



**FACTORS AFFECTING CUSTOMER SATISFACTION ON MOBILE TELECOM
SERVICE: THE CASE OF DEBRE BERHAN CITY**

BY: MICHEAL SHIFERAW

ID NO: 126/10

ADVISOR: SHIFERA BEKELE (PhD)

**A THESIS SUBMITTED TO THE DEPARTMENT OF MANAGEMENT OF DEBRE
BREHAN UNIVERSITY FOR THE PARTIAL FULFILLMENT OF MASTER OF ARTS
DEGREE IN BUSINESS ADMINISTRATION /MBA/**

**DEPARTMENT OF MANAGEMENT
COLLEGE OF BUSINESS AND ECONOMICS**

DEBRE BREHAN UNIVERSITY

June, 2020

DEBRE BREHAN, ETHIOPIA

DEBRE BREHAN UNIVERSITY
SCHOOL OF GRADUATE STUDIES

APPROVAL OF THE THESIS

As members of Board examiners of the final Master of Art, Thesis open defense examination, we certify that we have read and evaluated the thesis prepared by Micheal Shiferaw entitled FACTORS AFFECTING CUSTOMER SATISFACTION ON MOBILE TELECOM SERVICE: THE CASE OF DEBRE BERHAN CITY and examined the candidate. We recommend that the thesis be accepted as fulfilling the thesis requirement for the degree of Master of Art in Business Administration /MBA/

Board of Examiners

External Examiner _____

Internal Examiner _____

Chairperson _____

Date: _____

DECLARATION

I, the undersigned, declare that this thesis is my own original work and has not been presented in any other university. All sources of materials used for this thesis have been duly acknowledged.

Name: Micheal Shiferaw

Signature: -----

Date:

DEBRE BREHAN UNIVERSITY

SCHOOL OF GRADUATE STUDIES

As Thesis Research advisor, I hereby certify that I have read and evaluated this thesis prepared, under my guidance, by Micheal Shiferaw, entitled **FACTORS AFFECTING CUSTOMER SATISFACTION ON MOBILE TELECOM SERVICE: THE CASE OF DEBRE BERHAN CITY**. I recommended that it be submitted as fulfilling the thesis requirement for the degree of Master of Science in Business Administration.

Shifera Bekele (PhD)

Name

Signature

Date

ACKNOWLEDGEMENT

First and foremost, I thank God the Almighty for giving me the strength to accomplish this thesis. I would like to extend my heartfelt gratitude to my thesis supervisor Shifera Bekele (PhD) for commenting on the various drafts of the thesis, close follow up and encouragement to make this thesis a reality. I am also deeply indebted to my family and friends for their encouragement and support throughout my study years and the thesis project. My thanks also go to the respondents for their warm spirit of cooperation to participate in the research and accurately fill the questionnaires. Last, but not least, I would like to thank the regional director of ethio telecom at Debre Berhan, for his willingness to cooperate even though he failed to convince his team to provide me the required data.

Thank you all!

TABLE OF CONTENTS

DEBRE BREHAN UNIVERSITY	I
APPROVAL OF THE THESIS	i
DECLARATION	ii
SCHOOL OF GRADUATE STUDIES	iii
ACKNOWLEDGEMENT	IV
LIST OF TABLES.....	VIII
APPENDICES	X
ACRONYMS.....	XI
ABSTRACT.....	XII
CHAPTER ONE	1
1. INTRODUCTION	1
1.1. Background of the Study.....	1
1.2 Background of the Organization.....	4
1.3 Statement of the problem	7
1.4 Objective of the Study	9
1.4.1 General Objective	9
1.4.2 Specific objectives.....	10
1.5 Research Questions.....	10
1.6 Significance of the Study	10
1.7 Delimitation of the Study.....	11
1.8 Limitations of the Study.....	11
1.9 Organization of the Study	11
1.10 Definition of key terms	12
CHAPTER TWO	13

2. REVIEW OF RELATED LITERATURE	13
2.1 Theoretical Review	13
2.1.1 Factors that Affect Customer Satisfaction	14
2.2 Empirical Review.....	17
2.3 Gap.....	20
2.4 Justification of method.....	22
2.5 Conceptual framework.....	22
CHAPTER THREE	26
3. RESEARCH METHODOLOGY.....	26
3.1 Research Design.....	26
3.2 Description of the Study Area.....	26
3.3 Source and Type of Data.....	27
3.3.1 Data Sources	27
3.3.2 Data Type.....	28
3.4 Data Collection Instruments.....	28
3.5 Sampling Methodology.....	28
3.5.1 Sampling design.....	28
3.5.2 Target Population.....	29
3.5.3 Sample size determination	29
3.6 Methods of Data Analysis.....	30
3.6.1 Descriptive analysis	30
3.6.2 Pearson correlation analysis.....	30
3.6.3 Regression analysis.....	30
3.7 Variable Description	31
3.7.1 Dependent variable	31
3.7.2. Independent Variables.....	31
3.8 Model Specification.....	31
3.9 Validity and Reliability.....	32

3.9.1	Validity	32
3.9.2	Reliability.....	32
3.10	Ethical Standards and Procedures	33
CHAPTER FOUR.....		35
DATA PRESENTATION AND ANALYSIS		35
4. Introduction		35
4.1	Response rate	35
4.2	Demographic data summary	35
4.3	Descriptive Analysis	37
4.5	Correlation and Regression Analysis.....	45
4.5.1	Correlation Analysis	45
4.5.2	Regression Analysis.....	47
4.6	Discussion of Findings	57
CHAPTER FIVE		59
4. SUMMMARY, CONCLUSION AND RECOMMENDATIONS.....		59
5.1	Summary	59
5.2	Conclusion	61
5.3	Recommendations.....	63
5.3.1	Recommendations for practice/managerial.....	63
5.3.2	Limitations and Recommendations for further study.....	65
REFERENCES		67
APPENDIX I,.....		71
APPENDIX II		73

LIST OF TABLES

TABLE: 2.1 MEASUREMENT ITEMS COMPILED BY THE RESEARCHER FROM THE LITERATURE REVIEW.	25
TABLE 3.1 CUMULATIVE RELIABILITY STATISTIC	33
TABLE 3.2 RELIABILITY STATISTIC OF EACH VARIABLE	33
TABLE 4.1 DEMOGRAPHIC AND CUSTOMER PROFILE OF RESPONDENTS	36
TABLE: 4.2 MEAN AND STANDARD DEVIATION OF INDEPENDENT VARIABLES.....	38
TABLE: 4.3 MEAN, MODE AND STANDARD DEVIATION OF OVERALL CUSTOMER SATISFACTION	39
TABLE: 4.4 DESCRIPTIVE STATISTICS- TANGIBLES	40
TABLE: 4.5 DESCRIPTIVE STATISTICS- RELIABILITY	40
TABLE: 4.6 DESCRIPTIVE STATISTICS- RESPONSIVENESS	41
TABLE: 4.7 DESCRIPTIVE STATISTICS-ASSURANCES	42
TABLE: 4.8 DESCRIPTIVE STATISTICS-EMPATHY	43
TABLE: 4.9 DESCRIPTIVE STATISTICS- IMAGE	44
TABLE: 4.10 DESCRIPTIVE STATISTICS-TARIFFS	44
TABLE: 4.11 CORRELATION MATRIX	46
TABLE: 4.12 MULTICOLLINEARITY TEST	48
TABLE 4.13 NORMALITY TEST, SKEWNESS AND KURTOSIS	48
TABLE: 4.14 MODEL SUMMARY	52
TABLE 4.15 ANOVA.....	53
TABLE 4.16 REGRESSION COEFFICIENT (B) OF THE INDEPENDENT VARIABLES	54
TABLE 4:17 ONE-WAY ANOVA TEST (SIGNIFICANT AT .05)	56

LIST OF FIGURE

FIGURE 2.1 CONCEPTUAL FRAME WORK DEVELOPED BY THE STUDENT RESEARCHER BASED ON LITERATURE REVIEW	22
FIGURE 4.1 HISTOGRAM NORMALITY TEST	49
FIGURE 4.2 NORMAL P-P PLOT TEST	50
FIGURE 4.3 SCATTER PLOT LINEARITY TEST.....	51
FIGURE 4.4 HOMOSCEDASTICITY TEST.....	52

APPENDICES

Appendix I Questionnaire in English Language.....	71
Appendix II Questionnaire in Amharic Language.....	73

ACRONYMS

ETA	Ethiopian Telecommunications Authority
ETC	Ethiopian Telecommunications Corporation
HF	High Frequency
VHF	Very High Frequency
UHF	Ultra High Frequency
SERVQUAL	Service Quality
SERVPERF	Service Performance
WB	World Bank

ABSTRACT

Customer satisfaction has been and remains the major concern of profit driven service providing organizations. Organizations in this sector strive to offer quality services and products than their competitors in order to survive in the market and get better profit through satisfying and attracting customers. Telecom service is one among those services where customer satisfaction is of paramount importance. Ethio telecom is aware of this fact and reflected its importance in its organizational structure and its values and mission statements. The major objective of the study was to examine the critical internal factors influencing the satisfaction of mobile telecom service customers in Debre Berhan city. To achieve the stated objective and address the research questions a survey type explanatory research design and SERVPERF model were employed. Data was collected from both primary and secondary sources. Primary data was collected through questionnaire; document analysis was used for secondary data. The study used convenience sampling technique to select study participants; accordingly, a total of 385 respondents were selected and participated in the study. Complete data was obtained from all the 385 respondents. Data was analyzed using SPSS (version 23). The statistical analysis indicates that customer satisfaction in mobile telecom service is significantly explained by tariff and corporate image. All service quality dimensions have no statistically significant contribution to customer satisfaction. The overall customer's satisfaction level was moderate. The relationship between all the independent variables and customer satisfaction is positive and direct. The findings suggest that ethio telecom in general and its Debre Berhan Branch in particular should work primarily on price fairness and corporate image building; and exert efforts on enhancing service quality in order to achieve better customer satisfaction and retain existing customers and attract new ones.

KEY WORDS: *customer satisfaction, service quality, service performanc*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Gitman& McDaniel, 2005). According to Kotler and Armstrong (2009) customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. Hansemark and Albinsson (2004) also define satisfaction as an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire. According to the World Trade Organization (1985) customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that result from obtaining what one hopes for and expects from an appealing product and/or service.

Factors that affect customer satisfaction are categorized as situational, customer background, market and company factors. Situational factors are those factors that are related with the surrounding situation to the customer, including political, economic and social factors. Customer's background factors are factors like gender, values, income level, personality, etc. Market factors are mainly related with the competing situation, such as how many competitors are present in the market and how attractive are the alternatives options. Finally, company factors are all the factors on which the company has a direct influence, such as the marketing, price, image etc (Kotler, 2009).

Put differently, Customer satisfaction can be affected by both internal and external factors. Companies have little or no control over the external factors: situational, customer background, market. What they strive for is to make internal factors (company factors), factors over which they have control, attractive and competitive. These internal factors are service quality (tangibles, responsiveness, reliability, assurance and empathy), price and image.

Improving Service quality and customer satisfaction has been the major concern of organizations in any industry for many years. According to Shemwell, Yavas and Bilgin (1998) in today's world of intense competition, the key to sustainable competitive advantage lies in delivering high quality service that will in turn result in satisfied customers. When considering the service sector, service quality has been proven to be the best determinant of customer satisfaction. There is also much evidence in the literature to the fact that customer satisfaction is principally driven by service quality of a firm from the perspective of its customers. Bitner, Boom and Mohr (1994) and Anderson, Fornell and Lehmann (1994) also point out the relationship between customer satisfaction and service quality by stating that improved service quality will result in a satisfied customer.

According to Kotler and Armstrong (2010) price is an amount of money charged for a product or service. Chakraborty and Sengupta (2014) found pricing structure as one of the major determinants of customer satisfaction for any organization to build a sustainable competitive differentiation. Customer satisfaction are normally measured based on the desired services and price level they are willing to pay for. Additionally, customer satisfaction is closely related with fair pricing on product or a service that leads to customer loyalty towards organization (Martin-Consuegra et al., 2007).

The other crucial equally important factor that influences customer satisfaction is image of the company. Image has been described as subjective knowledge (Boulding, 1956), as an attitude (Hirschman, Greenber& Robertson, 1978), and as a combination of product characteristics that are different from the physical product but nevertheless identified with the product (Erickson, Johansson, and Chao, 1984). Gronroos (1984) argued that image was critical to service firms, and to a greater extent, determined by customers' assessment of the services they receive. According to Chen et al. (2005), service quality was found to be positively affected by brand image. Bloemer, Ruyter, and Peeters (1998) also found image of an organization (name and credibility) had a clear positive influence on service quality perceptions.

One of the difficulties in analyzing the effect of service quality on customer satisfaction is the fact that services have their own distinguishing characteristics which make them difficult to measure. Services include all economic activities which are intangible, not physically apparent like products, which provide value to the customer. Services are characterized by intangibility

which made them difficult to be recognized by touching, they are not inventorial. Service quality is recognized as a multi-dimensional construct. Many researchers try to identify different dimensions that construct quality of service.

Among those the SERVQUAL (expectation-perception gap) model constructed by Parasuraman (1988) is most popular. It features five dimensions: tangibles, reliability, responsiveness, empathy and assurance. The tangibles dimension is related to the physical environment aspect of the service provider; the reliability dimension relates to the service outcome aspect and the remaining responsiveness; empathy and assurance represents aspects of interaction quality between the service provider and the customer.

Cronin and Taylor (1994) build up on SERVQUAL model and come up with a more objective model called SERVPERF (Service Performance) model. The developers of SERVPERF believe that it is difficult to objectively examine customer expectations, because the expectations belong to the ambiguous and variable category. Expectations can change very easily. Hence, the SERVPERF method, unlike SERVQUAL, examines only the level of quality perception that the customer practically experienced; this makes it more objective.

Services have unique characteristics and unlike products they are vulnerable for perishability and variability on their quality. For example, in the telecommunication sector, even though, there are tangible physical products associated to provide service such as customer premise equipment and cable, the major product is intangible in nature and the production and consumption of the final product take place simultaneously (Rajasekhara & Poultry, 2010). This makes studies on service quality and customer satisfaction paramount importance.

For ethio telecom achieving and maintaining customer satisfaction is more important than ever before. Ethiopia decided to open the telecom sector for international competition; and the company will no more have a monopoly over the services. It is therefore high time for ethio telecom to work for customer satisfaction in order to maintain its revenue and customer base in a competitive market.

Strategies that organizations employ in market competition are categorized as offensive and defensive. Offensive strategy is a strategy that new entrants deploy to attract customers of existing operators. The behavioral objective of this strategy is customers switch providers.

Existing operators, like ethio telecom, use defensive strategy to retain customers. The behavioral objective is customer satisfaction and customer loyalty.

In this study the overall level of customer satisfaction in mobile services in Debre Berhan city was assessed; factors that affect customer satisfaction were identified; from the identified factors those that are more impactful were pointed out.

1.2 Background of the Organization

Ethio telecom, previously known as the Ethiopian Telecommunications Corporation (ETC), is an integrated telecommunications services provider in Ethiopia, providing internet, mobile communications and telephony services. Ethio telecom is fully owned by the Government of Ethiopia and maintains a monopoly over all telecommunication services including open-wire, microwave radio relay; radio communication in the HF, VHF, and UHF frequencies. Ethio telecom has some 7,100 cellular towers, connected largely by microwave rather than fiber, and provides around 85 percent of Ethiopians at least with 2G mobile coverage, 66 percent with 3G but just 4 percent with 4G (World Bank, 2019).

Historically, telephone was invented by Alexander Graham Bell March 10, 1876, in Boston, Massachusetts (Farley, 2005). In Ethiopia, telecommunications service was introduced by Emperor Menelik II in 1894 when the construction of the telephone line from Harar to the capital city, Addis Ababa was commenced. This makes Ethiopian Telecommunications the oldest public telecommunications operator in Africa. In those years, the technological scheme contributed to the integration of the Ethiopian society when the extensive open wire line system was laid out linking the capital with all the important administrative cities of the country.

After the end of the war against Italy, during which telecommunication network was destroyed, Ethiopia re-organized the Telephone, Telegraph and Postal services in 1941. In 1952 the Imperial Board of Telecommunications (IBTE) was established by proclamation No. 131/52 in 1952. The Board had full financial and administrative autonomy and oversaw the provision and expansion of telecommunications services in Ethiopia.

The Imperial Board of Telecommunications of Ethiopia, which became the Ethiopian Telecommunications Authority in 1981, was placed in charge of both the operation and regulation of telecommunication services. In 1996, the Government established a separate

regulatory body, the Ethiopian Telecommunication Agency (ETA) by Proclamation 49/1996, and during the same year, by regulation 10/1996, the Council of Ministers set up the Ethiopian Telecommunications Corporation (ETC).

In 2010 ETC was transformed to ethio telecom when the government outsourced its management for three years (2010-2013) to Orange Group (formerly France Telecom) to improve its management system and overall performance. This arrangement initially improved the company's performance, though quality of service remained weak (World Bank, 2019). The change led to a reduction in the work force from 13,360 employees of the ETC to 8,691 (Official Records of Ethio Telecom, December 2013). Currently, ethio has 16 000 permanent and 19 000 contract employees. Its total customers reached 45.6 million. From these mobile customers are 44.03 million (96.6 %) and fixed line 1.01 million. That makes telecom density of Ethiopia 45.4 % (Ethiotelecom,2020).

