



**NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSSINESS ADMINISTRATION**

**THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION
IN ETHIOPIAN ELECTRIC UTILITY, (THE CASE OF ASSOSA
CUSTOMER SERVICE CENTER)**

MBA THESIS

JEBESA SEFERA DEGAGA

**Nicosia
Feb 2023**

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**Nicosia
Feb 2023**

Approval

We certify that we have read the thesis submitted by Jebesa Sefera Degaga titled “The Effect Of Service Quality On Customer Satisfaction In Ethiopian Electric Utility ” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of business Administration.

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Declaration

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Jebesa Sefera Degaga

06/Feb/2023

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Jebesa Sefera Degaga

...../...../20...

Abstract

The Effect Of Service Quality On Customer Satisfaction In Ethiopian Electric Utility, (The Case Of Assosa Customer Service Center)

Degaga, Jebesa Sefera

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Any corporation must be able to offer its current clients the finest service possible in order to survive in a highly competitive climate, as customer satisfaction is crucial to any business' success. Despite the development of Service quality gaps persist in the EEU despite numerous customer care packages and quality improvement projects. Investigating the impact of service quality aspects on customer satisfaction is the primary goal of this study. Additionally, it makes an effort to gauge client satisfaction and the caliber of service provided by EEU service centers.

To gauge the level of service provided by EEU service centers, SERVPERF measurements were employed. Both primary and secondary sources of information were consulted in order to respond to the research questions posed. The main information was gathered by administering a questionnaire. 370 responses from recent EEU service center visitors who employed a probabilistic sample approach and two-stage cluster sampling were collected. Regression and correlation were employed.

More than 64.87% of respondents are unsatisfied with the service offered at EEU service centers, according to the satisfaction level measurement. The correlation results show a favorable association between the measures of customer satisfaction and service quality. The study demonstrates that EEU's performance in meeting its consumers' expectations for high-quality service is subpar. It was discovered that there is a significant negative gap between service expectations and service perceptions across all SERVPERF characteristics.

As a result, the Utility should establish suitable standards for service delivery, effective channels for managing complaints, pertinent training for its staff, and increased employee decision-making authority. The Utility must put up its best effort in quality improvement programs in order to guarantee customer satisfaction.

Key words: customer satisfaction, service quality, servperf, Servqual

Özet

Etiyopya Elektrik İşletmesinde Hizmet Kalitesinin Müşteri Memnuniyetine Etkisi, (Asosa Müşteri Hizmetleri Merkezi Örneği)

Degaga, Jebesa Sefera

Ma, İşletme Bölümü

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Müşteri memnuniyeti herhangi bir işletmenin başarısı için çok önemli olduğundan, herhangi bir şirket son derece rekabetçi bir ortamda hayatta kalabilmek için mevcut müşterilerine mümkün olan en iyi hizmeti sunabilmelidir. Hizmet kalitesindeki gelişmelere rağmen, çok sayıda müşteri hizmetleri paketine ve kalite geliştirme projelerine rağmen AEB'de kalite açıkları devam etmektedir. Hizmet kalitesi boyutlarının müşteri memnuniyeti üzerindeki etkisini araştırmak bu çalışmanın birincil amacıdır. Ek olarak, müşteri memnuniyetini ve EEU hizmet merkezleri tarafından sağlanan hizmetin kalitesini ölçmek için çaba sarf eder.

AEU hizmet merkezleri tarafından sağlanan hizmet düzeyini ölçmek için SERVPERF ölçümleri kullanıldı. Sorulan araştırma sorularını yanıtlamak için hem birincil hem de ikincil bilgi kaynaklarına başvurulmuştur. Ana bilgiler bir anket uygulanarak toplandı. Olasılığa dayalı bir örnek yaklaşımı ve iki aşamalı küme örnekleme uygulayan yakın tarihli AEU hizmet merkezi ziyaretçilerinden 370 yanıt toplandı. Regresyon ve korelasyon kullanıldı.

