shaping the goals and methods of the field and distinguishing organization development for other improvement strategies.

In fact, most of these belief and value should have been formulated early in the development of the field, and they continue t evolves as the field itself evolves. Actually, values as well as beliefs and assumptions provide people with structure and stability as they attempt to understand the world around them (Kennedy, 2002).

2.7.3.5 Empathy

Empathy is the capacity to share and understand another state of mind or emotion. It is often characterized as the ability to put one self into another shoe in some way experience the outlook or emotions of another being within oneself. The basic ideas of empathy should be characterized is that be looking expression of the people facial or body movement or by hearing their tone of voice which will immediately sense on how they feel. The importance of relationship for collectives' country and countries with a long-term orientation, empathy is important for service providers to build long term relationships (Silvestre and cross, 2007).

2.7.3.6 Customer Loyalty

The concept of customer loyalty emerged 1980s. It is quite a new concept. Therefore, there are many definitions within this field, the main them in customer relationship management is to get and keep customer and can be defined as relationship management as all management activities directed towards building customer loyalty keeping and winning customers by providing value to all the parties involved in the relational exchange, Customer loyalty is defined as deeply held commitment to buy or patronize influence and management efforts having the potential to cause switching behavior (Yimetal, 2008).

2.8 Theoretical Background and Conceptual Model

The proposed model of this study conceptualizes the relationship among CRM dimensions, marketing planning and marketing implementation capabilities, and hotel performance. The relationship is based on the resource-based view that suggests that the performance of the firm is influenced by its internal resources and capabilities; a firm obtains better performance by making more effective use of its resources than competitors.

This model involves four dimensions of CRM which include customer orientation, CRM organization, knowledge management, and technology-based CRM.

2.8.1 Customer Orientation

It is important in the first instance to confirm that the main purpose behind customer –oriented behaviors is to increase customer long-lasting satisfaction and to create customer-loyalty.

2.8.2 CRM Organization

First and foremost, to enhance service employees to conduct customer- oriented behaviors, organizations have to develop an appropriate working environment for service in work, for instance, pro

viding staff with the modern tools, and technology, customer-satisfaction tracking and complaints management systems, inspirational leadership, and appropriate rewards systems. As a result of the previous supportive working conditions, organizations can ensure the required customer -oriented behaviors of their employees (Mechinda and Patterson, 2011).

2.8.3 Knowledge Management

Needless to say, that useful information about customers can be gathered through interactions with them or from different touch points within the organization itself (Brohman et al, 2003).

2.8.4 Technology Based CRM

Dutu and Halmajan (2011) are of the opinion that CRM strategy will end in failure if the information technology is not used properly, thus the suitable use of technology in marketing is one of the greatest opportunities in hotel industry, because of the fact that it is important to get the right information from the right people at the right ti

2.8.5 Marketing -Planning Capabilities

Slotegraaf and Dickson (2004) defines marketing planning capabilities as the firm's ability to expect and react to the changes in the market environment for the purpose of directing its resource sections to work towards the alignment of the firm with the environment and the achievement of organizational financial goals.

2.8.6 Marketing Implementation Capability

Marketing implementation capability is the process that transforms plans into actions; thus, marketing implementation capabilities play a vital role to improve organizational performance through transforming marketing strategy plan to actions (Kotler and Keller, 2009)

2.8.7 Hotel Performance

CRM dimensions evaluation was assessed in a number of ways, including (Abdulateef et al., 2010), market effectiveness and financial performance (Sin et al., 2005), customer performance and financial performance (Akroush et al., 2011), and customer retention and sales growth (Yim et al., 2005).