Globally, commercial mobile telephony began in 1946, but only since 1995 mobiles have become low in cost, rich in features, and used worldwide (Farley, 2005). In the past 35 years, telecommunication in some countries and regions have developed from 1G(analog radio signals telecommunication), got through 2G-GSM (global system for mobile), 3G-WCDMA (wide band code division multiple access), and then to 4GLTE (long term evolution). In Ethiopia, the provision of mobile telecom services has begun in 1999 with a capacity of 36,000 lines in Addis Ababa (Ethiopian Telecommunications Corporation, 2005).

In terms of ownership Ethiopia is one of the last three countries in the world (along with Eritrea and Djibouti) to retain a national telecom monopoly on all telecommunications services. As a result, Ethiopia lags with a huge margin from the other countries in Africa such as Egypt, Kenya, Nigeria and Sudan in the availability and reliability of digital infrastructure by 56% in mobile phone service 2G/3G/4G densities (World Bank, 2019). In 2018 the government of Ethiopia decided to liberalize the economy to spur competition in several critical sectors, including telecommunications, which have the potential to boost the economy. Particularly it has decided to accomplish a telecoms sector deregulation and market liberalization agenda including part divestiture of ethio telecom and open the sector for competitor operators to attain, among others, the following objectives: Economic growth through strong job creation (both direct and indirect) and economic stimulation fostered by competition between and among incumbent and

new entrant telecom operators. This change of policy seems to have created a huge concern of customer satisfaction and retention on the part of the incumbent operator, ethio telecom. For instance, in the same year, September 2018, ethio telecom made unprecedented (40%) tariff reduction on mobile services (voice, SMS, and Internet) (Ethio telecom, 2018). Ethio telecom has the following vision and missions:

Vision

To be a world-class telecom service provider

Mission

1. Connect Ethiopia through state-of-the-art telecom services.
2. Provide high quality, innovative and affordable telecom products and services that enhance the development of Ethiopia and ensure high customer satisfaction.
3. Build reputable brand known for its customers' consideration.
4. Build its managerial capability and manpower talent that enables ethio telecom to operate at international level.
5. Support community and environmental development.

Values

Lead with vision

- Be committed to understand, meet and exceed the telecom needs and expectations of the country at large and of customers.

Respect

- Respect customers and recognize that the revenue generated allows ethio telecom to operate.
- Recognize employees of ethio telecom as most valuable assets and create conducive working environment that allows them to develop and grow.

Excellence

- Be committed to high-level performance. Customer service quality, organizational excellence and continuous improvement of quality of services.

Integrity

- Be ethical and honest in all assignments.

Accountability

- Be accountable to all stakeholders (<https://www.ethiotelecom.et/about-us/>).

Mobile service is the key service that contributes to more than 75% of the company's revenue (Ethio telecom Performance Report, 2019). This study will focus on mobile service customers because they are the largest in number and their contribution to the company's profit is high, as explained above. Their satisfaction, therefore, is crucial for the continuing growth and survival of the company both in terms of profitability and customer base.

The study aims at identifying major factors that affect mobile telecom services customer satisfaction in Debre Berhan City. The city is founded by Emperor Zara Yaqob in 1456. It is the capital of North Shoa Zone of the Amhara Regional State. It has 9 kebeles (administration units). According to the administration of the city its population is 168 862; 105 465 male and 63, 397 female. Debre Berhan is also the seat of one of the 17 Regions of ethio telecom offices-Central Northern Region (www.ethiotelecom.et).

1.3 Statement of the problem

Modern businesses that operate in the current dynamic competitive business environment aspire to be at the apex of the competition by creating more values to customers through their value chain. A business will be at frontline so long as it creates more value to satisfy customers. In contrast, businesses with growing number of unsatisfied customers will lag in the ever-increasing competitive service industry.

Value creation is as important for service providers as it is for manufacturers. Service companies like internet and telecom service providers must perform their business activities to boost customer satisfaction and avoid customer dissatisfaction. Several factors in the telecom industry can bring about customer dissatisfaction. These include core service failure, mistakes, billing errors, unfair pricing practices, inconvenient location, and hours of operation, and waiting time for service or appointments (Hawkins et al., 2003). Few things are more irritating to customers than unresponsive service. For many customers, even if it is good service, it is not good when it is late (Oodan et al., 1997). At this age of globalization, telecom is very important like that of energy and water for investment as well as everyday life.

As indicated above, the telecom sector is one of the service sectors where customer satisfaction determines the growth and survival of a telecom company. Ethio telecom however has enjoyed unchallenged monopoly over this crucial service for over 125 years. Ethiopia is one of the three countries, the others being Eritrea and Djibouti, that monopolize telecom service. This monopolistic control stifled innovation, restricted network expansion and limited the scope of services on offer (World Bank, 2019). Indications are there that this monopoly is nearing an end. The Ethiopian Government has decided to open the telecom sector for international operators. According to the Communications Service Proclamation (Proclamation no.1148/2019), the Ethiopian government has decided to restructure the telecommunications market and introduce competition in the provision of telecommunications service in order to enhance the economic and social development of the country (Federal Negarit Gazette of FDRE, 25th year no. 82).

The decision to open the market for international competition will have far reaching consequences for ethio telecom. The obvious one will be customer retention. Customers would opt for new operators basically for two reasons- dissatisfaction by ethio telecom and/or attraction by the new operator's service offers and tariff. Mobile service customers of Debre Berhan city would not be an exception. Hence, measuring their level of satisfaction and taking corrective actions to meet and exceed their expectations is important.

One of the recommendations of a customer satisfaction survey on mobile services conducted by ethio telecom in 2012 was Ethio telecom needs to be more customer focused. This view is supported by Tesfaye (2013) that mobile customers in Addis Ababa were so dissatisfied that

unless a service improvement is made by considering customers' interest they would easily shift to new operators if the government policy is changed and opens the sector for competition.

For the company to keep the leader position in the telecom sector research on customer satisfaction is therefore necessary to retain and attract more new customers. Mobile service is one of the major telecom services that contributes the lion's share to customer base and revenue of ethio telecom. Mobile customers constitute 96.6% of its total customers and close to 80 % of its total revenue (Ethio telecom, 2019).

Previous researches reveal that mobile telecom customer's satisfaction can be affected by service quality dimensions (tangibles, responsiveness, reliability, assurance and empathy). Many researchers have investigated the importance of service quality to customer satisfaction in mobile telecom services in Ethiopia. Tesfaye (2013), Cherent (2014), Meron (2017) and Mamo (2018) all established that the five service quality dimensions have positive and significant relationship with customer satisfaction. The level of satisfaction and the significance of each service quality dimensions, however, are different for each research.

These studies, however, did not investigate the role of price and corporate image on customer satisfaction. However, according to Ethio (2012) high cost of products and services was one of the major sources of customer dissatisfaction. Furthermore, the authors failed to notice a weakness in their model SERVQUAL. They employed SERVAQUAL model, which is criticized for its subjectivity (lack of validity and reliability) because the customer does not specify in advance its often-unreasonable expectations about the service (Manuela, 2016).

Hence, this research addresses the gaps in previous studies in terms of variable inclusion and methodological flaws. Customer satisfaction in telecom service differs across regions and between Addis Ababa and the regions (Ethio 2012). Hence, the study would also have an added contribution as it covers a different region (Central North) that has not been separately studied.

1.4 Objective of the Study

1.4.1 General Objective

The major objective of the study was to examine the critical internal factors influencing the satisfaction of mobile telecom service customers in Debre Berhan city.

1.4.2 Specific objectives

- ❖ To assess the overall satisfaction of mobile telecom service customers in Debre Berhan city;
- ❖ To determine to what extent service quality affect the satisfaction of mobile telecom service customers in the city;
- ❖ To determine to what extent corporate image, affect the satisfaction of mobile telecom service customers in the city; and
- ❖ To determine to what extent price affect the ethio telecom mobile customer satisfaction in Debre Berhan city.

1.5 Research Questions

Considering the problems discussed above the research specifically aims to answer the following research questions:

- ❖ What is the overall satisfaction of mobile telecom service customer in Debre Berhan city?
- ❖ What is the level of effect of service quality on mobile telecom customer satisfaction in Debre Berhan city?
- ❖ What is the level of effect of corporate image on mobile telecom customer satisfaction?
- ❖ What is the level of effect of price on mobile telecom customer satisfaction in the city?

1.6 Significance of the Study

The study aims to identify the major factors that impact mobile telecom service customers` satisfaction in Debre Berhan City. Thus, the subject matter of this research and the resulting lessons drawn from the analysis are likely to benefit the company and other stakeholders. In general, the study will be significant for its contribution to:

i. **Knowledge**

The study sheds light on the important factors that impact mobile telecom service quality and customer satisfaction in the city.

ii. Managerial Decision Making

The study's findings and recommendations could help the management of the company because it draws their attention to the most critical factors of customer satisfaction and service quality aspects where possible corrective actions are necessary and enable them to make such corrections.

iii. Literature and Reference

The research could be used to establish a framework for subsequent studies that can work with more comprehensive data sets. Furthermore, it could stimulate further research.

1.7 Delimitation of the Study

This study focuses on the identification of factors that affect customer satisfaction in mobile telecom service in Debre Berhan city that are internal to the organization. Hence, factors other than service quality, price and corporate image are not the subject of the study. Geographically, it covers only Debre Berhan city. Similarly, the findings and conclusions of the research may not fully apply to other regions and cities or ethio telecom in general.

1.8 Limitations of the Study

This study focuses on the identification of factors that affect customer satisfaction in mobile telecom service in Debre Berhan city. Due to the nature of the service, mobile it is, it was not possible to get the list of customers from the organization, ethio telecom. As a result, employing random sampling technique to select study participants was not possible. Hence, the major limitation of the study is that it uses convenient sampling technique, due to the absence of sampling frame.

1.9 Organization of the Study

Structurally, the paper is be composed of five chapters. The first chapter covers: background of the study, problem statement, research objective, research questions, significances of the study

and the scope and limitations of the study. The second chapter presents the related literature review. Research Methodology takes the third chapter. In chapter four data is presented and analyzed. Summary, Conclusion and Recommendation is presented in chapter five.

1.10 Definition of key terms

Customer: in this research it refers to individual persons or enterprise entities that registered for and receive mobile telecom services from ethio telecom in exchange for payment.

Customer satisfaction: is a measurement that determines how happy customers are with a company's products and services. In this study company refers to ethio telecom and products and services refers to mobile telecom services such as voice call, SMS, Mobile Internet/data, and Value added /VAS/ services.

Factors: is circumstance, fact, influence that contributes to an outcome. In this research factors refers to service quality, tariff and company image.

Service quality: is the output of the service delivery system. In this research it refers to mobile telecom service quality. It is represented in terms of tangibility, reliability, responsiveness, assurance and empathy.

Service Performance: is a measure how well a service is delivered, compared to customer expectation. In this research it refers to mobile telecom service performance in Debre Berhan city.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

The idea of consumer satisfaction has gained huge interest in recent times in the services sector. For every firm, consumer satisfaction is the vital aspect that needs careful attention. This is mainly due to the increased significance of the fact that superior consumer contentment can lead to a strong position in the rivalry marketplace by means of declining price elasticity, falling business costs, lessening failure costs along with reducing all the expenses of acquiring new consumers.

Generally, customer satisfaction is conceptualized as an attitude-like judgment or a pleasurable level of consumption-related fulfillment resulting from purchases or consumers' interactions. Consumers make the judgment based on the experiences attached to suppliers' products or services, the sales processes, and the after-sale services (Ho, 2009). On the other hand, customer satisfaction is viewed as personal experience and mentality linked to personal expectation and service delivered. It is described as the customers' experiences associated with the purchase and usage of a product or service (Ho, 2009).

Satisfaction is also understood as a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under-or-over-fulfillment (Oliver, 1981). According to Tse and Wilton (1988) satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption? Every company would be wise to measure customer satisfaction regularly because one key factor to customer retention is customer satisfaction. Understanding what customers expect from a service organization is necessary for service managers, because expectations provide a standard of comparison against which consumers judge an organization's performance. Customers of services have expectations about what they will receive from the delivery system.

As Wicks and Roethle in (2009) stated, customer satisfaction can be formed through an affective evaluation process; and this affective evaluation is done following the purchase experience by

the consumer. Undoubtedly, customer satisfaction is the key to survival and thriving; to win customers and to keep them in our service or product range. Customer satisfaction will occur only through conscious efforts to alter the way we approach our service delivery process. Service companies must not only change their attitudes towards market but also change their way in providing services with market expected parameters like quality, reliability, tangible evidences, responsiveness, assurance, empathy, price, availability, accessibility etc.

2.1.1 Factors that Affect Customer Satisfaction

a) Service Quality Dimensions

Customer satisfaction is an ambiguous and abstract concept. Actual manifestation of the state of satisfaction will vary from person to person, product to product and service to service. The state of satisfaction depends on several factors which consolidate as psychological, economic and physical factors. Quality of service is one of the major determinants of customer satisfaction. Previous studies suggest that service quality is an important indicator of customer satisfaction (Spreng&Machoy, 1996). Oliver (1993) suggests that service quality is the antecedent to customer satisfaction.

This makes service quality the most dominant topic of research in marketing and more generally in the service sector. It is necessary for service providers to understand how customers evaluate the quality of service. Services can be defined as actions, procedures and performance. Services are products that are rendered but it is not correspondent to something which is physical. The main difference between product and services is that customers get value with no undying ownership of any tangible components. Moreover, service quality unlike product quality is determined by its unique characteristics which are intangible, perishable, inseparable, and heterogeneous (Zeithaml et al., 2006).

Moreover, service quality has been increasingly recognized as the vital factor in distinguishing services and creating competitive environment and maintaining a satisfying relationship with customers (Zeithaml et al., 2006). Therefore, like the identification of the key quality-related drivers of customer value, we can also propose that quality related factors are the key drivers of customer satisfaction. For example, a customer who obtain a reliable product/service in the

proper time and place supported by quick responses of a product/service provider when he/she have any inquiry or problem tends to exhibit higher satisfaction.

Kotler (2002) enumerated the benefits of service quality as: customer loyalty, positive word of mouth, avoidance of price competition: reduction of costs. If a customer is happy with an existing firm, it is difficult to convince him/her to move to another. According to Parasuraman et al. (1988) service quality has five specific dimensions i.e. tangibles, empathy, reliability, assurance, and responsiveness. As Dabholkar et al. (2000) have suggested and tested, factors associated with service quality (e.g. reliability, responsiveness, tangibles, assurance and empathy) are antecedents to customer perceived service quality.

The five dimensions of service quality are described as follows:

Reliability: the ability to carry out the promised service dependably and accurately. In telecom services it covers issues of network and call quality and availability.

Responsiveness: the willingness to support and/help the customer and provide prompt service. It emphasizes special treatment and promptness in dealing with customer query, complaints and problems. It is communicated to customers according to the length of time they must stay in order to get support, answer their questions, or special attention to their problems.

Tangibility: refers to the appearance of physical facilities, equipment and appearance of personnel or staffs. It represents the physical image of the service that the customer will use to evaluate service quality.

Assurance: refers to the knowledge and courteousness of the staff and their ability to create trust and confidence. Assurance is significant for services that customers perceive as high risk or where they feel doubtful about their ability to measure outcomes.

Empathy: refers to providing individualized attention to customers. The essence of empathy is conveying, through personalized or customized or individualized services that customers are unique and special, and their needs are specified.

According to Gronroos (1994) there are three dimensions of service quality. These are: the technical quality, the function quality and the corporate image.

1. The technical quality, which involves what the customer, is receiving from the service delivery. This can be measured by the consumer in a rather objective manner.
2. Functional quality, which involves the way the service, is delivered. This concerns the psychological interaction between the buyer and the seller that is perceived in a very subjective way, and would include elements such as:
 - Attitudes and behavior of employees;
 - Approachability of service personnel;
 - Accessibility of service;
 - Appearance and personality of personnel;
 - Relationship between employees, and;
 - Interrelationships between employees and customers.
3. Corporate image dimension of quality is the result how consumers perceive the organization in general and it is expected to be built up mainly by the technical and functional quality of its services and will eventually affect service perceptions.

b) Corporate Image

A favorable image is considered as a critical aspect of an organization's ability to maintain its market position as image has been related to core aspects of organizational success such as customer patronage. The corporate image is based on what people associate with the company or all the information (perceptions, inferences, and beliefs) about it that people hold (Rita, 2007).

There are two principal components of corporate image according to Kennedy (1997): functional and emotional. The functional component is related to those tangible characteristics that can easily be measured, such as the physical environment; the emotional component is associated with those psychological dimensions that are manifested by feelings and attitudes towards an organization. These feelings are derived from the numerous experiences with an organization and from the processing of information on the attributes that constitute functional indicators of image (Kennedy, 1977).

Perceived brand reputation or corporate image has significant effects on customer satisfaction and beliefs about brand originating from personal use, experience, word of mouth endorsements

or criticisms, and marketing efforts of organizations (Kumbhar, 2011). A brand perception is also one of the most crucial aspects in the telecom sector. It is assumed that corporate reputation has a positive effect on various commercially relevant economic and pre-economic dimensions, Cognizant of this fact ethio telecom makes brand reputation part of its mission and values. Build reputable brand known for its customers' consideration and support community and environmental development (www.ethiotelecom.et).

c) Price/Tariff

Tariff or price is also one of the critical factors that affect customer satisfaction. According to Kotler and Armstrong (2010) price is an amount of money charged for a product or service. Found pricing structure is found as one of the major determinants of customer satisfaction for any organization to build a sustainable competitive differentiation. Customer satisfaction are normally measured based on the desired services and price level they are willing to pay for. Additionally, customer satisfaction is closely related with fair pricing on product or a service that leads to customer loyalty towards organization (Kotler, 2009).According to Lommeruda and Sorgard (2003) telecommunications services are undifferentiated products and therefore, mobile phone subscribers will be willing to pay for services only when they are satisfied, otherwise, they will switch to another operator. As a result, the customers will look for their value for the money they are willing to pay for their desired services from the mobile phone operators.