Memnuniyet düzeyi ölçümüne göre, yanıt verenlerin %64,87'sinden fazlası AEB hizmet merkezlerinde sunulan hizmetten memnun değil. Korelasyon sonuçları, müşteri memnuniyeti ve hizmet kalitesi ölçümleri arasında olumlu bir ilişki olduğunu göstermektedir. Çalışma, EEU'nun tüketicilerinin yüksek kaliteli hizmet beklentilerini karşılama performansının vasatın altında olduğunu gösteriyor. Tüm SERVPERF özelliklerinde hizmet beklentileri ile hizmet algıları arasında anlamlı bir negatif boşluk olduğu keşfedilmiştir.

Sonuç olarak, İşletme hizmet sunumu için uygun standartlar, şikayetleri yönetmek için etkili kanallar, personeli için uygun eğitim ve artan çalışan karar verme yetkisi oluşturmalıdır. Kuruluş, müşteri memnuniyetini garanti altına almak için kalite geliştirme programlarında elinden gelenin en iyisini yapmalıdır.

Anahtar kelimeler: müşteri memnuniyeti , hizmet kalitesi , servperf , Servqual

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List of Abbreviations

Eea:	Ethiopian Electric Agency
Eeu:	Ethiopian Electric Utility
Eep:	Ethiopian Electric Power
Eepco:	Ethiopian Electric Power Corporation
Servperf:	Service Performance Scale/Model
Servqual:	Service Quality Scale /Mode

CHAPTER I

Introduction

The primary focus of the research project's service quality and customer happiness is introduced in this chapter's opening. Background details, the problem statement, the research questions, the study's purpose, its scopes, its importance, and its delimitation are all described in this chapter.

Back ground of the Study

Keeping customers happy is essential to surviving the fierce competition in the era of globalization and ongoing technological breakthroughs. An organization's retention rates are better and its profitability is higher when its customers are constantly satisfied, both of which boost the bottom line (Wicks and Roethlein, 2009). Numerous marketing studies have been conducted, and they have all demonstrated the benefits that can be obtained by delighting customers by enhancing service quality and other marketing initiatives.

There have been numerous academic and research attempts to define and quantify customer satisfaction, but there still doesn't seem to be agreement on what it means (Giese, 2000). Customer satisfaction is an evaluation of the customer's experience of the degree to which his or her own expectations regarding the distinctive qualities or overall functionality of the services obtained from the provider have been met (Bruhn, 2003). Gyasi and Azumah (2009) define satisfaction as the process of a customer's overall subjective appraisal of the quality of a good or service in comparison to his or her expectations or wants through time. Customer appraisal of an offering's performance to date can also be used to define customer satisfaction.

The level of a particular company's customer satisfaction is influenced by a variety of things. Customer satisfaction is influenced by service quality in addition to other factors like product quality, price, and others (Wilson et al., 2008). Customer satisfaction levels are influenced by service quality, according to a large body of other literature and research. According to (Rust and Oliver, 1994), one aspect on which satisfaction is founded is quality.

Shemwel et al. (1998) contend that providing high-caliber service will lead to satisfied customers and a durable competitive edge in today's highly competitive market. It has been shown that the best predictor of customer happiness in the service

industry is service quality. Additionally, the quality of a company's service, as seen from the perspective of its clients, is strongly correlated with customer satisfaction, according to a wealth of research (Bitner, 1994) and (Anderson, 1994).

Although there are tangible physical products involved with providing services in the electric sector, such as customer premises equipment and cable, pole, and meters, the main product is intangible in nature, and the production and consumption of the ultimate product occur simultaneously (Rajasekhara and Poultry, 2010). The quality of services offered at service centers and consumers' levels of happiness with the services they receive there should both receive adequate study focus. The entire service provision and consuming process calls for an end-to-end customer satisfaction assessment. Interaction between the client and the service provider. And the interaction begins when clients come to the business for the first time to receive services. Customers first get in touch with Ethiopian Electric Utility through service centers spread around the nation, which serve as retail stores for the business.