Customer Relationship Management (CRM) in Hotel Industry: A framework Relationship among CRM Dimensions, Marketing Capabilities, and Hotel Performance

The following charts are expressing the customer relationship management in hotel industry

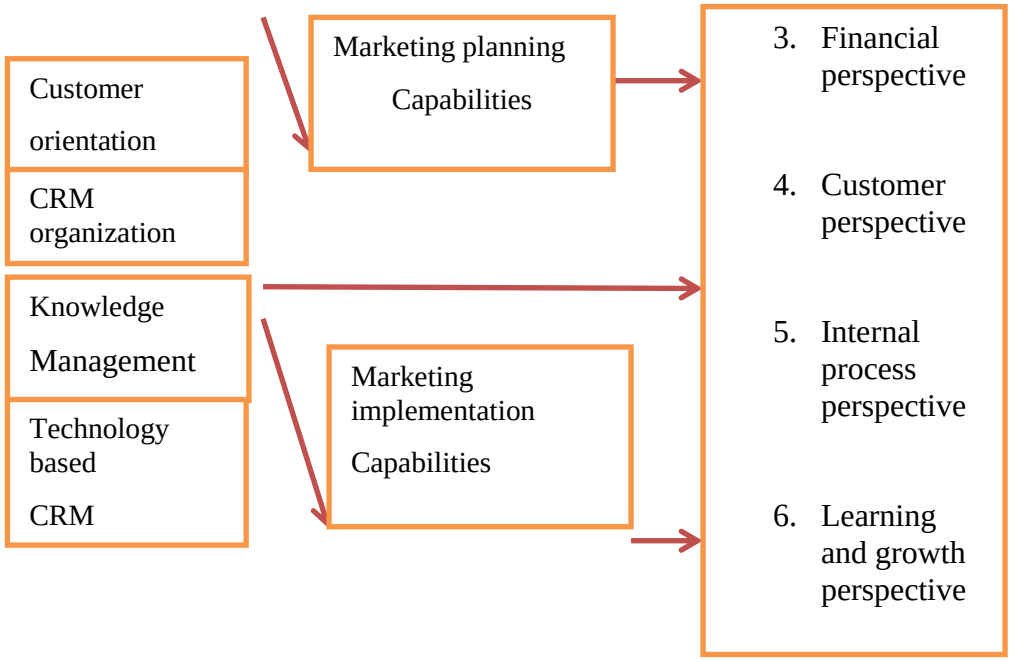

Figure 1 Conceptual Model of the influence of CRM Dimensions on Hotel performance

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study used descriptive analysis that describes the customer relationship management in dimension to their satisfaction, because it is better to describe the each and all individual activities hold in it.

3.2 Target Population

The target population of this study would customer those who receive service from the hotel, employees who give service in the hotel and manager of the hotel who manage activities of the hotel.

3.3 Sample Size

This study total population was 1710 in Abba Kubsa hotel selects from this target population the researcher was collected data 90 out of 1710. So, the researcher uses 55 loyal customers of hotel 34 employs and 1 manager. The number of samples was need for the study; the researcher was determine based on the general formula projected by *Yamane (1967).*

Where: n=Total sample size

N=Total population

e=Measure of error

e= the error of 10% points

By using Yamane's formula of sample size with an error term 10% and confidence coefficient of 90% the sample is calculated as follows.

Thus, at 10% error and 90% of confidence coefficient;

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

$$n = 1710/1+1710(0.1)^2$$

n =1710/19=90

3.4 Sampling Design andTechnique

The researcher uses simple random sampling to select customer and employees to represent all population of the study. The reason behind these techniques used is it is easy to analyze and give equal chance for the respondent and also enable to collect relevant information about this subject matter regarding to my study.

3. 5 Source of data

In this study the researcher would use both primary and secondary data. The primary Data obtained through questionnaire to target population. Secondary sources are gathering from existing and publish related materials books, companies, document, magazine and journals.

3.6. Methods of Data Collection

The researcher uses different types of data from different questionnaires, and other sources. The researcher gathers data from customer and employees of the organization through distribute and gather important questionnaire. The researcher also collects secondary data through of related literature regarding the study.

3.7 Method ofData Analysis

The collected data would analyze in clear and precise way to be understand to readers. That means the researcher is describe the study base on the data collect from customer, employees and managers of the organization. From the descriptive analysis method, the researcher used percentage and tabulation to analyze the data.

CHAPTERFOUR

DATA ANALYSIS, PRESENTATIONAND INTERPRETAION

4.1 Introduction

This section deals about data presentation, analysis and interpretation that were gathered from hotel manager, employees and customers. Questionnaire was distributed to 55 customers and 20 employees of the hotel with 1 manager. As a chance all of the respondents were reliable to return the questions.