Thus, price satisfaction increases the value of customer perception and there is a direct relationship between price and value (Ralston, 2003). Price has significant effect on customers' buying behavior, value perception and customer satisfaction. Ethio telecom is aware of this fact and incorporated affordability of its products and services as one of its missions to ensure high customer satisfaction. Provide high quality, innovative and affordable telecom products and services that enhance the development of Ethiopia and ensure high customer satisfaction and build reputable brand known for its customers' consideration (www.ethiotelecom.et).

2.2 Empirical Review

There are numerous empirical studies on factors that affect customer satisfaction in mobile telecom services. Abdullah and Ahmed (2017) employed SERVPERF model and hierarchical

regression analysis to identify the impact of service quality dimensions on customer satisfaction in mobile telecom companies in Yemen. The study included network quality as an additional dimension of service quality. The study result shows that, the four dimensions of service quality (network quality, empathy, reliability and assurance) have a significant positive impact on customer satisfaction while tangibles and responsiveness have no impact on customer satisfaction.

Debasish and Dimpi (2015) conducted a similar research on the impact of service quality dimensions on customer satisfaction in the telecom sector. The researches employed a modified SERVQUAL model and regression analysis. The result shows all dimensions of service quality were positively and significantly impacted customer satisfaction. In Pakistan, determinants of customer satisfaction in cellular industry, was studied by Gill (2014). The researchers employed mixed method approach (methodological triangulation). Obtained results established that mobile services customer satisfaction in Pakistan is mainly affected by tariff, service quality including call quality. These findings by and large confirm a previous study in Pakistan. According to, Shahzad and Saima (2012) there is positive and significant relationship between customer satisfaction and customer service, price fairness, sales promotion, coverage and network quality.

In Nigeria mobile customer satisfaction and the major factors that influence customer satisfaction was researched by Ode (2013). The researcher studied customers of four major mobile service operators' customers. They used close ended questionnaire on 5 point Likert scale. They analyzed data using Statistical Package for Social Sciences (SPSS), version 20. The research was able to determine that a relationship exist between service quality/delivery and customer satisfaction, SERVQUAL reliability dimension and customer satisfaction and between customer satisfaction and switching intention among mobile phone users in Nigeria. The study further affirmed that customers would likely stay with their telecom service providers if the companies are able to satisfy their changing needs and meet customer requirements beyond expectations.

Simo (2018) analyzed the major factors of mobile customer satisfaction in Cameroon. The result shows that four dimensions of service quality (Network quality, Reliability, Responsiveness and Empathy) have significant positive impact on customer satisfaction while tangibles have no impact on customer satisfaction.

According to Netai, Rashidul and Asif (2018) the Bangladesh telecom market is characterized by stiff competition and companies are trying to capture the maximum market share by introducing different new packages, promotional offers and value added services to satisfy the customer's needs, wants and demands. The researchers established that customer satisfaction is affected by price, network quality, product diversity and facilities for customers. The researchers recommend that mobile operators should develop appropriate strategies by taking into consideration of their strengths in satisfying their subscribers as well as by overcoming of their weaknesses.

Anwar and Ali (2016) empirically examined the effect of service quality dimensions on customer satisfaction in telecommunication companies in Yemen. They used five-point likert scale and linear regression analysis to examine the association between the service quality dimensions and customer satisfaction. The results reveal that all the service quality dimensions (tangibles, responsiveness, reliability, assurance and empathy) are positively and significantly associated with customers' satisfaction.

According to Shahzad and Saima (2012) price fairness, customer services and coverage are major factors which can highly affect the mobile telecom customer satisfaction in Pakistan. The study proved that there is positive and significant relationship between dependent variable (customer satisfaction) and independent variables (customer service, price fairness, sales promotion, coverage, signal strength & promotion).

In Ethiopia, Cherinet (2014), Meron (2017), Tesfaye (2013), and Mamo (2018) examined factors affecting telecom customer satisfaction by using SERVQUAL model. Cherinet (2014) assessed the role of service quality on fixed telephone customers satisfaction of South Region, Hawassa city. The study concluded that ethio telecom's service quality is rated poor in all dimensions of service quality. All dimensions show negative gap score. Meron (2017) examined ethio telecom's Call Center performance using SERVQUAL and regression analysis. The findings of the study show that all the service quality dimensions (reliability, responsiveness, empathy and assurance) have positive and significant effect on customer satisfaction. Customers were mostly satisfied with the assurance dimensions of service quality followed by responsiveness.

Tesfaye (2013) stated that there is customer dissatisfaction in mobile service usage of ethio telecom in Addis Ababa. The study enumerated the following as the major causes of the

dissatisfaction: reliability of the service is very low, absence of quick response, apology and compensation for service failure, lack of communication, failure of front desk employee to provide clear and adequate information on the availability of particular services, service delivery not consistent and standardized, company's failure to react quickly for customers request, employees lack of courtesy and poor customer handling. The researcher strongly recommended that there needs to be a balance between expanding the service and acquiring reliable network, good customer handling and having clear and accurate billing system. Mamo (2018) studied factors affecting mobile customer satisfaction by taking Dawro Zone as a case study. Like others, the study employed SERVQUAL model. The study concluded that service quality has an impact on customer satisfaction or there is a positive relationship between customer satisfaction and service quality. The company is rated well in most service quality dimensions.

More importantly, in 2012, a more rigorous national mobile customer's satisfaction survey research sponsored by ethio telecom was conducted by Addis Ababa University Research team. The survey found that on a scale of 1 to 10 the overall national satisfaction/perception was 7.4; national urban was 7.3 and national rural was 8.0 (Addis Ababa University Research team, 2012). The study has taken into consideration factors such as: corporate image, value for money (price), and service quality including network quality. In 2016 the research team conducted a similar research; the overall satisfaction was found increased to 7.64. This shows customer satisfaction is dynamic; it could differ from place to place, and changes from time to time.

2.3 Gap

The theoretical review establishes the fact that service quality dimensions (tangibles, reliability, responsiveness, assurance and empathy) price and corporate image affect customer satisfaction. The empirical review reveals that only few researches consider price as one of the factors that affect customer satisfaction. More importantly corporate image was taken into consideration only in one of all the empirical studies (AAU research team). Methodologically, most of the studies employed SERVQUAL model. According to Buttle (1996) this model is criticized on numerous theoretical and operational grounds. The most important ones are highlighted below.

Theoretical criticisms:

Paradigmatic objections: meaning SERVQUAL is based on a disconfirmation paradigm (perspective) rather than an attitudinal perspective as a result it fails to draw on established economic, statistical and psychological theory.

Gaps model: there is little evidence that customers assess service quality in terms of the difference between performance and expectation.

Process orientation: SERVQUAL focuses on the process of service delivery, not the outcomes of the service.

Dimensionality: SERVQUAL's five dimensions are not universal; the number of dimensions comprising service quality is contextualized.

Operational criticisms:

Expectations: the term expectation has different meanings, consumers use standards other than expectations to evaluate service quality; SERVQUAL, hence, fails to measure absolute service quality expectations.

Scale points: the seven-point Likert scale is flawed.

Two administrations: two administrations of the questionnaire (one for expectations and another for perceptions) cause boredom and confusion.

As a result of the weaknesses mentioned above, SERVQUAL model is replaced in general by the more advanced and objective model called SERVPERF. In summary, the major gaps of the available literature are variable exclusion namely price and image and methodological (the use of SERVQUAL). This study, therefore, attempts to fill this gap since it takes into consideration the role of price and image as additional variables of customer satisfaction, studies a different region that has not been studied so far at this scale, and employs the more refined and objective model called SERVPERF.

2.4 Justification of method

The researcher has chosen SERVPERF method on the grounds of objectivity, ease of use and time. As explained above the SERVPERF method measures only what can be objectively measured- service performance/ received service; this is also the objective of the study. Furthermore, SERVPERF unlike SERVQUAL is not confusing to respondents and less prone to respondent error. SERVPERF is also less time consuming and easy to handle both for respondents and the researcher. Hence, it is justified on the bases of objective of the study, ease of use and time (Manuela, 2016).

2.5 Conceptual framework

The conceptual framework of factors affecting customer satisfaction is established based on the literature review. The conceptual framework is developed by the researcher after thoroughly reviewing the literature related to the subject under study. The arrows indicate the proximity of the independent variables to the dependent variable. The dependent variable is customer satisfaction and the independent variables are service quality dimensions (tangibles, responsiveness, reliability, assurance, and empathy), corporate image and price.

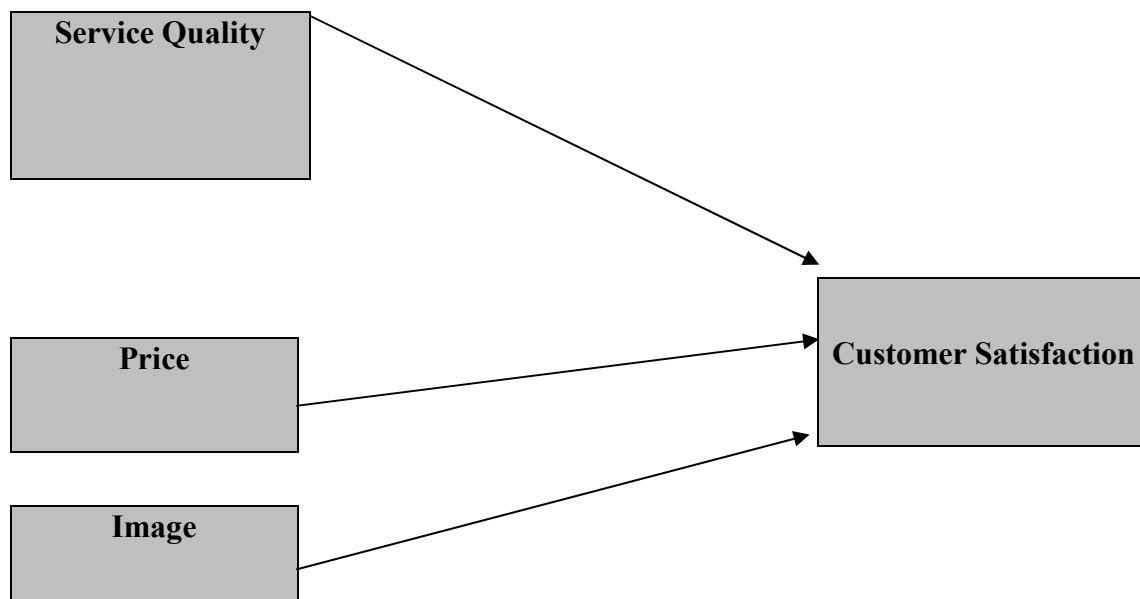


Figure 2.1 Conceptual frame work developed by the student researcher based on literature review

Measurement Item	Literature-base
<p>Tangible</p> <ol style="list-style-type: none"> 1. Ethio telecom customer service and sales offices are located at suitable places. 2. Ethio telecom physical facilities are visually appealing. 3. Ethio telecom employees are well dressed and neat in appearance. 4. Ethio uses modern technology to provide its services. <p>Reliability</p> <ol style="list-style-type: none"> 5. Ethio telecom provides its services at the time it promises to do so. 6. Ethio telecom mobile network (voice and internet) quality is excellent and it performs well. 7. Ethio telecom has sincere interest to solve your problem. 8. Ethio telecom provides services right at first time. 9. Ethio telecom insists on error free records. <p>Responsiveness</p> <ol style="list-style-type: none"> 10. Ethio telecom employees give quick service. 11. Ethio telecom employees have willingness to help. 12. Ethio telecom employees respond quickly to customer requests even if they are busy. 13. Ethio telecom provides timely and accurate information to its customers about value added and new services. <p>Assurance</p> <ol style="list-style-type: none"> 14. The behavior of ethio telecom employees instills trust and 	<p>(Parasuraman et al., 1985);</p> <p>Debasish and Dimpi (2015);</p> <p>Anwar and Ali (2016);</p> <p>Netai, Rashidul& Asif (2018);</p> <p>Mamo (2018);</p> <p>Tesfaye (2013);</p> <p>Anwar & Ali (2016)</p> <p>AAU Research team and Ethio telecom (2012) and (2016).</p>

<p>confidence in customers.</p> <p>15. Ethio-telecom’s employees have enough knowledge to provide advice to customers.</p> <p>16. Ethio telecom protects the confidentiality of customer information.</p> <p>17. Ethio telecom creates the environment that makes customers to feel safe and satisfied.</p>	
<p>Empathy</p> <p>18. Ethio telecom employees give customers individual attention.</p> <p>19. Ethio telecom employees understand customer’s specific needs.</p> <p>20. Ethio telecom has convenient operating hours to all customers.</p> <p>21. Ethio telecom quickly apologizes whenever service-related problem occurs.</p> <p>22. Ethio has its customers’ best interests at heart.</p>	<p>(Parasuraman et al., 1988);</p> <p>Shahzad and Saima (2012)</p>
<p>Corporate Image</p> <p>23. Ethio telecom focuses on its customers.</p> <p>24. I trust ethio telecom.</p> <p>25. Ethio telecom respects me and feels me valued.</p> <p>26. Ethio telecom works to benefit the community.</p> <p>27. Ethio telecom provides products and services that are easy to use and effective.</p> <p>28. Ethio telecom is a customer focused company.</p>	<p>Kennedy (1977);</p> <p>Addis Ababa University Research team (2012) and (2016).</p>

<p>Price/Tariff</p> <p>29. The cost of mobile voice is fair.</p> <p>30. The cost of Mobile internet is fair.</p> <p>31. The cost of SMS is fair</p> <p>32. Package services price is fair.</p> <p>33. Value-added services price is fair.</p> <p>34. Subscription fee and SIM replacement price is fair.</p> <p>35. Service tariff information is clear, complete and easy to understand.</p> <p>Overall Satisfaction</p> <p>36. I am delighted with Ethio telecom mobile services.</p> <p>37. Ethio telecom completely meets my expectations.</p> <p>38. Ethio telecom is exactly a company that I want for my mobile telecom service's needs.</p>	<p>Addis Ababa University Research team (2012) and (2016); Gill (2014); Shahzad and Saima (2012)</p>
---	--

Table: 2.1 Measurement items compiled by the researcher from the literature review.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Research Design

The type of study design chosen depends, among others, on the type of problem, the knowledge already available about the problem and the resources available for the study (Addis Ababa University, 2009). Generally, there are two categories of research design: observational and experimental. Based on its objectives an observational research could be exploratory, descriptive or explanatory. As it fits to the research objective, the research design of this study is explanatory. An explanatory study (correlation in some studies) is an observational study that describes associations and analyses them for possible cause and effect or dependent and independent variables (Kumar, 1999:81).

3.2 Description of the Study Area

Debre Berhan is a city and woreda in central Ethiopia, Located in the Semien Shewa Zone of the Amhara Regional state about 120 kilometers north east of Addis Ababa on Ethiopian highway 2. It has an elevation of 2,840 meters, which makes it the highest city of this size in Africa. Debre Berhan is founded by Emperor Zara Yaqob in 1456. It was an early capital of Ethiopia and afterwards, with Ankober and Angolalla, was one of the capitals of the kingdom of Shewa. Today, it is the administrative center of the Semien Shewa Zone of the Amhara Region (https://en.wikipedia.org/wiki/Debre_Berhan).

Debre Berhan is among the first towns of Ethiopia that have received electricity, become academic centers and industrial economic activities. It has got electricity in 1955; on 26 April 1957, Emperor Haile Selassie opened the Community Teacher Training School in the town; The Debre Berhan Wool Factory, the first wool factory in Ethiopia, started operation in January 1965. By 1958 Debre Berhan was one of 27 places in Ethiopia ranked as First-Class Township. Today Debre Berhan is home for several government and private academic institutions such as Debre Berhan University. It hosts several factories engaged in different operations: beverage,

tannery, spring water etc. Moreover, one of the few industry parks of country is found in Debre Berhan.

Most of the inhabitants of Debre Berhan are adherents of Ethiopian Orthodox Christianity, with 94.12%; Muslims come second with 3.32%; Protestants in third place with 2.15%. The five largest ethnic groups in the town are the Amhara (91.45%), the Oromo (3.94%), the Tigrayans (1.81%), the Gurage (1.6%), and the Argobba (1.2%); all other ethnic groups made up 1.33% of the population. Amharic is spoken as a first language by 93.81% of the inhabitants. (https://en.wikipedia.org/wiki/Debre_Berhan). It is the capital of North Shewa Zone of the Amhara Regional State. It has 9 kebeles (administration units). According to the administration of the city its population is 168 862 (105 465 male and 63, 397 female). Debre Berhan is also the seat of one of the 17 Regions of ethio telecom offices-Central Northern Region (www.ethiotelecom.et).

3.3 Source and Type of Data

3.3.1 Data Sources

Primary Data Sources

This study used both primary and secondary data. Primary data was collected using questionnaire from mobile telecom service customers in Debre Berhan city. Standard SERVPERF survey questionnaire supplemented with questions derived from literature review were used to gather data from ethio telecom mobile service customers in Debre Berhan city.