A vital part of the economic infrastructure is electricity. If not delivered when and where it is required, the economy suffers significant harm. Over the previous few years, significant potential output has been wasted due to power outages. Future potential losses due to power outages will rise as the economy expands and the proportionate contributions of the industry and service sectors rise. The rate of increase in power supply must match that of demand. Because it necessitates creating an organizational culture where people are pushed to achieve to their potential and are acknowledged and rewarded when they do, providing excellent customer service can be exciting (Berry et.al., 1994). Several firms, however, do not place a high priority on such competence. Poor service delivery and lower profits will follow as a result of this. Because of the constant pressure to satisfy the clients' insatiable demands, satisfaction is a difficult emotion to experience. Recently, many Ethiopians and institutions have made customer satisfaction a daily concern. Prevent such losses and maintain growth (ERG, 2009).

Any corporate organization's ability to remain in operation depends on how well its stakeholders are treated. Customers, who are the most significant and important of those stakeholders, are the sources of income for profit-making businesses and the main reason that non-profit organizations exist. Customers are therefore regarded as the foundation of any business (Robert-Phelps, 2003). The main duty of every organization, but notably of service-based businesses, is to satisfy

the needs of its clients with high-quality services. Customers are satisfied when a business concentrates on providing high-quality services. Customer satisfaction results in tangible benefits for the firm in the form of customer loyalty and a positive company reputation, whereas dissatisfaction with customers results in real liabilities that businesses cannot afford to ignore (Denton, 2000).

Sales of electricity have increased by 13.5 percent over the past five years, which is the fastest growth rate ever. Beginning in the year 2000, the demand increased quickly and accelerated in later years. It should be mentioned that frequent, severe power outages were also present during this remarkable increase. Because of this, the growth of unrestricted demand would be significantly quicker, potentially approaching 20% annually (Ethiopia Resource Group, 2009). In addition to the highest demand for electricity, a 2009 study by the Japanese Embassy in Ethiopia demonstrates that improving the energy sector is essential to maintaining economic growth and industrialization so that the country can reach middle income status in 20 to 30 years, given the challenging macroeconomic environment.

Service delivery is a problem that needs to be addressed on a worldwide scale in order to adapt to the changing needs of customers and the environment. According to (Zewdu, 2020) the provision of efficient and effective services is currently a top priority for most nations, including Ethiopia. It is apparent that offering a superior and differentiating service has no replacement in the competitive landscape of today. Services, as contrast to goods, require extra care and consideration due to their nature. A company is said to have happy consumers when it continuously provides its clients with high-quality products and services at reasonable prices. In the corporate world, customer happiness is regarded as a vital performance measure. Customer happiness is viewed as important in a market where businesses compete for customers because a significant differentiator and becoming a vital component of corporate strategy (Afdel and lemma, 2013).

Ethiopia's rapid population expansion has made it difficult for the government to increase access to power, particularly in rural areas. Despite the fact that 80% of the population is served by the country's grid (ESMAP, 2018), only 44% of Ethiopians now have access to power. In rural areas of the country, this percentage falls to just 31%. One of the few nations in the world that exclusively use renewable energy sources is Ethiopia. The majority of the nation's energy is generated from

hydroelectricity, with the remaining 7% coming from other renewable sources like solar, wind, and thermal energy (Bank, 2017).

Ethiopian Electric Power Corporation (EEPCO) is unable to supply the country's growing demand for electricity, despite a 20 percent annual increase in the number of its consumers. Therefore, the company needs to consider it and make serious strategic efforts to meet the requirement for power supply associated with the socioeconomic development of the nation. The level of service in Ethiopia's electrified areas is subpar. Poor design, carelessness during execution, and a lack of planned maintenance are all to blame for this. This resulted in the distribution system's conductors being the wrong size, poor construction quality, a lack of maintenance, transformer overloading, phase imbalance, prolonged outages while the system was malfunctioning, high system losses, and a poor safety situation that repeatedly affected both the technicians and the public at large (EEPCO, 2011/12). Past research indicates that the firm service has serious issues. Customers frequently complaining about energy rates, rectifying electricity failures, and power supply connections are among the primary issues with the technical services offered by Ethiopia's electric utility. According to (Berhanu, 2015) pointed out, In order to satisfy client demand for a reliable service, the company thus failed to achieve these requirements.