4.2. Customer response

Table 4.1: demographic characteristics of customer respondents

Item		**No of respondent**	**Percentage**
Sex	Male	44	80%
	Female	11	20%
	Total	**55**	**100%**
Age	15-25	11	20%
	26-35	**22**	40%
	36-50	**17**	30.91%
	Above	5	9.09%
	Total	**55**	**100%**
Educational background	10 completed	**11**	20%
	College diploma	**15**	27.27%
	First degree	**22**	40%
	Post graduates	7	12.73%
	Total	**55**	100%

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

According to the data above table 4.1 80% of customer respondents were males whereas, 20% 0f the respondents are females. from this data we can understand that majority of the hotel customer

were male. As indicated in the above table 4.1 age item 20% 0f the customer respondents are under age interval of 15-25 while 40%, were under the age interval of 26-35, respectively and 30.91% were under the age of 36-50 and only 5% of the respondents replied under above 50 age intervals implies that majority of the customers are under the age interval of 26-27 and this refers most of the hotel customers are adults.

According to the table 20% 0f customer respondents are 10 completed customers, 27.27% 0f customer respondents are certificate while 40% of the hotel customer respondent are graduate or degree level customer so this refers majority of the hotel customers are educated ones.

Question		No of the respondent	Percentage
Since when you are the customer of the Abba kubsa hotel	Less than 1 year	36	65.45%
	1-3 year	19	34.55%
	2-3 year	0	0
	More than 3, year	0	0
	Total	**55**	**100**

Source: - From primary data from (customer of Abba Kubsa hotel in 2023)

As we can see from the above table 65.45% of the respondents started their relation with the hotel since less than 1 year or equal to one year while 34.55% of the customer respondents are started their relation since more than 1 year and less than 2 years from above table it is possible to say that majority of the central hotel customers are using the hotel service for one year or equal to one year, so that it implies they not have long relation with the hotel.

Are you satisfied by the hotel service	No of respondent	Percentage
Yes	35	63.64%
No	20	36.36%
Total	**55**	**100**

In the above table 35(63.64%) of customer responded they are satisfied by hotel service 20 (36.36%) of customer responded that they are dissatisfied so that more customer of central hotel is satisfied with service delivery of Abba kubsa hotel.

Table 4.2 respondent's response on the trust

Profile	Category	Frequency	Percentage
The hotel promise is reliable	Strong agreed	17	**30.91%**
	Agreed	13	**23.64%**
	Neutral	**11**	**20%**
	Disagree	9	**16.36%**
	Strong disagreed	5	**9.09%**
	Total	**55**	**100%**
The hotel fulfills its obligation to customer	Strong agreed	19	**34.55%**
	Agreed	**15**	**27.27%**
	Neutral	10	**18.18%**
	Disagreed	7	**12.73%**
	Strong disagreed	4	**7.27%**
	Total	**55**	**100%**

Source: from primary data (customer of Abba kubsa hotel 2023).

As presented on the above table 4.2 them item of hotel promises are reliable (30.91%) strongly agreed (23.64%) agreed, 20%) neutral, (16.36%) disagreed and (9.09%) were strongly disagreed this indicate that the majority of customers were strongly agreed. Another item was hotel to fulfill its obligation to customer 34.55% strongly agreed 27.27% agreed, 18.18% neutral, 12.73% disagreed and 7.27% of were respondents strongly disagreed. In this the majority of customers are strongly agreed on hotel

fulfills their obligation this indicates that hotel was strongly able to fulfill its obligation to customer.