Secondary Data Sources

To strengthen the reliability of the primary data and supplement the information missing in the questionnaire survey, information was collected from secondary sources such as related researches, journals, Ethiopian government reports, ethio telecom reports and publications and official web sites.

3.3.2 Data Type

The study used both quantitative and qualitative data.

3.4 Data Collection Instruments

Quantitative data was collected using self-administered structured questionnaire. The standard SERVPERF questionnaire with minor modifications to accommodate the specific objectives of the study was used to address all variables of interest in the study. The questionnaire contains items on background socio-demographic characteristics, service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy), corporate image and Price. The questionnaire was designed in four likert scale measurement with four response categories (strongly agree, agree, disagree and strongly disagree). The researcher excluded neutral/no opinion and used four-point Likert scale rather than five-point Likert scale for two reasons. The first is to avoid social desirability bias. This is a bias arising from respondents' desires to please the interviewer or appear helpful or not be seen to give what they perceive to be a socially unacceptable answer. This bias results to respondents' tendency to choose the midpoint in a Likert Scale. This can be minimized by eliminating the mid-point/ neutral option (Garland, 1991). The second reason is midpoint/neutral option has different meanings true neutral and non-response kind. There is no clear understanding/interpretation of the neutral response (Pornel& Saldana, 2013). A 38-item measure was used to indicate the mobile telecom customers' degree of agreement about the performance statements, based on their assessments of the service provided by Ethio telecom Debre Berhan Branch. Qualitative data was gathered using literature review.

3.5 Sampling Methodology

3.5.1 Sampling design

Sampling is the process or technique of selecting a suitable sample for the purpose of determining parameters or characteristics of the whole study population. In this study

convenience sampling is employed. This technique is appropriate in a situation when a sampling frame is absent (Adams et al, 2007)¹.

3.5.2 Target Population

The target population of this study is all mobile telecom service customers of ethio telecom in Debre Berhan City.

3.5.3 Sample size determination

In principle, accurate information about given population could be obtained only from census study. But, census of a population may be impossible, impractical or too costly. Hence, Sampling is one of the methods, which allow the researcher to study relatively small number of units representing the whole population (Kumar, 2008). As indicated above, getting the exact number of mobile telecom service customers of the city was not possible. So, the researcher opted to use the widely applicable method of determining sample size for infinite population developed by Cochran (1977).

Cochran's formula for calculating sample size when the population is infinite:

$$n_0 = \frac{z^2 pq}{e^2}$$

Where, n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q=1-p$ and e is the desired level of precision.

The three commonly used confidence intervals are 90 %, 95 % and 99 %. From these three, the most widely employed, particularly in Theses, is the 95% confidence interval. Similarly, in this study the 95 % confidence interval is taken.

Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for required sample size will be as follows:

$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; \quad e = 0.05; \quad z = 1.96$$

¹The researcher approached the organization, ethio telecom Debre Berhan branch, with a cooperation request letter from his University. However, regardless of his effort the organization stated that it has no technical capacity to clearly know the number and list of customers in the City; hence no sampling frame is available.

$$n_0 = z^2 pq / e^2$$

$n_0 = (1.96)^2 (0.5) (0.5) / (0.05)^2 = 384.16$; rounded up to the nearest whole number it becomes 385.

So, the sample size is 385 customers.

3.6 Methods of Data Analysis

As data means raw material, it must pass through a process of analysis and interpreted accordingly before their meaning and implications are understood. Quantitative data analysis technique was employed to analyze the data gathered through questionnaire.

3.6.1 Descriptive analysis

The data collected through questionnaire was analyzed by Statistical Package for Social Sciences (SPSS) version 23. Mean, frequency distribution, and standard deviation was applied to show the level of customer satisfaction and to summarize the basic findings. The descriptive statistical results are presented by tables, frequency distributions and percentages.

3.6.2 Pearson correlation analysis

Pearson's correlation coefficient was used to determine the relationships between the dependent variable (customer satisfaction) and factors that affect customer satisfaction namely: service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy), price and image (independent variables).

3.6.3 Regression analysis

Multiple linear regression analysis was used to examine the effect of service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy), price and image on customer satisfaction. This method is chosen since the study has more than two independent variables to investigate how independent variables were related to the dependent variable; how each independent variable influences the dependent variable and how much each variable influence it.

3.7 Variable Description

3.7.1 Dependent variable

In this study the dependent variable is “Customer satisfaction”.

3.7.2. Independent Variables

The independent variables of this research were service quality dimensions (reliability, tangibility, responsiveness, assurance, and empathy), price and corporate image.

3.8 Model Specification

For this research the dependent variable is customer satisfaction which is affected by factors internal and external to the service providing organization, in this case, ethio telecom. The major independent variables/factors that are internal to the organization and believed mainly affect customer satisfaction are service quality dimensions (tangibles, responsiveness, reliability, assurance and empathy), price and corporate image.

The analytical model is as follows:

$$CS = \alpha_0 + \beta_1TAN + \beta_2REL + \beta_3RES + \beta_4ASS + \beta_5EMP + \beta_6PRI + \beta_7COI + \varepsilon$$

Where:

CS: is the dependent variable (Customer Satisfaction)

α_0 = is the regression constant

β_1 , β_2 , β_3 , β_4 , β_5 , β_6 and β_7 are the coefficients of the independent variables TAN, REL, RES, ASS, EMP, PRI and COI, respectively.

TAN= Tangibles

REL=Reliability

RES=Responsiveness

ASS=Assurance

EMP=Empathy

PRI=Price

COI=Corporate Image

ε = Error Term (residual).

3.9 Validity and Reliability

3.9.1 Validity

Validity tests are conducted to select and assess the final items of the construct that are finally used for statistical testing. The content validity of the instrument for the present study was ensured as measurement items are derived from extensive review of related literature. The measurement items and the literature source from which they are adapted from is as described in table 2.1 above. The questions were translated to Amharic and checked by a language expert. Furthermore, the draft version of the questionnaire was sent to experts and colleagues in the field of sales and marketing for further comments of improvement. After that the questionnaire was revised accordingly.

3.9.2 Reliability

In statistics, reliability is the consistency of a set of measurements or measuring instrument, often used to describe a test. Reliability is inversely related to a random error. There are several different reliability coefficients. One of the most used is called Cronbach's Alpha. Cronbach's Alpha is based on the average correlation of items within a test if the items are standardized. It has an important use as a measure of the reliability of a psychometric instrument. It was first named as alpha by Cronbach (1951). For attitudinal researches like customer satisfaction a Cronbach alpha reliability measure score of 0.7 and above is acceptable. All the variables, service quality dimensions, corporate image, price and Customer satisfaction are tested for their reliability. The reliability test value is as shown in the tables below.

Reliability Statistics	
Cronbach's Alpha	N of Items
.848	8

Table 3.1 cumulative reliability statistic

Source: Own survey, 2020

Variables	Cronbach's Alpha
Tangibility	.850
Reliability	.819
Responsiveness	.825
Assurance	.829
Empathy	.824
Image	.822
Tariff	.833
Customer satisfaction	.831

Table 3.2 Reliability statistic of each variable

Source: Own survey, 2020

The reliability of the survey questionnaire was tested for Cronbach's alpha reliability test for internal consistency of the respondents on the items. According to (Hair, 2010 and Field, 2009), Cronbach's alpha of .70 and above is acceptable. As shown in tables 3.1 and 3.2 the values for both the cumulative and separate values of each variable are well above this value. This means the items in each domain were well understood by most of the respondents and the items have measured what they were designed to measure. Hence, reliability test result of this survey is found to be reliable and qualifies for further analysis.

3.10 Ethical Standards and Procedures

Kumar and Kandasamy (2012), state that ethical standards include the following. The researcher had respected all of them in the conduct of the study.

- **Right to choose;** everyone has the right to determine whether to participate in a marketing research project.

- **Right to be informed:** Research participants have the right to be informed of all aspects of a research task. Knowing what is involved, how long it will take, and what will be done with the data, etc.
- **Right to Privacy:** all research participants have the right to Privacy.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4. Introduction

In order to achieve the major objective of the study, examine the critical factors influencing the satisfaction of mobile telecom service customers in Debre Berhan city, data was collected from a total of 385 sample customers through a structured 4-point Likert-scale questionnaire. The questionnaire instrument was self-administered in the month of April 2020. Data was analyzed using Statistical Package for the Social Sciences (SPSS) version 23.

The contents of the chapter are divided in to 5 parts. In the first part the response rate is presented. In the second part Demographic factors summary is described. In part three, descriptive analysis of the data is presented in detail. The correlation and regression analysis come next. Finally, the findings of the study will be discussed.

4.1 Response rate

Questionnaires were self-administered to a total of 385 sample customers; and all the questionnaires were returned. In other words, the response rate of the study is 100 %. The questionnaires were screened for any possible irregularities before the next phase- data encoding. All the questionnaires were found properly filled. Hence all of them were valid for analysis.

4.2 Demographic data summary

Demographic Factors		Frequency	%
Gender	Male	213	55.3
	Female	172	44.7
	Total	385	100.0
Age in years	14-19	43	11.2
	20-29	61	15.8
	30-39	163	42.3

	40-49	77	20.0
	>50	41	10.6
	Total	385	100.0
Marital Status	Single	168	43.6
	Married	181	47.0
	Others	36	9.4
	Total	385	100.0
Educational Background	Below Grade10	10	2.6
	Certificate	100	26.0
	Diploma	94	24.4
	Bachelor's degree	124	32.2
	Masters' Degree and Above	57	14.8
	Total	385	100.0
Subscription Period in Years	1 to 3 years	8	2.1
	3 to 5 years	67	17.4
	5 to 10 years	98	25.5
	10 years and above	212	55.1
	Total	385	100.0
Type of Subscription	Residential	365	94.8
	Enterprise	20	5.2
	Total	385	100.0
Type of Service	Prepaid	365	94.8
	Postpaid	20	5.2
	Total	385	100.0

Table 4.1 Demographic and customer profile of respondents

Source: Own survey, 2020

Table 4.1 summarizes the demographic (gender, age, marital status, and educational background) and customer profile (subscription period in years, type of subscription, and type of service) of participants.

Concerning gender, male respondents constitute 55.3%; while female respondents cover 44.7% of the total 385 sample respondents. In terms of age most of the sample respondents are between the ages of 30-39, they cover 42.3%; followed by those between 40-49 (20%), and between the ages of 20-29 (15.8). Respondents of these three age groups together constitute 78.1 %. Respondents within the age ranges of 14-19 and above 50 years cover 11.2 % and 10.6 % respectively. The marital status of the respondents' shows that most of them are married (47%); those who are not married constitute 43.6%; others (divorced or widowed) cover 9.4%. The educational background of the respondents shows 32.2% are bachelor's degree holders; 26% have certificate; 24.4 % are diploma holders; 14.8 % have Master's degree and above those below Grade 10 cover the remaining 2.6%.

In addition to demographic factors the researcher had also an interest in knowing respondents' customer profile (subscription period, type of subscription and type of service). In terms of subscription period most of them (55.1%) are customers for 10 years and above; 25.5% are between 5-10 years since they start to use the service; 17.4% are customers between 3-5 years of service; customers with 1-3 years of service are 2.1%. The table shows 94.8 % of the respondents are residential (private) customers while 5.2% are Enterprise customers. The type of service (pre-paid, post-paid) percentage is like that of type of subscription, 94.8% use pre-paid customers while 5.2% are customers of post-paid service. It might be the case that all respondent private customers use pre-paid service and all respondent enterprise customers use post-paid service in the city.

4.3 Descriptive Analysis

Descriptive statistic is used to describe the basic features of the data in a study. It provides simple summaries about the samples and the measures. The researcher used descriptive statistics to present quantitative descriptions in a manageable form. The mean and standard deviation scores have been computed for all factors. Mean value provides the idea about the central tendency of the values of a variable. On the other hand, Standard deviation gives the idea about the dispersion of the values of a variable from its mean value.

Respondents were asked to give their opinion on a four-point Likert scale; ranging from 1 being strongly disagree to 4 strongly agree for each variable and the representative questions of each variable. The result is as presented hereunder.

Descriptive Statistics			
	N	Mean	Std. Deviation
Tangibility	385	2.9143	.51551
Reliability	385	2.5351	.54145
Responsiveness	385	2.7156	.53396
Assurance	385	2.7370	.49820
Empathy	385	2.6649	.54375
Image	385	2.6368	.55242
Tariff	385	2.5180	.62262
Valid N (listwise)	385		

Table: 4.2 Mean and Standard deviation of independent variables

Source: Own survey, 2020

Low:<1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi&Abkar, 2017)

Table 4.2 summarizes the evaluation of participants on the five service quality dimensions, and price and tariff of mobile telecom service in Debre Berhan City. The responses were given in the form of rating; the dimensions listed using a 1-4 Likert- scale where 1 represents strongly disagree, 2 represents disagree, 3 represents agree and 4 represents strongly agree. Mean represents average value of the ratings whereas standard deviation is a summary measure of the differences of each observation from the mean. Larger mean value indicates better performance; lower mean value shows lower performance. A low standard deviation means most of the scores are close to the average value; a high standard deviation means they are more spread out a way from the mean value.

As table shows, when the mean scores of the five service quality dimensions are compared tangibility is rated better than the other four service quality dimensions with a mean value of

2.91 and standard deviation of .51. Assurance is second with a mean score of 2.73 followed by responsiveness with 2.71. Empathy ranks 4th with 2.66. Reliability is last with a mean score of 2.5.

When the mean value of the other two variables (Image and Tariff) is compared Image is rated better with a mean score of 2.63 than Price that has got a mean value of 2.51. This implies tangibility has contributed better to customer satisfaction compared with other variables. Based on the bench mark the level of satisfaction is moderate in all the indicators.

Descriptive Statistics

Customer satisfaction	
Valid	385
Missing	0
Mean	2.5610
Mode	3.00
Std. Deviation	.65293

Table: 4.3 Mean, mode and standard deviation of overall customer satisfaction

Source: Own survey, 2020

Low: <1.6; moderate: >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Table 4.3 shows the overall satisfaction of customers in the city. The mean value is found to be 2.56 with a standard deviation of .65. The meaning of the summary is that, the level of satisfaction of mobile service customers in the city is moderate. The standard deviation value is less than one which shows there is no significant disparity between respondents' opinion about overall satisfaction.

So far, the mean and standard deviation of the seven independent variables and the overall satisfaction in general is described. Next, the mean and standard deviation scores of the questions under each variable are described. This allows having broader and detailed information regarding each variable's performance in the eyes of the respondents.

Descriptive Statistics			
	N	Mean	Std. Deviation
Ethio telecom customer service and sales offices are located at suitable places.	385	2.98	.857
Ethio telecom physical facilities are visually appealing	385	2.82	.707
Ethio telecom employees are well dressed and neat in appearance	385	2.91	.696
Ethio telecom uses modern technology to provide its services	385	2.95	.717
Valid N (listwise)	385		

Table: 4.4 Descriptive Statistics- Tangibles

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

As table 4.4 depicts Tangibles was represented with four statements. The highest mean (2.98) and standard deviation (.857) is of the question Office location. Office facilities comes last with a mean value of 2.82. The mean values for use of modern technology, and employees dressing, and neatness fall in between the two in second and third places, respectively. This implies, the branch offices visual attraction is less satisfactory than its location suitability. Based on the benchmark customer satisfaction with tangibles is moderate. The values of standard deviation are less than one and close to each other. This implies there is no wide opinion difference among respondents concerning statements about tangibles. In other words, it is close to the mean or the expected value.

	N	Mean	Std. Deviation
Ethio telecom provides its services at the time it promises to do so.	385	2.58	.773
Ethio telecom mobile voice, SMS and internet network quality is excellent, and it performs well.	385	2.30	.882
Ethio telecom has sincere interest to solve your problem.	385	2.56	.785
Ethio telecom insists on error free records.	385	2.55	.717
Ethio telecom provides services right at first time.	385	2.68	.729
Valid N (listwise)	385		

Table: 4.5 Descriptive Statistics- Reliability

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Respondents were asked five questions concerning Reliability; the result of their rating is as shown in table 4.5. The mean score of service provision right at first time (2.68) is the highest; the lowest mean score is that of mobile and internet network quality (2.30) also with the highest standard deviation .882. The result reveals that network quality is a major source of customer dissatisfaction in the city that pulls down the reliability of mobile service. Based on the benchmark the level of respondents' satisfaction on the reliability dimension and on each representative statements of reliability are moderate. The fact that all standard deviation values are less than one and close to each other implies the data is precise and close to the expected/mean value.

Descriptive Statistics			
	N	Mean	Std. Deviation
Ethio telecom employees give quick service.	385	2.70	.734
Ethio telecom employees have willingness to help.	385	2.76	.672
Ethio telecom employees respond quickly to customer requests even if they are busy.	385	2.62	.788
Ethio telecom provides timely and accurate information to its customers about value added and new services.	385	2.78	.700
Valid N (listwise)	385		

Table: 4.6 Descriptive statistics- Responsiveness

Source: Own Survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Table 4.6 portrays the mean and standard deviation of the five questions that represent service quality in terms of responsiveness. The highest mean score (2.78) is registered under the question timely and accurate information provision about new and VAS services; while employees' ability to respond quickly even if busy scored the lowest mean score (2.62) with standard deviation .788, also the highest under this service quality parameter. This implies, the branch performs better in-service related communication activities than other indicators of responsiveness. Employees' ability to respond needs prior attention for improvement. Based on the benchmark, respondents' level of satisfaction on all statements representing responsiveness is

moderate. The standard deviation value is less than one and close to each other. This implies respondents show close opinion on each statement. In other words, the data is precise and close to the expected/mean value.