Only 20% of the industrial customers served by Ethiopian Electric Power Corporation (EEPCO) currently provide the company with 80% of its revenue. They deserve special consideration because they are a significant source of revenue. However, the complaints brought up by commercial customers of Ethiopian Electric Power Corporation include constant power outages, a lack of responsiveness, an inability to deliver the promised service stably and precisely, and similar issues. (ERG, 2009) Therefore, it is crucial to examine the issues commercial customers are experiencing and offer answers.

Statement of the Problem

The points of sale (service centers) for Ethiopian Electric Utility serve as both the company's service outlet and the client's initial point of contact for any services needed. Following the introduction of prepaid and postpaid electric services as well as other types of services, the company saw considerable growth in the number of consumers using points of sale. At the service center, in addition to other duties,

support for services and quick response of services are offered. In addition to the developing call center service offered by the corporation, service centers also act as information centers for customers.

The primary factor in determining service quality and customer satisfaction is the interactions or contacts between sales personnel and customers at the point of sale. Although many aspects are crucial for enhancing service quality, Diane and Eduardo (2006) noted that customer impression of service quality is significantly impacted by their social interactions with personnel. For customers to evaluate the service interaction, frontline service professionals' actions are crucial (Hartlin et.al., 2000). According to (Amy, 2004) the contact employee has a significant impact on both the formulation of customer satisfaction and the delivery of service quality. Here, sales agents and other staff members in Ethiopian Electric Utility service centers play a crucial part in providing high-quality service and ensuring client satisfaction.

According to (ERG, 2009) Customer complaints about the sales ability of sales representatives, frequent power outages, how customer complaints are handled, the design and comfort of waiting areas, and the inconvenient location of the point of sale still exist despite the company's efforts to improve the service quality of its points of sale.

The empirical documentation of the single provider of electricity in the nation, EEU, in terms of customer satisfaction and service quality, is heavily focused on service performance and customer satisfaction levels, which is how this study is mostly observed. The service delivery method and service quality of Ethiopian Electric Power Corporation fall short of what customers want, according to (Aman Abdie's ,2011) study on the impact of service delivery and quality on customer satisfaction.

Because Ethiopian Electric Utility Corporation is the country's sole energy provider and all of the aforementioned issues harm customers, it is crucial to examine these issues and provide solutions for both business and residential customers. In the case of Assosa city, this study aims to assess the level of customer satisfaction and the service quality the Ethiopian Electric Utility offers. As a result, this study will be carried out to look into additional research and address client complaints.

In general, when we observe Ethiopian Electric Utility Assosa customer service, they frequently fail to respond to customer complaints promptly, which is when power

faults occur (frequent interruptions of electric service), reliability and consistency of service, convenient business hours, providing accurate information to customers, willingness to serve customers, effective use of technology, and the laborious and time-consuming process they use to collect utility payments. Additionally, when technical issues arise, users may not even be able to contact support unless they do so during the day. Regarding providing their consumers with high-quality services and knowing how satisfied they are, there is a knowledge gap.

This study primarily focuses on the effectiveness of the Ethiopian Electric Utility Assosa customer service center and the degree of client satisfaction with the services rendered.

Objectives/ Purpose/ of the Study

General Objectives

The main objective of this study was investigated the effect of service quality dimensions on customer satisfaction in the Ethiopian Electric Utility service center.