Table 4.3 respondent's response on commitment

Item	Scale	Frequency	Percentage
The hotel makes adjustment to suit my needs	Strong agreed	14	25.45%
	Agreed	18	32.73%
	Neutral	10	18.18%
	Disagreed	7	12.73
	Strong disagreed	6	10.91%
	Total	**55**	**100%**
The hotel flexible when the sensible are chased	Strong agreed	17	30.91
	Agreed	15	27.27%
	Neutral	13	23.64%
	Disagreed	10	18.18
	Strong disagreed	---	---
	Total	**55**	**100%**

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

As presented on table 4.3 on the item of hotel makes adjustment to suit my needs 25.45% strongly agreed 32.73% agreed, 18.18% neutral, 12.73% disagreed and 10.91% of respondents were strongly disagree. This indicates the majority of customers hotel were agreed with the hotel makes adjustment to suit my needs. As it can see from table on the hotel when its service is changed 30.91% strongly agreed 27.27% agreed, 23.64% neutral and 18.18% disagreed. This indicates that the majority of hotel customer were strongly agreed on the hotel flexible when it service is changed.

The hotel respects the customer need	Strong agreed	14	25.45%
	Agreed	16	29.09%
	Neutral	13	23.64%
	Dis agreed	12	21.82%
	Total	**55**	**100**
The hotel contacts customer to remind them of the future service	Strong agreed	14	25.45%
	Agreed	18	32.73
	Neutral	10	18.18%
	Disagreed	5	9.09%
	Strong disagreed	8	14.55%
	Total	**55**	**100%**

Hotel offer free consultancy free existing customer	Strong agreed	16	29.09%
	Agreed	18	32.73%
	Neutral	11	20%
	Disagree	6	10.91%
	Strong disagreed	4	7.27%
	Total	**55**	**100%**

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

The hotel respect customer need on the item as show on the table 25.45% strongly agreed, 29.09% agreed, 23.64% neutral and 21.82% of respondents were disagreed. This indicates that majority of the hotel customer were strongly agreed on the hotel respect customer need.

a) Another item of central hotel customer to remind them of the future service 25.45% strongly agreed 32.73% agreed, 18.18% neutral 9.09% disagreed and 14.55% of respondents were strongly disagree. The majority of hotel customer was agreed with the hotel contact customer to remind the most figure services. This indicates that hotel was able to remind future service for their customer. In addition, central hotel of consultancy for existing customers as it can see from the table 29.09% strongly agreed, 32.73% agreed, 20% neutral, 10.91% disagree and 7.27% of respondents were strongly disagreed. This indicates that the majority of the hotel customer was agreed with the hotel offer tree consultancy for existing customer.

Table 4.4 Respondents Response on the Conflict handling

Item	Scale	Frequency	Percentage
The hotel has ability to openly discuss solution solving problem	Strong agreed	20	36.36%
	Agreed	16	29.09%
	Neutral	8	14.55%
	Disagreed	6	10.91%
	Strong disagreed	5	9.09%
	Total	**55**	**100%**
The service provider shows sincere interest in solving problem	Strong agreed	24	43.64%
	Agreed	21	38.18%
	Neutral	10	18.18%
	Disagreed	-	-
	Strong disagreed	-	-
	Total	**55**	**100%**

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

As table 4.4 The hotel has ability openly discuss solution when problem arise 36.36% strongly agreed, 29.09% agreed, 14.55% neutral, 10.91% disagreed and 9.09% of respondents were strongly disagreed. This indicates that the majority the hotel customer was strongly agreed on the

hotel has ability to openly discuss solution when problem a rise another item of hotel service provider shows sincere interest in solving problem. 43.64% strongly order. 38.18% need and 18.18% of respondent were neutral. This indicates that majority of hotel customer were strongly agreed the service provider shows sincere interest in solving problem.

Table 4.5 Respondents Response on the Values

Item	Scale	Frequency	Percentage
Service of the hotel are in line with our social value	Strong agreed	17	30.91%
	Agreed	22	40%
	Neutral	9	16.36%
	Disagreed	7	12.73%
	Strong disagreed	-	-
	Total	**55**	**100%**
Employees of the hotel keep the promise when they provide service	Strong agreed	23	41.82%
	Agreed	16	29.09%
	Neutral	10	18.18%
	Disagreed	-	
	Strong disagreed	6	10.91%
	Total	**55**	**100%**

Source: from primary data (customer of Abba Kubsa hotel in 2023)

As presented on the table 4.5 on the item of central hotel service of the hotel is in line without social value 30.91% strongly agreed, agreed 40% neutral 16.36%and 12.73% were disagreed. This indicates that majority of customer of Abba kubsa hotel were agreed on the service hotel are in line with other social value in addition, this indicates the hotel value or service is in line

other social values from total respondents 41.82% strongly agreed, 29.09% agreed 18.18% neutral and 10.91% strongly disagreed. This indicates that the majority of central hotel were strongly agreed on the employees of the hotel keep the promise when they provide service. This indicates that hotel keep promise when they provide or deliver service.