Descriptive Statistics			
	N	Mean	Std. Deviation
Ethio telecom creates the environment that makes customers to feel safe and satisfied	385	2.69	.743
You are satisfied with Ethio-telecom's employee's knowledge to provide advice to customers.	385	2.58	.684
Ethio telecom employees always serve customers politely.	385	2.89	.705
Ethio telecom personnel behavior instills trust and confidence in customers.	385	2.78	.697
Valid N (listwise)	385		

Table: 4.7 Descriptive Statistics-Assurances

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Table 4.7 summarizes respondents' evaluation of one of the independent variables-Assurance. This variable is represented with four statements. When the mean values are compared the order from highest to lowest values is: employees' politeness (2.89); ability to instill trust and confidence (2.78); making customers feel safe and satisfied (2.69); and satisfaction with employees knowledge ability to provide advice (2.58). The result tells us that customers are better impressed by employees' politeness; however, they are less convinced by their service-related knowledge. In general, based on the benchmark, respondents' level of satisfaction in each of the indicators of assurance is moderate. All standard deviation values are less than one and close to each other indicating that respondent's opinion on each components of assurance is close to each other and the data are more precise and closer to the expected/mean value.

Descriptive Statistics			
	N	Mean	Std. Deviation
Ethio telecom employees provide individual attention to customers.	385	2.54	.735
Ethio telecom has working hours convenient to all customers.	385	2.95	.780
Ethio-telecom employees understand customer's specific needs.	385	2.68	.729
Ethio telecom quickly apologizes whenever service-related problem occurs.	385	2.56	.814
Ethio telecom has its customers' best interests at heart.	385	2.59	.782
Valid N (listwise)	385		

Table: 4.8 Descriptive Statistics-Empathy

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

The summary of the respondents rating of the five statements that represent Empathy is presented in table 4.8. The issue of having convenient working hours scored a significantly higher mean (2.95). Understanding customer's specific needs comes second with a mean score of 2.68. The third highest score (2.59) is for having customers best interest at heart. Readiness to apologize and providing individual attention are rated 4th and 5th. This result indicates that the branch needs much more improvement in giving individual attention and quickly apologizing for service-related mistakes and errors. Overall, based on the benchmark, respondents' level of satisfaction on each component of empathy were moderate. The fact that all values of standard deviation are less than one and close to each other shows there is no wide difference between respondents' opinion on each statement. Meaning the data are more precise and closer to the expected/mean value.

Descriptive Statistics

	N	Mean	Std. Deviation
I trust ethio telecom.	385	2.61	.713
Ethio telecom is a customer focused company.	385	2.62	.840
Ethio telecom consistently gives reliable and easy to use services to its customers.	385	2.64	.765
Ethio telecom respects me and makes me feel valued.	385	2.72	.733
Ethio telecom supports the community.	385	2.69	.779
Ethio telecom is a reputable organization.	385	2.55	.793
Valid N (listwise)	385		

Table: 4.9 Descriptive statistics- Image

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Company image was one of the seven independent variables of the study. Respondents evaluation of the company`s image based on the six statements is what is presented in table 4.9. The best mean score is for the company respects me (2.72); followed by support the community (2.69) and reliable and easy to use services (2.64). The lowest mean score is registered under organizational reputation (2.55). The fact that all standard values are less than one and close to each other implies the data is precise and close to the expected/mean value. Based on the benchmark, the level of satisfaction of respondents on image and its representative statements is moderate.

Descriptive Statistics

	N	Mean	Std. Deviation
The cost of mobile voice is fair.	385	2.19	.870
The cost of Mobile internet is fair.	385	2.38	.873
The cost of Mobile SMS is fair	385	2.20	.884
Package service price is fair	385	2.76	.808
Value-added services price is fair	385	2.54	.825
Subscription fee and SIM replacement price is fair.	385	2.57	.839
Service tariff information is clear, complete and easy to understand.	385	2.98	.849
Valid N (listwise)	385		

Table: 4.10 Descriptive Statistics-Tariffs

Source: Own survey, 2020

Low: <1.6; moderate >1.6 or <3.3; high >3.4 (Al-Hashedi& Abkar, 2017)

Table 4.10 shows respondents rating of the Tariff variable. This variable was represented with six tariff fairness and on information clarity and completeness questions. The mean value of information clarity and completeness is the highest of all (2.98). In terms of fairness the mean scores of package service (2.76), subscription and replacement fee (2.54), and value-added services (2.54) take first, second and third place, respectively. The least favorable mean value scores are registered by mobile voice (2.19) and SMS (2.20) services tariff fairness, respectively. Based on the benchmark, the level of satisfaction of respondents about tariff/price and its component statements is moderate.

Standard deviation is a measure of dispersion and it tells us how spread out a data set is. In the current study, in all the variables and their representative statements as well as in the overall satisfaction presented in the above tables the value of the standard deviation is below one and close to each other. In other words, the data are narrow spread. Put differently, respondents reflect close opinion on each variable and the representative statements of the variables. This is to mean that data are more precise and closer to the expected or mean values of each independent variable as well as their constituting elements/statements.

4.5 Correlation and Regression Analysis

4.5.1 Correlation Analysis

Correlations are useful measure of association between two or more variables. Expressed in a single number called a correlation coefficient (r), correlations provide information about the direction of the relationship (either positive or negative) and the intensity of the relationship (-1.0 to $+1.0$) between the variables. Correlation analysis is a statistical method used to evaluate the strength and direction of this relationship. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are not meaningfully related. The Correlation coefficient r varies between -1.0 and 1.0 ; where a perfect correlation has a coefficient of $+1.0$ for positive correlation and -1.0 for negative correlation. Correlation values that fall between 0 and 1.0 or 0 and -1.0 reflect a partial correlation which can be statistically significant or not (Field, 2009). The correlation coefficient values of the current study are as shown below.

Correlations

		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Image	Tariff	Customersatisfaction
Tangibility	Pearson Correlation	1	.363**	.287**	.299**	.265**	.272**	.275**	.279**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Reliability	Pearson Correlation	.363**	1	.521**	.452**	.507**	.548**	.447**	.437**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Responsiveness	Pearson Correlation	.287**	.521**	1	.604**	.551**	.417**	.321**	.382**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Assurance	Pearson Correlation	.299**	.452**	.604**	1	.482**	.465**	.291**	.353**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385	385	385
Empathy	Pearson Correlation	.265**	.507**	.551**	.482**	1	.508**	.396**	.397**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	385	385	385	385	385	385	385	385
Image	Pearson Correlation	.272**	.548**	.417**	.465**	.508**	1	.467**	.446**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	385	385	385	385	385	385	385	385
Tariff	Pearson Correlation	.275**	.447**	.321**	.291**	.396**	.467**	1	.537**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	385	385	385	385	385	385	385	385
Customersatisfaction	Pearson Correlation	.279**	.437**	.382**	.353**	.397**	.446**	.537**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	385	385	385	385	385	385	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Table: 4.11 Correlation matrix

Source: Own survey, 2020

The above table summarizes the results of correlation among the dependent variable (customer satisfaction) and the predictor (independent) variables (the five service quality dimensions image and tariff). The correlation coefficient (r) of the independent variables with the dependent variable (customer satisfaction) of the study is: .279 for tangibility; .437 for reliability; .382 for responsiveness; .353 for assurance; .397 for empathy; .446 for image; and .537 for tariff. Filed (2009) states that correlation coefficient values between (0.1 to 0.29 show weak correlation; correlations with correlation coefficient between 0.3 to 0.49 are considered moderate; values > 0.5 show strong relationship between variables.

Since all the values are above .29, we can say that all the variables are positively correlated with the dependent variable in a statistically significant way. In terms of strength, however, there is a difference. The values for tangibility (.279), reliability (.437), responsiveness (.382), assurance (.353), empathy (.397) and image (.446) all fall with the moderate correlation range. The correlation coefficient of tariff is the only value that is within the range of strong correlation.

If put hierarchically, the level of strength of correlation with customer satisfaction is: Tariff, Image, Reliability, Empathy, Responsiveness, Assurance and Tangibility in a descending order.

4.5.2 Regression Analysis

Regression is a statistical tool used to predict the value of a dependent variable using one or more independent variables (Albaum, 1997). Multiple linear regressions, the regression employed in this study, is a statistical technique which analyses the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line (Hair et al., 2004).

Before conducting a multiple regression, however, the relationship between the independent variables must be tested for issues such as multicollinearity, linearity, normality and homoscedasticity. Multicollinearity refers to a situation in which two or more independent variables are highly correlated with each other (Pallant, 2005). In other words, it is the non-independence of the independence variables; this makes their effects on the dependent variable indistinguishable.

The existence of this confusion of independent variables can be checked using Variance Inflation Factor (VIF) and Tolerance. According to (Field, 2009) the value of VIF should not exceed 10 and should ideally be close to one. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula $1 - R^2$ for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity (Pallant, 2005). The multicollinearity matrix of the current study is as shown below.

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Tangibility	.831	1.203
Reliability	.536	1.867
Responsiveness	.513	1.949
Assurance	.562	1.781
Empathy	.566	1.767
Image	.566	1.768
Tariff	.707	1.414

a. Dependent Variable: Customer satisfaction

Table: 4.12 Multicollinearity test

Source: Own survey, 2020

As the table shows all the VIF values are between 1.20 and 1.94 (it is below 10 and greater than 0.10). The table also shows that all the values of Tolerance measure are greater than 0.10. The results of both tests show that multicollinearity is not a problem in this study.

Normality test

The data was checked for several normality assumptions. The first was to run descriptive statistics to get skewness and kurtosis. According to (Hair, et al., 1998) skewness and kurtosis should be within the range of +2 to -2 when the data are normally distributed.

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Tangibility	385	-.221	.124	.717	.248
Reliability	385	-.121	.124	.194	.248
Responsiveness	385	-.256	.124	.429	.248
Assurance	385	-.333	.124	.832	.248
Empathy	385	-.198	.124	.214	.248
Image	385	-.214	.124	.251	.248
Tariff	385	-.228	.124	.216	.248
Valid N (listwise)	385				

Table 4.13 Normality test, skewness and kurtosis

Source: Own Survey, 2020

As table 4.13 shows the values of skewness and kurtosis are within the acceptable range. This indicates that the distribution of the values is normal.

The second assumption is error terms must be normally distributed. This can be checked by histogram. To attain this assumption the histogram should be approximately normal, or it must be bell shaped distribution. The residuals are not skewed means the assumption is satisfied. The figure indicated below depicts that this assumption of normality is observed in the current study.

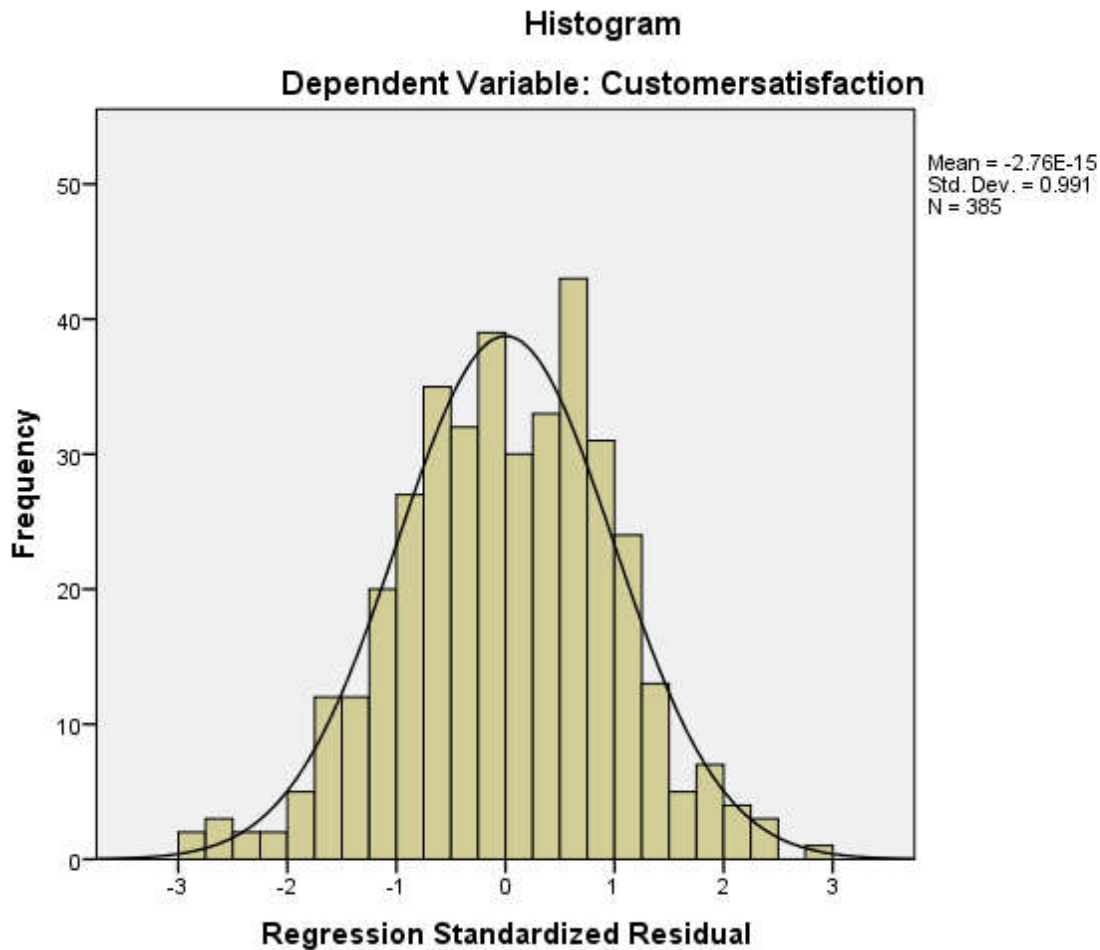


Figure 4.1 Histogram Normality Test

Source: own survey, 2020

A normal probability plot test was also conducted. A normal probability plot P-P plot test is a graph technique for assessing whether a data set is approximately normally distributed. The data are plotted against a theoretical normal distribution in such a way that the points should form an approximate straight line. If it looks like straight line or there is no curve then it contains no

outliers and the assumption is fulfilled (Das& Imon, 2016). The figure below depicts that this assumption is observed in the study and the normal distribution is a good model for this data set.

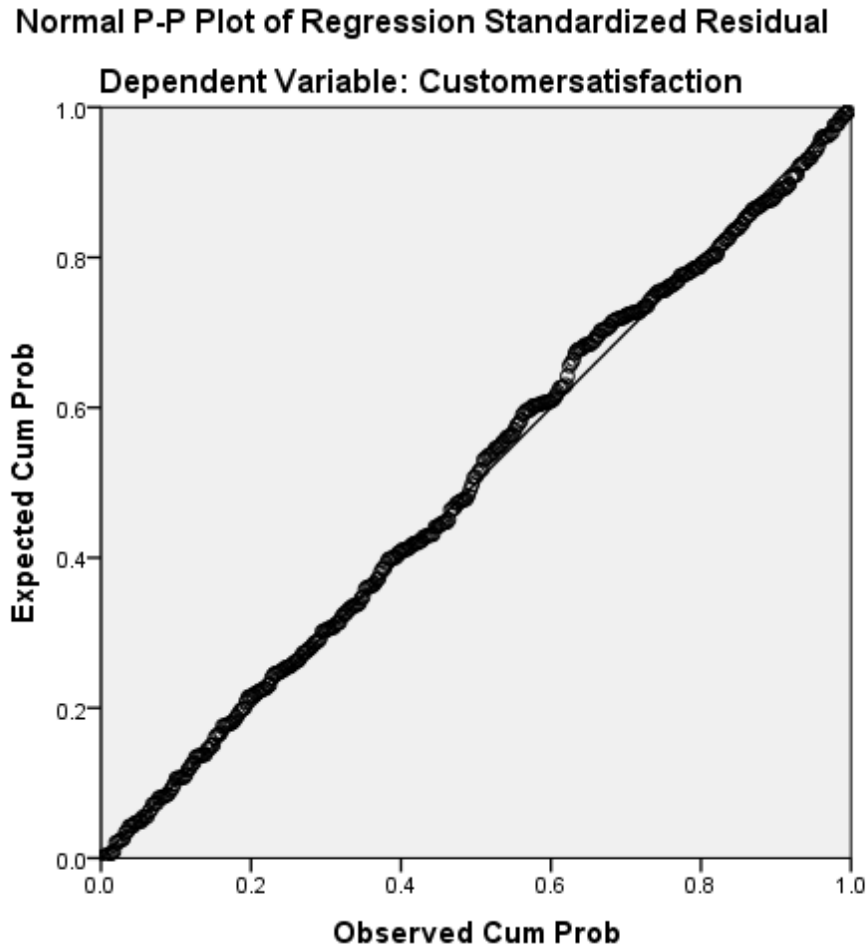


Figure 4.2 Normal P-P Plot Test

Source: Own survey, 2020

Linearity Test

The linearity of the relationship between the dependent and independent variables represents the degree to which the change in the dependent variable is associated with the independent variables. If the relationship is linear, values of the dependent variable for each increment of the independent variables lie along a straight line (Hair et al., 1998). As the following figure shows the linearity test values of the current study fulfill this criterion. This means customer satisfaction is assumed to be linearly related with the independent variables.