Specific Objectives

- To assess the quality of service provided in the Ethiopian Electric Utility point of sales (service center)
- To assess the overall customer satisfaction level with the services provided in the Ethiopian Electric Utility point of sales (service center).
- To investigate if there is a relationship between service quality dimensions and customer satisfaction in points of sales services (service center)

Research Question

Based on the identified research problem, the research question is formulated as follows and the study tries to provide answers to the following major questions:

- What is the level of service quality in Ethiopian Electric Utility points of sales?
- What is the level of customer satisfaction at Ethiopian Electric Utility's point of sales?
- Is there a relationship between service quality dimensions and customer satisfaction in Ethiopian Electric Utility points of sales?
-

Scope of the Study

The purpose of this study was limited to assessing the level of customer satisfaction and quality of services provided in Ethiopian Electric Utility point of sale from the view of customers, who visit Ethiopian Electric Utility point of sales (service center) around Assosa to get different service center.

Geographically, the study was limited to Ethiopia Electric Utility customers who use the company's company point of sales (service centers) located in the city of Assosa, because it is very difficult to cover the whole region in terms of time and budget constraints. It is also limited to get enough literature in the area of Electricity.

Significance of The Study

The study's findings was help Ethiopian Electric Utility's management determine the company's current strengths and weaknesses in terms of service quality delivery and customer satisfaction levels as experienced by customers at the company's points of sale (service center).

In addition to the aforementioned, this study adds to the body of knowledge by validating or elaborating on the links between customer happiness, service quality, and SERVQUAL dimensions. Results are provided that managers in business organizations could use for strategic planning. Additionally, it will serve as a useful reference for researchers looking to conduct customer satisfaction studies.

Limitation

Although Ethiopian electric Utility has branches across the nation, this study is only focused on how customer satisfaction is affected by service quality in Assosa branches.

Even if more customers had participated in the study, the results would still be extremely important because customers from different locations may have different views on customer service.

Nevertheless, due to time and resource limitations, it was not able to expand the study to examine the relationship between customer satisfaction levels at city branches and outlying branches in terms of how those customers saw the need for bank services. As a result, the study's only participants were all of the main clients in the city branches.

Definitions of Terms

The capacity to deliver the promised service with dependability and accuracy is referred to as reliability.

Responsiveness: The readiness to assist clients and offer timely service.

Assurance: is defining the ability of staff members to inspire confidence and trust via their knowledge, civility, and behavior.

Empathy: giving customers individualized care and attention.

A service: define is a partially rendered act or activity that is primarily intangible and does not grant ownership of anything to the recipient (Kotler, 1998).

Service quality: is defining the amount to which a service meets or surpasses the expectations of the customer, or the degree and direction of disagreement between the consumer's perceptions and those expectations (Parasuraman, et al., 1988).

Tangibles: the outward look of physical facilities, machinery, people, and communication tools.

Organization of The Study

Chapter one of the studies serves as the introduction. This chapter discusses the background information, problem statement, research questions, study's objective, operational definitions, importance, and study's delimitation.

The existing literature on service quality and customer satisfaction is evaluated in the following chapter, chapter two. A theoretical framework on the relationship between customer satisfaction and service quality was constructed, along with a brief history of EEU and current studies on service quality and customer happiness that were company-focused and The development of a theoretical framework for the connection between customer satisfaction and service quality.

The research approach is described in the third chapter. Beginning with how the data collection instrument is prepared and ending with how the acquired data is evaluated, the research design and research methodologies are detailed in this chapter.

The fourth analysis and result and which analyze the study's analysis and empirical results offers interpretations. The fifth chapter, finding and discussion and final conclusion and recommendation chapter based on discussion and the findings of the analysis and the suggestions made by the researcher.

CHAPTER II

Review of Related literature

This chapter discusses the in-depth theoretical ideas that the researchers feel give a strong foundation for doing the research. The state of the literature on customer satisfaction and service quality is evaluated. A theoretical framework on the relationship between customer satisfaction and service quality was constructed, along with a brief history of EEU and current studies on service quality and customer happiness that was company focused.