Table 4.6 respondent response on empathy

Item	Scale	Frequency	Percentage
The hotel employees give individualized attention to the customers	Strongly agreed	26	47.27%
	Agreed	18	32.73%
	Neutral	11	20%
	Disagreed		
	Strongly disagreed	-	-
	Total	**55**	**100%**

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

As indicated table 4.6, on the item of central hotel employee of the give individualized to the customer 47.27% strongly agreed, 32.73% agreed and 20% of respondent neutral. This indicates that majority of the central hotel customer were strongly agreed on the hotel employees give individualized attention to their personal need. When customer need individualized attention when they are unsatisfied with service delivery of the hotel.

Table 4.7 Respondents response on the customer loyalty

Item	Scale	Frequency	Percentage
The hotel is my first choice among another hotel area	Strong agreed	26	47.27%
	Agreed	18	32.73%
	Neutral	11	20%
	Disagreed	-	-
	Strong disagreed	-	-
	Total	**55**	**100%**
I am loyal customer to my hotel	Strongly agreed	34	61.82%
	Agreed	21	38.18%
	Neutral	-	-
	Disagreed	-	-
	Strong disagreed	-	-
	Total	**55**	**100%**

Source: - from primary data (customer of Abba Kubsa hotel in 2023)

As indicated table 4.7 item central hotel is my first choice among another hotel are 47.27% strong agreed, 32.73% agreed and 20% of respondent were neutral. Among other area, I am loyal to customers to my hotel item 61.82% strongly agreed, 38.18% of respondents were agreed. This indicates that majority of central hotel customers were strongly agreed on the loyal to customers to my hotel.

4.3 Employees Response

Table 4.8 General Background of Employee Respondent

Profile	Category	Frequency	Percentage
Sex	Male	22	64.71%
	Female	12	35.29%
	Total	**34**	**100%**
Educational background	Certificate	13	38.24%
	Degree	6	17.65%
	Diploma	15	44.11%
	Total	**34**	**100%**
	Below 25	15	44.11%
	25-35	9	26.47%
	36-45	6	17.65%
	46-50	3	8.82
	Above 50	1	2.94%
	Total	**34**	**100%**

Source: - from primary data (employee of Abba kubsa hotel in Woliso town in 2023)

As shown on the above table 4.8 under the age item 64.71% employees respondents said male while 35.29% of the respondents are replied females so that majority of the employees of the hotel are male. As clearly shown in the above table under age items respondents assures that majority or 44.11% of the employees of the hotel are under age interval of 15-25, which implies that most the hotel employees are young. As shown in the above table the level of the employee item majority of the employee of Abba kubsa hotel are accompanied by mostly by diploma .it implies that most of the hotel employees areeducated. This means 44.11% are diploma, 38.24% of employees are certificate and 17.65% of employees are degree.

Table 4.9 Respondents responses on the employee development

Item	Scale	Frequency	Percentage
The hotel empowers employees by giving authority to make decision	Strongly agreed	15	44.11%
	Agreed	10	29.41%
	Neutral	5	14.71%
	Disagreed	4	11.77%
	Strongly disagreed	---	---
	Total	**34**	**100%**
The hotel motivates team work of employees to handle customers	Strong agreed	16	47.06%
	Agreed	11	32.35%
	Neutral	5	14.71%
	Disagreed	2	5.88%
	Strong disagreed	___	___
	Total	**34**	**100%**

Source: from primary data (employee of Abba Kubsahotel).