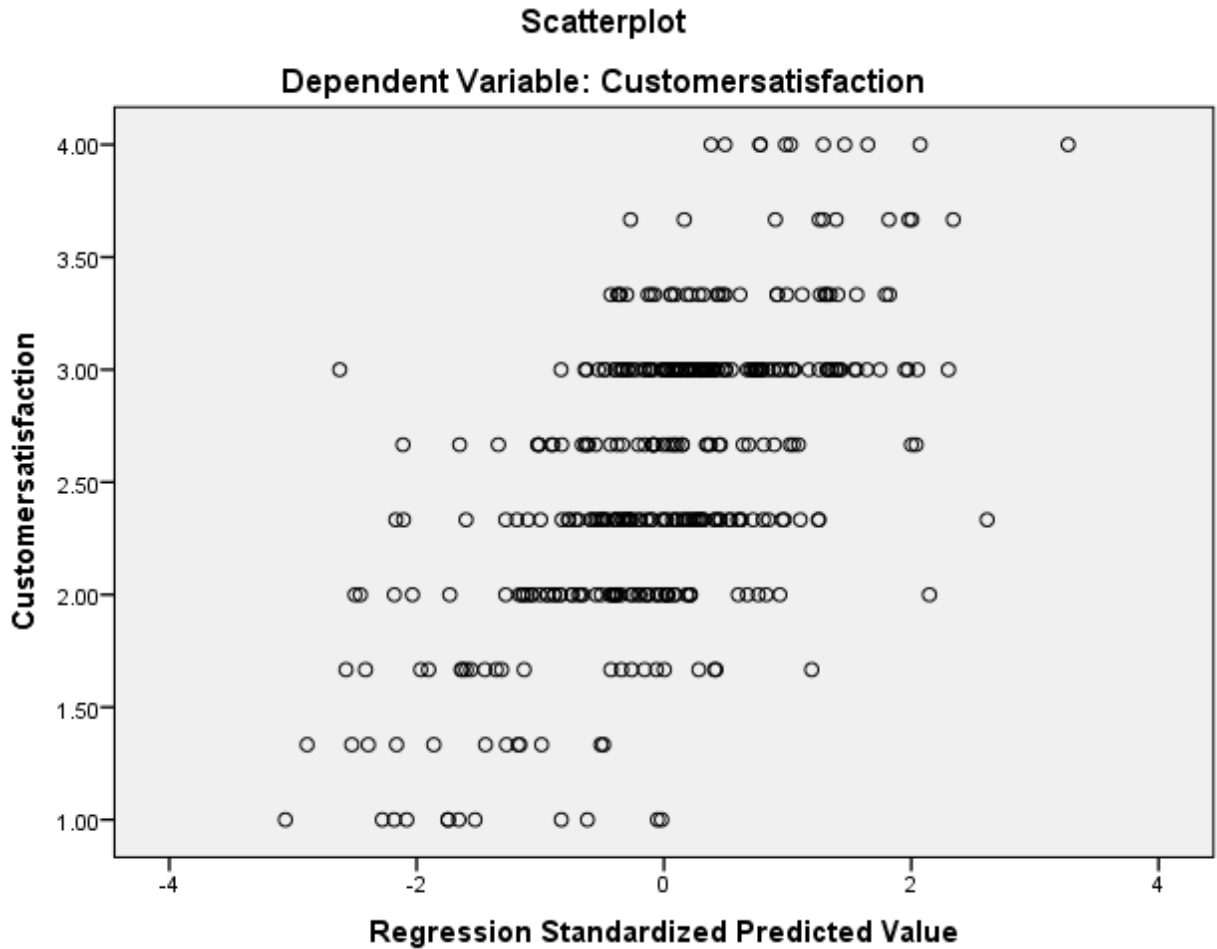


Figure 4.3 Scatter Plot Linearity test

Source: Own survey, 2020

Constant variance (homoscedasticity): the other assumption in regression is error terms should have a constant variance-homoscedasticity. Heteroscedasticity, the violation of homoscedasticity, is present when the size of the error term differs across values of independent variables. If Heteroscedasticity exists, it is a serious problem and data should be treated before analysis. This can be checked by drawing the scatter plot of standardized residual versus standardized predicted value. To attain this assumption the distribution or the scatteredness of the point on the graph should be random (Knaub, 2007). As the figure indicated below shows the distribution of points is random. Hence, the assumption of homoscedasticity is observed in the current study.

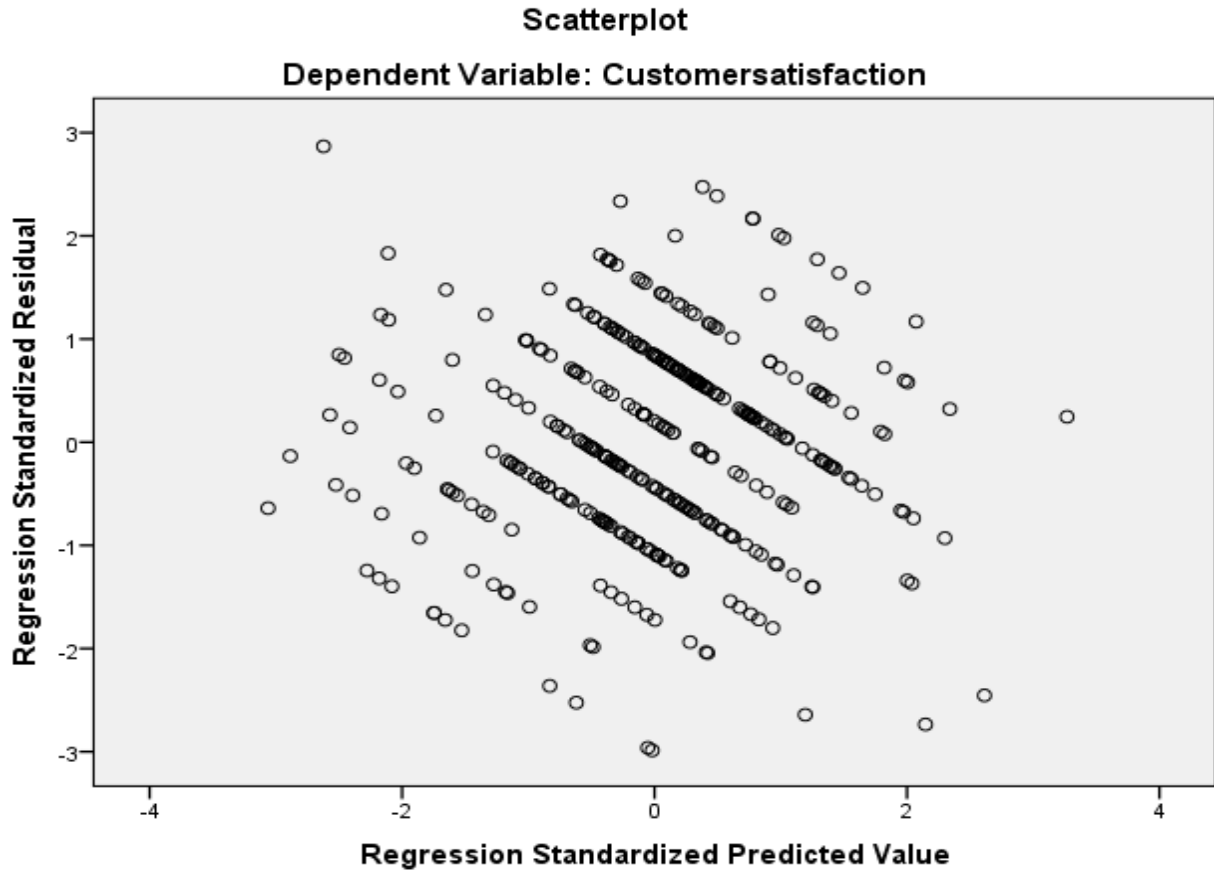


Figure 4.4 Homoscedasticity test

Source: Own survey, 2020

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.614 ^a	.377	.366	.51994	.377	32.650	7	377	.000

a. Predictors: (Constant), Tariff, Tangibility, Assurance, Empathy, Image, Reliability, Responsiveness

b. Dependent Variable: Customersatisfaction

Table: 4.14 Model Summary

Source: Own survey, 2020

R – Indicates the value of the multiple correlation coefficients between the independent and the dependent variables, with a range from 0 to 1. A larger value indicates a larger correlation and 1 representing an equation that perfectly predicts the observed value. As can be seen in the above table, the summary of the model of the study, the value of $R = .614$. This indicates that the

linear combination of the seven independent variables (tangibility, reliability, responsiveness, assurance, empathy, image and tariff) can predict the dependent variable (customer satisfaction).

R Square: represents the proportion of variance that can be explained in the dependent variable by the linear combination of the independent variables. Meaning it is a measure of how much of the variability in the dependent variable is accounted for by the predictors. Its values range from 0 to 1. In the current study the value of R square is .377; expressed in percentage it becomes 38%. In other words, the model adopted in this research, which employs service quality dimensions, image and price as independent variables, explains 38% of the variance in customer satisfaction. The remaining 62% variation in customer satisfaction is attributable to other variables that are not included in the model. This, other, is represented in the model as E (error term or residual). This provides evidence of model fit, indicating that the regression model fitted the data reasonably well.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.786	7	8.827	32.650	.000 ^b
	Residual	101.918	377	.270		
	Total	163.704	384			

a. Dependent Variable: Customersatisfaction

b. Predictors: (Constant), Tariff, Tangibility, Assurance, Empathy, Image, Reliability, Responsiveness

Table 4.15 ANOVA

Source: Own survey, 2020

This table summarizes the results of an analysis of variance in the dependent variable. These are

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.076	.198		.383	.702
	Tangibility	.074	.056	.059	1.313	.190
	Reliability	.107	.067	.088	1.591	.113
	Responsiveness	.108	.069	.088	1.557	.120
	Assurance	.070	.071	.053	.979	.328
	Empathy	.070	.065	.058	1.082	.280
	Image	.147	.064	.124	2.299	.022
	Tariff	.374	.051	.356	7.376	.000

a. Dependent Variable: Customersatisfaction

regression and residual. The output for regression displays information about the variation in the dependent variable accounted for by the model employed by the study. The output for residual indicates information about the variation that is not accounted for by the model. The sum of these two gives the total. The fact that the model reaches a statistical significance (Sig = .000, this means $p < .0005$) which means the seven predictors collectively account for a statistically significant proportion of the variance in the criterion variable.

Table 4.16 Regression coefficient (B) of the independent variables

Source: Own survey, 2020

The table shows that the independent variables that significantly contribute to customer satisfaction were tariff and image. The values of other independent variables were not significant since their significance values are greater than .05.

The largest beta coefficient is Tariff (.374); Image is second with beta value of .147. This is to mean that for everyone unit increase in the independent variables tariff and image the dependent variable will also increase by the indicated beta coefficient value.

If the Sig. value is less than .05, then the variable is making a significant unique contribution to the prediction of the dependent variable. As indicated in the table the Sig. value of tariff is .000 and that of image is .022; both values are is less than .050. This shows that Tariff is the variable that makes the highest unique contribution to explaining the dependent variable, followed by image, when the variance explained by all other variables in the model is controlled for.

Hence, in the current study, the contribution of the independent variables to the observed variance in the dependent variable is tariff 37.4% and image 14.7%. Service quality dimensions did not have a significant effect on the dependent variable. In future research it needs adding other independent variables.

Hence, the fitted multiple linear regression equation of mobile telecom customer satisfaction can be given as:

$$CS = .076 + .374PRI + .147COI + \epsilon$$

CU= Customer Satisfaction

PRI=Price

COI=Corporate Image

ϵ = Error Term

A related issue was testing for the existence of relationship between demographic factors and customer satisfaction in mobile telecom service in the city. A one-way ANOVA test was conducted; the result is as shown in table 4.17.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	3.045	9	.338	1.377	.196
	Within Groups	92.113	375	.246		
	Total	95.158	384			
Age in years	Between Groups	12.190	9	1.354	1.101	.361
	Within Groups	461.436	375	1.230		
	Total	473.626	384			
Marital Status	Between Groups	4.159	9	.462	1.121	.347
	Within Groups	154.584	375	.412		
	Total	158.743	384			
Educational Background	Between Groups	21.244	9	2.360	2.037	.034
	Within Groups	434.590	375	1.159		
	Total	455.834	384			
Subscription Period in Years	Between Groups	17.717	9	1.969	2.952	.002
	Within Groups	250.060	375	.667		
	Total	267.777	384			
Type of Subscription	Between Groups	.558	9	.062	1.264	.255
	Within Groups	18.403	375	.049		
	Total	18.961	384			
Type of Service	Between Groups	.558	9	.062	1.264	.255
	Within Groups	18.403	375	.049		
	Total	18.961	384			

Table 4:17 One-way ANOVA test (significant at .05)

Source: Own Survey, 2020

The significance level ($p = .000$), is below 0.05. The result shows that only subscription period in years (0.002), and educational background (0.034) have a statistically significant relationship with customer satisfaction. This means there a significant difference among the different categories of subscription period in years and customer satisfaction, and the different categories of educational level and customer satisfaction. All the rest demographic factors (gender, age, marital status etc.) have no significant relationship with mobile telecom service customer satisfaction. The findings of the study taken together addressed the research questions stated in chapter one.

4.6 Discussion of Findings

This research was mainly designed to determine the effect of service quality, image and tariff on mobile telecom service customers' satisfaction in Debre Berhan city. A related objective was to measure the level of satisfaction of respondents on the service. A strong relationship between service quality and customer satisfaction has been reported in theoretical as well as empirical literature.

The current study shows that the respondents were moderately satisfied by the mobile telecom service in the city. This result agrees with (AAU, 2012; AAU, 2016; and Mamo, 2018). The service quality dimension that the respondents most satisfied with is Tangibility; the least is Reliability.

The correlation between the independent variables and customer satisfaction was tested using Pearson correlation coefficient. It was found that all service quality dimensions are positively and significantly correlated with customer satisfaction. This finding is broadly in agreement with (Mamo, 2012; AAU, 2012 & 2016; Ode, 2013; Cherinet, 2014; Gill, 2014; Debasish & Dimpi 2015; Anwar & Ali, 2016; and Meron, 2017). But it does not support (Sino, 2018) which claims tangibility has no effect on customer satisfaction. When the strength of correlation between service quality dimensions and customer satisfaction is compared: the highest is with Reliability; the least is with Tangibility. This tells us that the branch has the lowest performance in the service quality dimension that has the strongest correlation with customer satisfaction. This may be one of the reasons for the moderate level of customer satisfaction registered in the city.

The other two independent variables of the study, Image and Tariff, were also found to be positively and strongly correlated with customer satisfaction. This finding agrees with (AAU, 2012 & 2016; Netai & Asif 2018; and Shahzand & Samia, 2012). The correlation coefficients of both Tariff and Image are much greater than the coefficients of all dimensions of service quality. In fact, the value of Tariff is the highest of all the correlation coefficient values of the independent variables. Here again, when the mean value of customer satisfaction of all the independent variables is compared, the lowest is the mean value of Tariff. This could be another possible explanation for the moderate level of mobile telecom service customer satisfaction in the city.

The model summary (Table: 4.14), with the calculated value of R square 37.7 confirms that the seven independent variables positively and directly influenced customer satisfaction.

The correlation between Tariff and customer satisfaction is so interesting that it is not just positive and strong; but also, so high that it makes Tariff the variable that makes the highest unique contribution to variation in the dependent variable. Results from the one-way ANOVA test indicate that demographic factors other than educational background and service year period have no statistically significant relationship with mobile telecom service customer satisfaction in Debre Berhan city.

CHAPTER FIVE

4. SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter covers the last three parts of the study: summary of findings, conclusion and recommendations. They are presented in that order.

5.1 Summary

The main objective of this study was to investigate the factors that affect mobile telecom service customer satisfaction in Debre Berhan City. To achieve this objective the researcher adopted a deductive approach and formulated research questions and a conceptual framework based on theoretical and empirical literature review about the research constructs. The study used quantitative data collected from 385 sample respondents through a self-administered questionnaire. Explanatory research design and SERVEPERF model were employed to identify any causal relationship between the dependent variable (customer satisfaction) and the independent variables (Service quality, Tariff and Image).

The data obtained from the sample population through convenience sampling technique was analyzed using Statistical Package for the Social Science (SPSS) version 23. The reliability of the instrument was checked using Cronbach's alpha; and the alpha values for all constructs in the study were greater than the acceptable limit 0.7.

Concerning demographic background of the 385 respondents, in terms of gender 55.3% are male and 44.7% are female. Age wise 42.3% were between the ages of 30-39; 20 % of the respondents were between ages 40-49; 15.8 % were between ages 20-29; 11.2 % were between ages 14-19; and 10.6 % were 50 years of ages and above. Most respondents were married (47%); those who were not married are 43.6%; others constitute 9.4 %. The educational background of the respondents shows that 32.2% are bachelor's degree holders; 26% have certificate; 24.4 % are diploma holders; 14.8 % have Master's degree and above and those below Grade 10 cover the remaining 2.6%.

The subscription period of respondent customers ranges from one to more than ten years. 55.1% were customers for 10 years and above; 25.5% were customers for 5-10 years; 17.4% were customers for 3-5 years of service; customers with 1-3 years of service were 2.1%. The type of registration of service shows that 94.8 % of the respondents were residential (private) customers while 5.2% were Enterprise customers. The type of service (pre-paid, post-paid) percentage is like that of type of subscription, 94.8% use pre-paid customers while 5.2% are customers of post-paid service.