As indicates is the above table 4.9 on the item of the central hotel empowers employees by giving authority to make decision 44.11% strongly agreed, 29.41% agreed, 14.71% neutral and 11.77% disagreed. This indicates that the majority of employees of the hotel were strongly agreed the hotel empowers employee by giving authority to make decision. The central hotel employees are motivating team work of employees to handle customer, strongly agree 47.06%, agreed 32.35%, neutral14.71% and disagreed 5.88% this indicates that most of central hotel employees are strong agreed motivate team work of employees to handle customer.

Table 4.10 Respondents Response on the Right Employee

Item	Scale	Frequency	Percentage
The hotel preferred by providing training and incentive	Strongly agreed	16	47.06%
	Agreed	13	38.23%
	Neutral	--	--
	Disagreed	5	14.71%
	Strongly disagreed	--	--
	Total	**34**	**100%**
The hotel sees the employees of its assets respect them	Strongly agreed	21	61.76%
	Agreed	---	---
	Neutral	---	--
	Disagreed	13	38.24%
	Strong disagreed	--	--
	Total	**34**	**100%**

Source: from primary data (employees of Abba Kubsahotel in 2023).

As indicates in the above table 4.10 on the item of the hotel preferred by providing training and incentive 47.06% of them strongly agreed 38.23% of them agreed and 14.71% of disagreed. This indicates that the majority of the employees of hotel were strongly agreed on the hotel provide training and incentive. Hotel sees you as their asset and respects you, from total respondents 61.76% of them strongly agreed and 38.24% of them disagreed. This indicates that the hotel of employee sees the employees as its assets respect them.

Table 4.11 Respondents Response on the Providing of the Needed Support

Item	Scale	Frequency	Percentage
The hotel providing modern equipment to deliver service	Strongly agreed	16	47.06%
	Agreed	13	38.24%
	Neutral	5	14.70%
	Disagreed	---	--
	Strongly disagreed	--	--
	Total	**34**	**100%**
The hotel on the reengineering of internal process	Strongly agreed	23	67.65%
	Agreed	--	--
	Neutral	--	--
	Disagreed	11	32.35%
	Strong disagreed	--	--
	Total	**34**	**100%**

Source: from primary data (employees of Abba Kubsa hotel in 2023)

Is the hotel providing modern equipment to deliver service? On this item 47.06% of respondents were strongly agreed, 38.24% of respondent were agreed, and 14.70% of respondent were neutral.

This indicates that the majority or employees of hotel were strongly agreed on the hotel providing modern equipment to provide quality service. Finally, from 67.65% of employee were strongly agreed and 32.35% of employee were disagree. This indicates that the majority of employee of the hotel was strongly agreed on the hotel focus the reengineering of internal process network.

Table 4.12 Response on Retain the Best Employee

Item	Scale	Frequency	Percentage
The hotel treating you as the customer	Strong agreed	24	70.59%
	Agreed	--	--
	Neutral	--	--
	Disagreed	10	29.41%
	Strong disagreed	--	--
	Total	**34**	**100%**
The hotel measure and reward a strong service performer	Strong agreed	21	61.76%
	Agreed	--	--
	Neutral	--	--
	Disagreed	13	38.24%
	Strong disagreed	--	--
	Total	**34**	**100%**
The hotel developing service culture unity in diversity	Strong agreed	24	70.59%
	Agreed	--	--
	Neutral	--	--
	Disagreed	10	29.41%
	Strong disagreed	--	--
	Total	**34**	**100%**

Source: from primary data (employees of Abba Kubsa hotel in 2023)

Is the hotel treating you as the customer on this item 70.59% of employee was strongly agreed and 29.41% of them were disagreed? This indicates that the majority of employee of the hotel were strongly agreed the hotel treating you as the customer.

In addition, Abba kubsa hotel measure and reward strong service performer 61.76% of employee were strongly agreed and 38.24% of them were disagreed. This indicates that the majority of employee of the hotel strongly agreed on the hotel measure and reward of strong service provider.

CHAPTER FIVE:

SUMMARY OF FINDING CONCLUSION ANDRECOMENDATION

5.1 SUMMARY OF FINDINGS

From this research, it has been found that a lot of people in the hotel do expect more customer-oriented services from the hotels.

- From this finding 80% of customer respondents were males whereas, 20% 0f the respondents are females. from this data we can understand that majority of the hotel customer were male.
- From this finding 65.45% of the respondents started their relation with the hotel since less than 1 year or equal to one year while 34.55% of the customer respondents are started their relation since more than 1 year and less than 2 years.
- The hotel promises are reliable (30.91%) strongly agreed (23.64%) agreed, 20%) neutral, (16.36%) disagreed and (9.09%) were strongly disagreed this indicatethe majority of customers are strongly agreed on hotelfulfills their obligation this indicates that hotel was strongly able to fulfill its obligation to customer.
- Out of 64.71% employees' respondents said male while 35.29% of the respondents are replied females so that majority of the employees of the hotel are male.

However, hotels are trying their best in fulfilling and satisfying the needs and requirements of the customers but according to the people, a lot of more people can be done to provide a better experience in order to completely satisfy the customers. A lot of customers believe that their complaints are often resolved by the hotel staff and also people believe that greetings from the staff is as important as any other services. many people do not mind sharing their details for example birthdays or anniversary is with the hotel and sometimes expects to get special arrangements by the hotel which can make their experience even better.

5.2. Conclusion

the research findings the researcher has concluded the following. The customer relationship management is a business strategy that goes beyond and increasing transition volume. Its objective is to increase profitability, revenue and customer satisfaction. According the most respondents the level of technology when we compare with the other hotels in the city is satisfied

customer well. Besides that, the satisfaction of the customer in relation to service provider is strong agreed. One of the strategies that hotel performers to implement CRM are providing quality service. Most of the respondents also assured that the level of management of CRM by the service provider is very strong agreed. More ever they also pointed out that the level of customer relationship with the hotel employed is strong agreed.

Majority of the respondents in the hotel were males while according to the level of education in the hotel employees are mostly diploma. Employees who can handle the customer through communicating with them efficiently and effectively and providing better quality service.

- Specific objective of the research conclusion is:
  - According to the most respondents the hotel it gives individuals attention for employees and it loyal the customer for increasing profitability and growth sustainability.
  - The hotels see the employee as asset and respect them and also it providing training and incentives to employees to make better quality service.
  - The majority of Abba Kubsa hotel employees are agreed on the hotel measure and reward of strong services provide based on hotel services unity in culture.
  - Majority of Abba Kubsa hotel customer was strongly agreed the services provider show sincere interest in solving problem.
  - More of customers of Abba Kubsa hotel are more satisfied by services delivery of hotel.
  - Majority of Abba Kubsa hotel employees are strongly agreed on the hotel does maximum to maintain relationship with customer.
  - The Abba Kubsa hotel employees are implemented for customer satisfaction like providing better service for customer, satisfied customer need, solve customer problem and facilitates service quickly for customer create customer relationship management in hotel.

5.2 Recommendations

Based on the problem identified on the customer relationship management on Abba kubsa hotel in Woliso town. The researcher recommended the hotel based on the conclusion and the problem regarding customer relationship management.

- One of the most important factors to improve CRM is service quality which is the competency of the employees and the manager towards the service provided to the customer. So, the hotel must improve the efficiency and ability of employees by giving training for them more about the preparation of qualified services and how to handle customers.
    - It is known that the complaint successfulness. So, the hotel must motivate customers to give suggestion and complains about the service and satisfaction, then as soon as possible the hotel should utilize and customer satisfaction and also to get competitive advantage by attracting customer.
    - The hotel must introduce the modernized technologies to facilitate the overall service that the hotel performers.
    - The hotel must share experience with other international hotel on how to satisfy customer and how to fulfill needs and wants of customer. As a result, there will have smooth relationship with customer and the hotel in general.
    - Moreover, the hotel should employ individuals who can communicate different language since the hotel holds customers who come abroad with varied language.
    - Generally, what I am giving to recommend is the hotel must improve on how to handle and make smooth relationship with your customer.