Respondents were asked to rate the performance of ethio telecom in terms of service quality, tariff and image on a four-point Likert scale. From the descriptive statistic the mean value of the independent variables was for service quality dimensions (tangibility 2.91; Assurance 2.73; responsiveness 2.71; empathy 2.66; reliability 2.5); image 2.63; tariff 2.51. All values of standard deviation are less than 1 and close to each other. This shows there was no wide variation in the respondents' opinion concerning the company's performance as represented by the independent variables. Concerning overall customer satisfaction, the mean value is 2.56, the mode value is 3 and the standard deviation is .652. On a four-point likert scale (1 representing strongly disagree, 2 disagree, 3 agree, and 4 strongly agree) and based on the bench mark the above values indicate that the customers were moderately satisfied by the mobile telecom service in the city.

The correlation analysis shows that all the independent variables have a positive and statistically significant relationship with the dependent variable with Sig value less than 0.05 implying that the relationship between the dependent and independent variables is not due to chance at 95% level of confidence. The correlation values of the variables are .279 for tangibility; .437 for reliability; .382 for responsiveness; .353 for assurance; .397 for empathy; .446 for image; and .537 for tariff.

Correlation coefficient values between 0.1 to 0.29 show weak correlation; correlations with correlation coefficient between 0.3 to 0.49 are considered moderate; values > 0.5 show strong relationship between variables (Filed, 2009). Hence, tangibility, reliability, responsiveness, assurance, empathy and image are moderately related with customer satisfaction, while tariff is strongly related with mobile telecom service customer satisfaction.

Before the regression analysis, assumptions of variables Multicollinearity, Linearity, Normality and Homoscedasticity were tested, and acceptable results were obtained in all the tests to proceed the regression. Multiple correlation coefficient between the predictors and the dependent variable was checked and the result ($R = 61.4$) attests that the linear combination of the seven independent variables can predict the dependent variable. The R square value .38 implies that the adopted model explained 38% of the variance in mobile telecom customer satisfaction in the city. Since the current study was about service performance and considered only factors that are internal to the company the remaining 62 % of variation in customer satisfaction can be attributed to other variables mainly external to the company which are not taken into consideration in the current study. For instance, to demographic factors like educational background and personal factors such as longevity of service year and others as the one-way ANOVA analysis of the current study suggests.

The acceptability of the model from a statistical perspective was checked from the ANOVA table and the model reached a statistical significance (Sig = .000, this means $p < .0005$) which attests the seven predictors collectively account for a statistically significant proportion of the variance in the criterion variable.

To examine the significance of each independent variables beta value (β) and p-value of the variables were checked. The statistically significant beta coefficients is for tariff .374 (sig .000) and for image .147 (sig. 022). This is to mean that for everyone unit increase in the two predictor variables; the outcome variable will also increase by the indicated beta coefficient value. The beta values of service quality dimensions were .074 for tangibility, .107 for reliability, .108 for responsiveness, .070 for both assurance and empathy. However, the sig. value of all of them was greater than .05. Hence, in this study service quality dimensions contribution to customer satisfaction was not statistically significant. The only demographic factors that have significant relation with customer satisfaction were educational background and subscription period in years.

5.2 Conclusion

Telecommunication facilitates the communication process much easier than ever before. Globally, it is also one of the service sectors characterized by stiff competition. In Ethiopia this service is provided by a single organization called ethio telecom. But this monopoly is likely to

end soon as the government legislated the opening of the sector to global competition. Using mobile services in Ethiopia has become a part of the country's culture across the society. As a result, mobile service is one of the major telecom services that contributes the lion's share to the customer base and revenue of ethio telecom. Even if it is a monopoly, ethio telecom recognizes the importance of service quality, customer satisfaction and building a reputable brand as can be seen from its mission and value statements. Its current organizational structure also reflects its intention to get closer to customers. A case in point is Central Northern Region which serves customers of ethio telecom in and around Debre Berhan City.

Generally, customer satisfaction can be affected by situational, customer background, market and company factors. The focus of this study was only on company factors. These are factors on which the company has a direct influence; namely: service quality, price and corporate image.

The research presented empirical evidence regarding internal factors affecting customer satisfaction in mobile telecom service. The study has also tried to measure the overall level of customer satisfaction on mobile telecom service provided by ethio telecom in Debre Berhan city. Thus, a more comprehensive conceptual framework for measuring mobile telecom customer satisfaction regarding internal factors suggested by previous studies was built and tested. Hence, the study has contributed to customer satisfaction literature. The study reaffirms the significance of tariff and image to customer satisfaction. It also asserts the relationship between service quality and customer satisfaction.

All objectives of the study have been successfully achieved. First, to assess the overall level of customer satisfaction on mobile telecom service in city, as described above it is found that mobile telecom service customers in Debre Berhan city are moderately satisfied by the mobile telecom service provided by ethio telecom.

The second, objective was to evaluate the level of impact of service quality on mobile customer satisfaction. The findings of the study showed that even if there is a direct and positive relationship between service quality dimensions and mobile telecom service customer satisfaction their level of impact according to the regression analysis result was not significant.

The third objective was to measure the extent to which mobile telecom services price affect customer satisfaction. As the findings of the study indicate tariff is the most significant variable that affect mobile telecom service customer satisfaction in Debre Berhan city.

Concerning the last or fourth objective, measuring the extent to which company image affect customer satisfaction, the results of the study showed this variable has a significant effect on mobile telecom service customer satisfaction next to price.

Based on the empirical results, this study concludes that tariff and image are the two most important determinants of customer satisfaction in mobile telecom service. This is to mean that the fairer telecom product and service charges are the higher would be the level of customer satisfaction. And the higher the reputation and image of a telecom company is the greater the level of customer satisfaction would be also. Since there is also a direct and positive relationship between service quality and customer satisfaction ethio telecom should work on improving these factors if it wants to achieve higher customer satisfaction and overall image that enables better maintain its market share and revenue in a competitive market.

5.3 Recommendations

5.3.1 Recommendations for practice/managerial

Based on the research findings obtained from the analysis in the previous chapter, the researcher would like to suggest the following recommendations to the management of the company.

- It should consider tariff reduction, particularly the cost of voice and SMS, if it wants to increase its customer satisfaction in a significant manner. As tariff reduction encourages more usage the company could achieve better customer satisfaction without necessarily affecting its revenue base. In doing so the company would also increase its corporate image and attract new customers as service affordability has its own share in this regard.

- It should increase the number of own sales shops in the city equipped with modern equipment like sofa, Television sets, and product and service displays. This makes the company get closer to customers, and makes customers feel valued and respected. These also help customers get better and up to date product and service-related information

without the need to consult salespersons. Furthermore, it helps employees to give more individualized attention to customers as the workload will be shared by the additional shops.

- It is strongly recommended that the company develops the customer handling and communication skills of its employees. For this the company should identify skills training needs of each front desk employees and conduct on the job and off the job trainings depending on the need. This should be done both for new coming employees as well and should also be conducted periodically as it deemed necessary.
- It should make sure that its employee's particularly front desk employees and supervisors are well informed about all its products and services and can sufficiently explain to customers about these products and services. The company can do this through internal communication tools including e-mails and telegrams whenever new product and services are launched. The company should also provide them with product and service catalogue, flyers, brochures etc.
- The company needs also to increase the motivation and enthusiasm of its sales staff. This is to mean that in order to satisfy its external customers it must satisfy and motivate its internal customers-its employees first. Employees can be motivated through financial and non-financial rewards; challenging jobs, recognitions and thank you letters and certificates. Posting best performing employees' photos on visible places in the office and share them through internal communication channels could also help to recognize the best performer and to inspire others as well.
- It should make periodic mission and values awareness creation communications to its employees through internal communication channels. Put banners that bear the values and missions of the company at visible places in the shops and offices to instill the sense of responsibility and the importance of customers and good company image to the company.

- The company should maintain network reliability through expanding network coverage, minimize call drop rate and voice clarity. And make sure that additional sales won't create network congestion. In other words, balancing new sales and network quality.
- The company needs to invest in image building activities. This can be done through sponsoring community projects, environmental development activities; sponsoring sporting clubs; providing customers with gifts on special occasions; conducting promotional media campaigns; properly branding its shops and cars; dressing its sales and other employees that have direct contact with customers with standard uniform and monitor employees and shops neat appearance.
- It must establish customer complaint handling desk at the sales shops and give quick and appropriate responses including enthusiastic apologies.
- It must maintain customer relationship management system/CRM/ and use it to know the customer experience and give customers individualized attention and propose unique services; get service-related feedback etc.
- Better the company set service quality standard, preferably global, in network reliability and customer relationship practices and put in place the necessary monitoring and controlling mechanisms so that it can provide predictable and consistence service. In doing so it can achieve and maintain customer satisfaction both in its functional and emotional aspects. This enables the company to benefit from customer loyalty, positive word of mouth, and avoidance of price competition and reduction of costs.

5.3.2 Limitations and Recommendations for further study

Customer satisfaction on mobile telecom service can be affected by several factors. The current study, however, considered only internal factors such as service quality, tariff and image. As indicated in R square of the model summary, the result of this research explains only 38 % the variation of consumers' satisfaction in mobile telecom service. The remaining variation was attributed to other factors which were not covered in this research. Thus, additional research is warranted to investigate the impact of other factors such as Situational factors: factors that are

related with the surrounding situation to the customer, including political, economic and social factors. Customer's background factors: values, income level, personality, on mobile telecom service consumer satisfaction.

Geographically this study was focused only on Debre Berhan city; it is recommended that other researchers expand the range of the study area to check if similar result could be obtained in other towns and cities of the country.

In terms of research instrument, the study was conducted by using only structured questionnaire as a primary source of data, further studies are suggested to use other data collection instruments such as interview, focus group discussion, semi-structured questionnaire etc.

In terms of sampling technique, the researcher used non-random convenience sampling. It is known that this technique is susceptible to selection bias. The researcher recommends future research using random sampling technique in order to increase the objectivity of findings.

REFERENCES

- Abdullah, H., Al-Hashedi., Sanad., A. (2017). The Impact of Service Quality Dimensions on Customer Satisfaction in Telecom Mobile Companies in Yemen. *American Journal of Economics*, 7(4),186-193.
- Addis Ababa University Research Team. (2012).Customer Satisfaction Survey on Mobile Services in Ethiopia: Analysis Report.Ethio telecom.
- Addis Ababa University Research Team. (2012).Customer Satisfaction Survey on Mobile Services: National Level Residents.Ethio telecom.
- Addis Ababa University Research Team. (2013).Satisfaction Survey on Mobile Services in Addis Ababa: Analysis Report 3rd Phase.Ethio telecom.
- Anderson, E., Fornell, C., and Lehmann, D., (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58 (3) 53-66.
- Anwar, A., & Ali, S. (2016). Service quality dimensions and customer satisfaction in telecommunication companies in Yemen.*Asian Journal of Business and Management*, 4 (3), 117-126.
- Bitner M., Booms, B., and Mohr, L. (1994). Critical service encounters: The employee's viewpoint. *Journal of Marketing*, 58, 95-106.
- Bloemer, J., Ruyter K., and Peeters P. (2015). Investigating drivers of bank loyalty: The complex relationship between image, service, quality and satisfaction. *International Journal of Bank Marketing*, 16 (7), 276-286.
- Boulding, K. (1956). *Economics and the Behavioral Sciences a desert frontier*. Sage publications.
- Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of Marketing*, 30, 8-32.
- Caruana, A. (2000).*Service Loyalty: The effect of services quality and the mediating role of customer satisfaction*. *European Journal of Marketing*, 36 (7/8),811-828.
- Chakraborty, S., Sengupta, K. (2014). Structural equation modeling of determinants of customer satisfaction of mobile network providers: Case of Kolkata, India. *Indian Institute of Management Bangalore Management Review*, 26, 234-248.

- Cherinet, A. (2014). Assessing the Role of Service Quality on Customer Satisfaction in Ethio telecom South Region: Case of Hawassa City (MBA Thesis, Dilla University). Retrieved from <https://www.academia.edu/13807887>
- Consuegra D., Molina, A., and Esteban A. (2007). An integrated model of price, satisfaction and loyalty: An empirical analysis in the service sector. *Journal of Product and Brand Management* 16 (7), 459-468.
- Cronin, J., & Taylor, S. (1994). SERVPERF versus SERVQUAL: Reconciling performance-based and perception-minus expectations measurement of service quality. *Journal of Marketing*, 58(1), 125-131.
- Das, K., & Imon, R. (2016). A brief Review of Tests for Normality. *American Journal of Theoretical and Applied Statistics*, 5(1), 5-12.
- Debasish, B., Thuleswar, N., & Dimpi, B. (2015). Impact of Service Quality Dimensions on Customer Satisfaction in Telecom Sector. *International Journal of Engineering Trends and Technology (IJETT)*, (27) 2, 111-117.
- Ethio telecom. (2018). Annual Performance Report. Ethio telecom. Retrieved from: <https://www.ethiotelecom.et>
- Ethio telecom. (2019). Six Month Performance Report. Ethio telecom. Retrieved from: <https://www.ethiotelecom.et>
- Erickson G., Johansson J., Chao P. (1984). Image variables in multi attribute product evaluations: Country of origin effects. *Journal of Consumer Research*, 11, September 1984.
- Field, A. (2009). *Discovering Statistics using SPSS* (3rd Ed.). SAGE: Los Angeles. London. New Delhi. Singapor. Washington DC.
- Gill, A. (2014). Determinants of Customer Satisfaction in Cellular Industry of Pakistan. *European Journal of Business and Management*, 6 (31), 100-112.
- Gronroos, C. (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. *Asia-Australia Marketing Journal*, 2 (1), 9-29.
- Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing* (18) 4, 36-44.
- Hair, J.F., Black, W.C., Banin, B.J., & Anderson, R.E. (2010). *Multivariate Data Analysis* (7th ed). Prentice Hall, Upper Saddle River, New Jersey.
- Keller, K. (1993). Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22.
- Kennedy, S. (1977). Nurturing corporate images. *European Journal of Marketing*, 11(3), 119-164.

- Knaub, J. (2007). *Heteroscedasticity and homoscedasticity, Encyclopaedia of Measurement and Statistics*. Thousand Oaks, CA: SAGE Publications, Inc.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing* (13th Ed.). Pearson Education Inc. New Jersey.
- Kotler, P., & Keller, K.(2012). *Marketing Management* (14th Ed.).Upper Saddle River, N.J. Pearson/Prentice Hall.
- Kotler, P., & Armstrong, G.(2012). *Principles of marketing* (15th Ed), Global edition, Pearson.
- Kumbhar, V. (2011). Factors affecting the customer satisfaction in e-banking: Some evidences from Indian banks. *Knowledge Management Research and Practice*, 3 (4) 1-14.
- Mamo, G.(2018). Assessment of the Factors that Affect Customer Satisfaction on Service Quality,a Case Study in Ethio telecom Dawro Zone. *Arabian Journal of Business and Management Review*, 8 (1), 1-5.
- Manuela, K. (2016). Use of the SERVPERF Method to Evaluate Service Quality in the Transport Company. *Independent Journal of Management and Production*, 1(1), January-March 2016.
- Meron, T. (2017). Service Quality and Customers Satisfaction of Ethio Telecom's Call Center, (MA Thesis, Addis Ababa University). Retrieved www.etd.aau.edu.et/handle/browse
- Netai, K., Rashidul, I.,& Asif, H. (2016). Factors Affecting Customers' Satisfaction of Mobile Phone Subscribers: An Empirical Study on Mobile Telecommunication Industry in Bangladesh. *International Journal of Business and Management*, 11 (6), 252-261.
- Ode,E. (2013). Customer satisfaction in mobile telephony: An analysis of major telecommunication service providers in Nigeria. *Asian Journal of Management Research*, 4 (1), 1-11.
- Oliver, R.(1997). *Satisfaction: A Behavioral Perspective on the Customer*. Boston: McGraw-Hill.
- Oliver, R. (1993). Cognitive, Affective, and Attribute Bases of the satisfaction response. *Journal of Consumer Research*, 20 (3), 418-430.
- Oliver. R. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460-469.
- Pallant, J. (2005). *SPSS Survival Manual- A step by step guide to data analysis using SPSS for Windows*.Ligare: Sydney.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988).SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality.*Journal of Retailing*, 64 (1), 12-40.

- Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing*, 49, 41-50.
- Rita, M. (2007). Corporate Brand Image, Satisfaction and Store Loyalty: A Study of the Store as a Brand, Store Brands and Manufacturer Brand. *International Journal of Retail & Distribution Management*, 35 (7), 544-555.
- Shahzad Khan¹, Saima Afsheen. (2012). Determinants of Customer Satisfaction in Telecom Industry: A Study of Telecom industry Peshawar KPK Pakistan. *Journal of Basic and Applied Scientific Research*, 2(12), 12833-12840.
- Shahzad, A., & Gill, M. (2014). Determinants of Customer Satisfaction in Cellular Industry of Pakistan. *European Journal of Business and Management*, 6 (31).
- Shahzad, K., Saima, A. (2012). Determinants of Customer Satisfaction in Telecom Industry: A Study of Telecom industry Peshawar KPK Pakistan. *Journal of Basic and Applied Scientific Research*, 2(12), 12833-12840.
- Shemwell, D., and Bilgin Z. (1998). The role of service quality and customer satisfaction in the management of market relationships. *International Journal of Service Industry Management*, 9 (2).
- Sidra, A, Samreen, L. (2015). The impact of service quality on customer satisfaction in telecom sector of Pakistan, An empirical study of Pakistan. *International Journal of Scientific & Engineering Research*, 6 (10), 1639-1645.
- Simo, M., (2018). The Effect of Mobile Service Quality Dimensions on Customer Satisfaction in Cameroon: A Structural Equation Model. *International Journal of Business Marketing and Management (IJBMM)*, 3 (3), 1-7.
- Spreng, R.A., and Mackoy, R.D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, 72 (2), 201, 201-14.
- Tesfaye, M., (2013). Factors Affecting Customer Satisfaction: The Case of Mobile Customers in Addis Ababa, (MBA Thesis, St. Mary's University College, Addis Ababa). Retrieved from www.repository.smuc.edu.et/handle/123456789/5/browse.
- World Bank. (2019). Ethiopia Digital Foundations Project. World Bank. Retrieved from www.documents.worldbank.org.
- World Tourism Organization. (1985). *Identification and evaluation of those components of tourism services which have a bearing on tourist satisfaction, and which can be regulated and state measures to ensure adequate quality of tourism services*. World Tourism Organization, Madrid.
- Zeithaml, V., Bitner, M., & Gremler, D. (2006). *Service Marketing: Integrating Customer satisfaction across the firm (4th Ed.)*. New York, NY: McGraw-Hill/Irwin.

APPENDIX I,

Questionnaire in English Language
Debre Berhan University
Faculty of Business and Economics,
Department of Management,
MBA Program

Dear respondent, this questionnaire is developed by Michael Shiferaw, a graduate student of MBA program, at Debre Birhan University, College of Business and Economics. Its purpose is to collect primary data for the study entitled "Factors affecting Mobile telecom customer's satisfaction in Debre Birhan city". The objective of the study is to identify the major factors that affect mobile telecom customer's satisfaction in Debre Birhan city. Your response will be used only for the purpose of the study and any responses you provide will be kept confidential. Since your response has a significant impact on the results of the study, I humbly request your cooperation in responding to the questions below.

- If you need to find out more about filling out the questionnaire, please call me at 0910 639471

Thanks in advance for your cooperation!

General Information

Instruction

- Answer using tick (✓) in the rectangle provided for those multiple choices question items,
- No need of writing your name

Part One;

Gender

1) Male 2) Female

Age in years

1) 14-19 2) 20-29 3) 30-39 4) 40-49 5) 50 and above

Marital Status

1) Single 2) Married 3) others

Educational Background

1) Below Grade10 2) Certificate 3) Diploma 4) Bachelor Degree 5) Masters' Degree and Above

Subscription Period in Years

(1) 1 to 3 years 3 to 5 years 5 to 10 years 10 years and above

Type of Subscription

1) Residential 2) Enterprise

Type of Service

1) Prepaid 2) postpaid

Part two:

The following statements relate to your perceptions about the customer satisfaction you get from ethio telecom Debre Birhan Branch. Please express your level of agreement or disagreement to the statements below. Here, I am interested in a number that shows your perceptions about ethio telecom's Debre Birhan Branch.

- Please, respond by putting (√) under the choice that you believe best expresses your feeling.

Level of agreement/disagreement					
No.	Items	Strongly Disagree	Disagree	Agree	Strongly Agree
1	Tangibility				
1.1	Ethio telecom customer service and sales offices are located at suitable places.	1	2	3	4
1.2	Ethio telecom physical facilities are visually appealing	1	2	3	4
1.3	Ethio telecom employees are well dressed and neat in appearance	1	2	3	4
1.4	Ethio uses modern technology to provide its services	1	2	3	4
2	Reliability	1	2	3	4
2.1	Ethio telecom provides its services at the time it promises to do so	1	2	3	4
2.2	Ethio telecom mobile voice, SMS and internet network quality is excellent, and it performs well.	1	2	3	4
2.3	Ethio telecom has sincere interest to solve your problem.	1	2	3	4
2.4	Ethio insists on error free records.	1	2	3	4
2.5	Ethio telecom provides services right at first time.	1	2	3	4
3	Responsiveness	1	2	3	4
3.1	Ethio telecom employees give quick service.	1	2	3	4
3.2	Ethio telecom employees have willingness to help.	1	2	3	4
3.3	Ethio telecom employees respond quickly to customer requests even if they are busy.	1	2	3	4
3.4	Ethio telecom provides timely and accurate information to its customers about value added and new services	1	2	3	4
4	Assurance	1	2	3	4
4.1	Ethio telecom creates the environment that makes customers to feel safe and satisfied.	1	2	3	4
4.2	You are satisfied with Ethio-telecom's employee's knowledge to provide advice to customers.	1	2	3	4
4.3	Ethio telecom employees always serve customers politely.	1	2	3	4
4.4	Ethio telecom personnel behavior instills trust and confidence in customers.	1	2	3	4
5	Empathy	1	2	3	4
5.1	Ethio telecom employees provide individual attention to customers.	1	2	3	4
5.2	Ethio telecom has working hours convenient to all customers	1	2	3	4
5.3	Ethio-telecom employees understand customer's specific needs.	1	2	3	4
5.4	Ethio telecom quickly apologizes whenever service-related problem occurs.	1	2	3	4
5.5	Ethio telecom has its customers' best interests at heart.	1	2	3	4
6	Corporate Image	1	2	3	4
6.1	Ethio telecom is a customer focused company.	1	2	3	4
6.2	I trust ethio telecom	1	2	3	4
6.3	Ethio telecom consistently gives reliable and easy to use services to its customers.	1	2	3	4
6.4	Ethio telecom respects me and makes me feel valued	1	2	3	4
6.5	Ethio telecom supports the community.	1	2	3	4
6.6	Ethio telecom is a reputable organization.	1	2	3	4
7	Price/tariff	1	2	3	4
7.1	The cost of mobile voice is fair.	1	2	3	4
7.2	The cost of Mobile internet is fair.	1	2	3	4
7.3	The cost of Mobile SMS is fair	1	2	3	4
7.4	Package service price is fair	1	2	3	4
7.5	Value-added services price is fair	1	2	3	4
7.6	Subscription fee and SIM replacement price is fair.	1	2	3	4
7.7	Service tariff information is clear, complete and easy to understand.	1	2	3	4
8	Overall Satisfaction	1	2	3	4
8.1	I am delighted with Ethio telecom mobile services.	1	2	3	4
8.2	Ethio telecom completely meets my expectations.	1	2	3	4
8.3	Ethio telecom is exactly a company that I want for my mobile telecom services needs.	1	2	3	4

Thank you!

APPENDIX II

Questionnaire in Amharic Language

ደብረ ብርሃን ዩኒቨርሲቲ

ቢዝነስና ኢኮኖሚክስ ኮሌጅ፤

ስራ አመራር ትምህርት ክፍል፤

ቢዝነስ ማኔጅመንት ድህረ ምረቃ ፕሮግራም፤

ወደ የዚህ ጥናት ተሳታፊዎች ይህ መጠይቅ የተዘጋጀው በደብረ ብርሃን ዩኒቨርሲቲ የቢዝነስና ኢኮኖሚክስ ኮሌጅ ቢዝነስ ማኔጅመንት የድህረ ምረቃ ተማሪ በሆንኩት ሚካኤል ሽፈራው ሲሆን ዓላማውም “በደብረ ብርሃን ከተማ የሞባይል ቴሌኮም አገልግሎት ደንበኞች እርካታ ላይ ተጽዕኖ የሚያሳድሩ ነገሮች” በሚል ርዕስ ለማድረግ የመመረቁን ጽሁፍ ጥናት የመጀመሪያ ደረጃ መረጃ መስጠት ነው። የጥናቱ ዋና ዓላማ የደብረ ብርሃን ከተማ የኢትዮቴሌኮም የሞባይል አገልግሎት ደንበኞችን የእርካታ ሁኔታ መገምገም ነው። የሚሰጡት መልስ የሚውለው ለዚህ ጥናት ዓላማ ብቻ ሲሆን፤ የሚሰጡት ማንኛውም አይነት ምላሽም ሚስጥሩ የተጠበቀ ይሆናል። የእርስዎ ምላሽ ጥናቱ ለሚያስገኘው ውጤት ከፍተኛ አስተዋጽኦ አለው።

መጠይቁን ከመሙላት ጋር በተያያዘ ተጨማሪ መረጃ ማግኘት ካስፈለገዎ በሞባይል ቁጥር 0910 639471 ሊያገኙኝ ይችላሉ፤ መጠይቁን በመሙላትና በወቅቱ በመመለስ ለሚያደርጉት ትብብር በቅድሚያ አመሠግናለሁ!

አጠቃላይ መረጃ

መመሪያ

- መጠይቁ ሁለት ክፍሎችና ሁለት ገጾች እንዳለው እንዳይረሱ።
- እዚህ መረጃ ላይ ስም መጥቀስ አያስፈልግም።
- ለቀረቡት የምርጫ ጥያቄዎች በሬክታግሉ ወስጥ የራይት (✓) ምልክት ያስቀምጡ።

ክፍል 1:

ፆታ

- 1) ወንድ 2) ሴት

ዕድሜ

- 1) ከ14-19 2) ከ20-29 3) ከ30-39 4) ከ40-49 5) 50 እና በላይ

የጋብቻ ሁኔታ

- 1) ያላገባ/ች 2) ያገባ/ች 3) ሌላ

የትምህርት ደረጃ

- 1) ከ10ኛ ክፍል በታች 2) ሰርተፊኬት 3) ዲፕሎማ 4) ዲግሪ 5) ማስተርስ ዲግሪ እና ከዚያ በላይ

የደንበኝነት ዘመን

- (1) ከ1-3 ዓመት (2) ከ3-5 ዓመት (3) ከ5-10 ዓመት (4) ከ10 ዓመት በላይ

የደንበኝነት ዓይነት

- 1) የግል 2) የንግድ

የአገልግሎት ዓይነት

- 1) ቅድመ ክፍያ/Prepaid 2) ድንገተኛ ክፍያ/Postpaid

ክፍል: 2

ሰንጠረዥን በትክክል በመሙላት መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ።

ይህ የመጠይቅ ክፍል ኢትዮጵያውያን በደብረ ብርሃን ከተማ በሚሰጠው የሞባይል አገልግሎት ላይ ያለውን እርካታ ለማወቅ የተዘጋጀ ነው። እባክዎ ከተዘረዘሩት የደንበኞች እርካታን ከሚለኩ ጉዳዮች አንጻር እርስዎ የኢትዮጵያውያን ደብረ ብርሃን ቅርንጫፍ በሚሰጠው አገልግሎት ያለውን የእርካታ ደረጃ ለምርጫ በተዘጋጀው ሳጥን ውስጥ (✓) ምልክት በማስቀመጥ ይመልሱ።

የመስማማት/አለመስማማት ደረጃ					
ተ.ቁ	ዝርዝር	በጭራሽ አልስማማም	አልስማማም	እስማማለሁ	በጣም እስማማለሁ
1	ጤጫያዊ ሁኔታዎች				
1.1	የኢትዮጵያውያን የሽያጭ እና አገልግሎት ቢሮዎች ለደንበኞች አመቺ ቦታ ላይ ይገኛሉ።	1	2	3	4
1.2	የኢትዮጵያውያን የአገልግሎት ፋሲሊቲዎች ለዓይን ማራኪ ናቸው።	1	2	3	4
1.3	የኢትዮጵያውያን ሠራተኞች ዕድሜ እና የተስተካከለ አሰባሰብ አላቸው።	1	2	3	4
1.4	ኢትዮጵያውያን አገልግሎት ሲሰጥ ዘመናዊ መሳሪያና ቴክኖሎጂ ይጠቀማል።	1	2	3	4
2	አስተማማኝነት				
2.1	ኢትዮጵያውያን አገልግሎቶቹን ቃሉን ጠብቆ በወቅቱ ይሰጣሉ።	1	2	3	4
2.2	የኢትዮጵያውያን የሞባይል ጥሪ፣ አጭር የፅሁፍ መልዕክት እና የሞባይል ኢንተርኔት ኔትወርክ ጥራት አስተማማኝ እና ደረጃውን የጠበቀ ነው።	1	2	3	4
2.3	ኢትዮጵያውያን የደንበኞቹን ችግር ለመፍታት ከልብ የመነጨ ፍላጎት ያሳያሉ።	1	2	3	4
2.4	ኢትዮጵያውያን ስራዎችን ያለ ድግግሞሽ አንዴና በትክክል ይሰራሉ።	1	2	3	4
2.5	ኢትዮጵያውያን ስህተት አልባ የመረጃ አያያዝ እንዲኖረው ጥረት ያደርጋሉ።	1	2	3	4
3	ፈጣን ምላሽ				
3.1	የኢትዮጵያውያን ሠራተኞች ለደንበኞች ቀልጣፋ አገልግሎት ይሰጣሉ።	1	2	3	4
3.2	የኢትዮጵያውያን ሠራተኞች ደንበኞችን ለመርዳት ሁልጊዜም ዝግጁ ናቸው።	1	2	3	4
3.3	የኢትዮጵያውያን ሠራተኞች በስራ ጫና ውስጥ እንኳን ቢሆኑ ለደንበኞች ፈጣን ምላሽ ይሰጣሉ።	1	2	3	4
3.4	ኢትዮጵያውያን ስለ አዳዲስ እና ተጨማሪ አገልግሎቶች የተሟላ መረጃ በወቅቱ ለደንበኞች ያደርጋሉ።	1	2	3	4
4	እምነት ማሳደር				
4.1	የኢትዮጵያውያን ሠራተኞች ጸባይ ደንበኞች በድርጅቱ ላይ እምነት እንዲያደርግባቸው የሚያደርግ ነው።	1	2	3	4
4.2	ኢትዮጵያውያን ደንበኞች የእርካታና የደንበኝነት ስሜት እንዲሰማቸው የሚያደርግ አካባቢን ፈጥሯል።	1	2	3	4
4.3	የኢትዮጵያውያን ሠራተኞች ደንበኞችን ስለ ድርጅቱ አገልግሎቶች ለማስረዳት የሚያስችል በቂ ዕውቀት አላቸው።	1	2	3	4
4.4	የኢትዮጵያውያን ሠራተኞች ምንጊዜም ደንበኞችን የሚያስተናግዱት በትህትና ነው።	1	2	3	4
5	ደንበኛን መረዳት				
5.1	የኢትዮጵያውያን ሠራተኞች ለአያያዥ ደንበኛ የግል ትኩረት ይሰጣሉ።	1	2	3	4
5.2	ኢትዮጵያውያን ለሁሉም ደንበኞች አመቺ የሆነ የስራ ስዓት አለው።	1	2	3	4
5.3	የኢትዮጵያውያን ሠራተኞች የደንበኞችን ልዩ ፍልጎት ይረዳሉ።	1	2	3	4
5.4	ኢትዮጵያውያን ከአገልግሎት ጋር የተገናኘ ችግር ሲያጋጥም ደንበኞችን በፍጥነት ይቅርታ ይጠይቃሉ።	1	2	3	4
5.5	ኢትዮጵያውያን ምንጊዜም የደንበኞቹን ፍላጎት ያስቀድማሉ።	1	2	3	4
6	ድርጅታዊ ገጽታ				
6.1	ኢትዮጵያውያንን አምነዋለሁ።	1	2	3	4
6.2	ኢትዮጵያውያን አስተማማኝና ለአጠቃቀም ምቹ አገልግሎቶችን ወጥነት ባለው መልክ ያቀርባሉ።	1	2	3	4
6.3	ኢትዮጵያውያን ያከብረኛል፣ ዋጋ እንዳለኝ እንዲሰማኝም ያደርጋል።	1	2	3	4
6.4	ኢትዮጵያውያን በህዝብ ዘንድ መልካም ስም ያለው ድርጅት ነው።	1	2	3	4
6.5	ኢትዮጵያውያን ደንበኛ ተኮር ድርጅት ነው።	1	2	3	4
6.6	ኢትዮጵያውያን ጎብረተሰቡን ይደግፋሉ።	1	2	3	4
7	የአገልግሎት ዋጋ				
7.1	የሞባይል ጥሪ ዋጋ ተመጣጣኝ ነው።	1	2	3	4
7.2	የአጭር የጽሁፍ መልዕክት ዋጋ ተመጣጣኝ ነው።	1	2	3	4
7.3	የሞባይል ኢንተርኔት ዋጋ ተመጣጣኝ ነው።	1	2	3	4
7.4	የአገልግሎት ክፍያ መረጃ ግልጽ፣ የተሟላ እና ለመረዳት ቀላል ነው።	1	2	3	4
7.5	የጥቅል አገልግሎቶች ዋጋ ተመጣጣኝ ነው።	1	2	3	4
7.6	የተጨማሪ አገልግሎቶች ዋጋ ተመጣጣኝ ነው።	1	2	3	4
7.7	የደንበኝነት ምዘገባ እና የምትክ ሲም ካርድ ክፍያ አቅምን ያገነዘበ ነው።	1	2	3	4

8	ጠቅላላ እርካታ				
8.1	ከኢትዮ ቴሌኮም የጠበቅሁትን አገልግሎት ሙሉ ለሙሉ አግኝቻለሁ።	1	2	3	4
8.2	ከኢትዮ ቴሌኮም ባገኘሁት አገልግሎት ሙሉ ለሙሉ እረክቻለሁ።	1	2	3	4
8.3	ኢትዮ ቴሌኮም እንደምፈልገው ያለ ድርጅት ነው።	1	2	3	4

**ተፈጻሚ።
አመሠግናለሁ!**