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APPENDIX

WOLKITE UNIVERSITY

College of Business and Economics

Department of Marketing Management

Research Questionnaires for partial fulfillment of BA degree by marketing management.

Assessment of Customer Relationship Management in a case of Abba kubsa Hotel in Woliso town.

Questionnaire for Customer

Dear participants,

I am student of Wolkite university 4th year marketing management and currently I am carrying out research paper on assessment of customer relationship management a case study in Abba kubsa hotel. Then I would like to invite you to participate in the research study on customer relationship management on Abba Kubsahotel. Please answer the following questions carefully putting sign (√) in the box that agreed with your opinion note that your response will be confidential and for purpose for research only.

Instructions No need of writing your name

1. Gender: Male ☐ Female ☐

2. Age: below 25 year ☐ 26 -35year ☐ 36-45year ☐ 50 & above 50year ☐

3. Education background:

10completed ☐ , Diploma ☐ , Certificate ☐ Degree ☐ Others ☐

4. How long you have been using service of this hotel?

Below 1year ☐ 1 year ☐ 2year ☐ 3years ☐ 4years ☐

6. do you satisfied in the hotel service Yes ☐ No ☐

7. The hotel fulfills your want Yes ☐ No ☐

The acrimony stands for: SA-strongly agree, A-agreed, N-neutral, D-disagree, SD-strongly disagree

NO	Statement	SA	A	N	D	SD
8	The hotel promise are reliable					
9	You are loyal customer to hotel?					
10	The hotel is your first choice from other hotel?					
11	The hotel employees give individualized attention to the customers (you)?					
12	Employees of the hotel keep the promises when they provide service?					
13	Service of hotel are in line with other social value?					
14	The hotel does maximum effort maintains relation with customers?					
15	The hotel ability to handle the complaints is efficient and fast?					
16	The hotel undertakes corrective actions to avoid originated complaints?					
17	.The service provider shows a sincere in solving problem?					
18	The hotel activity to openly discuss solutions when problem a rise?					
19	The hotel offers free consultancy for existing customer?					

Thanks for Cooperation!!

WOLKITE UNIVERSITY

College of Business and Economics

Department of Marketing Management

Research questionnaires for partial fulfillment of BA degree by marketing management.

Assessment of Customer Relationship Management in a case of Abba kubsa hotel in Woliso town.

Questionnaires for Employees

Dear participants,

I am student of Wolkite university 4th^ year marketing management and currently I am carrying out research paper on assessment of customer relationship management a case study on Abba kubsa hotel. Then I would like to invite you to participate in the research study on assessment of customer relationship management on hotel. Please answer the following questions carefully putting sign (√) in the box that agreed with your opinion note that your response will be confidential and for purpose for research only.

1. Gender: Male ☐ Female ☐
2. Age: below 30 year ☐ 31 years ☐ 41 years ☐ 50 year ☐ more than 51 years ☐
3. Education background: secondary ☐ Diploma certificate ☐ degree ☐

c

The acrimony stands for: SA-strongly agree, A-agreed, N-neutral, D-disagree, SD-strongly disagree

NO	Statement	SA	A	N	D	SD
4	Is the hotel developing service culture unity in diversity?					
5	The hotel manager employees by giving authority to make decision?					
6	Is the hotel focus on re-engineering of internal process network?					
7	Is the hotel motivating team work of employee to handle customer?					
8	Is the hotel providing modern equipment to service delivery system?					
9	Is the hotel measure and rewards strong service performer?					
10	Is the hotel see the you as it's asset/ respect you?					
11	Is the hotel preferred by providing training incentive?					

Thank for cooperation

WOLKITE UNIVERSITY

College of Business and Economics

Department of Marketing Management

Research Questionnaires for partial fulfillment of BA degree by Marketing Management

Assessment of Customer Relationship Management in a case of Abba kubsa hotel in Woliso town.

Questionnaire for manager

1. What are the factors affect the implementation of CRM program in the hotel?

_____

2 Is there any training that given to employees to develop to skill and knowledge about hotels service?

Yes

No

3 If yes what are there?

_____

4 If not what do you think for the future?

_____

Thanks for Cooperation!!