Theoretical Review

If poor customer service is realized at any time in a business, it will lead to customer dissatisfaction and decreased sales. On the contrary, if more customers are retained at an increased rate, a business can be able to realize profits increased by 25% on an average scale (Griffin, 1995). In the modern marketing era, it is thought that knowing consumer behavior has a high correlation with customer pleasure. Each corporation looks for assistance from outside organizations and other sources to collect the necessary information via the extremely popular consumer behavior research study to understand the consumer buying pattern as enterprises are attempting to affect them. Ultimately, certain motivating and influencing factors play important role in convincing a customer to choose a product or a service and the same factors are also responsible for satisfaction after post-purchase behavior (Sudhahar and Selvam, 2007). Consumers no longer favor goods or services based on their utilitarian qualities; instead, they favor goods based on their effects on the environment and other dynamic aspects (Mont and Plepys, 2003). The earlier concept focuses on how, in one way or another, post-purchase behavior affects customer happiness. The latter idea, on the other hand, considers how environmental or extraneous elements impact customer preferences.

The Generic theory of service quality is another theory that addresses high-quality services. The general theory of service quality and capacity has reportedly been developed in a systems dynamic model, according to (Senge, 1993). The service quality/capacity model encourages the establishment of a service center where consumers register and, after some waiting, are attended to by center staff. To deliver that service, it takes a certain level of service capacity, or service personnel, years of experience, competence, and drive; the intended degree of quality and the

desired throughput of the service center determine the appropriate quantity of capacity. If a particular request is not completed to the customer's standards, it must be handled again as rework and added to the service backlog.

There are significant problems with the technical services provided by Ethiopia's electric utility, including frequent consumer complaints regarding energy pricing, problems with power supply connections, and the repair of electricity failures. To accommodate its customers' demands for correcting electricity outages, kilowatt price variations, and power supply connections, the firm consequently failed to comply with these criteria (Berhanu, 2015).

Many academics agree that superior customer service directly contributes to client satisfaction. Quality assessment is just one of many aspects that affect how satisfied clients are with services, even though great quality doesn't always convert into this. The authors (Tjosvold, 1993) cited Chase and Bowen. Who discussed customer service preparation, coordination between back and front offices, reliability and consistency of service, effective use of technology, the appropriate level of standardization in customer service, appeal and functionality of facilities, logic and consistency of business hours, handling of non-routine demands and emergencies, provision of customer privacy, rationality and fairness of customer queuing, and availability of mats.

The concept raised by (Plepys, 2003) was understood by some other authors, including (La Barbera and Mazursky, 1983), who acknowledged that customer satisfaction is always intended to influence buyers' repurchase intention through positive word-of-mouth interaction; on the other extreme, dissatisfaction results in negative word of mouth communication. In addition, happy customers always tell others to buy the product or service, whereas unhappy customers also tell many people to buy the product or service, but in the context of negative marketing, unhappy customers probably tell people not to buy the product or service (La Barbera and Mazursky, 1983). Thus, providing excellent customer service is still crucial to preserving long-term client connections, which are essential to sustaining revenue and profitability.

Customer Satisfaction

A customer is a person or business that purchases a business in exchange for goods or services. Customers are the ultimate goal of any firm since they drive

demand and supply. Customers of an organization are also stakeholders since they contribute money toward the services that the business provides to them to fulfill their demands and raise their level of satisfaction. According to (Solomon, 2009) Sometimes, the terms customers and consumers are used synonymously. Contrary to a customer, who pays for the goods, a consumer is a person who utilizes the thing (Solomon, 2009). Customers may not always be consumers, but consumers may also be customers.

Customer pleasure has been defined in many different circumstances and has a conceptual base that is rather complex. But there isn't one, broadly acknowledged definition of what constitutes customer satisfaction. For most marketers and consumers, one of the most crucial ideas is customer happiness (Jamal, 2002). As a result, the concept has undergone extensive investigation, definition, and measurement (Buttle, 2009).

Customer satisfaction is traditionally defined, according to the expectation-disconfirmation theory, as the result of the comparison between customers' expectation before purchase and evaluation about the actual performance of a product or service after purchase (Oliver, 1997). It is a psychological concept that involves the feeling of wellbeing and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (Kotler, 2009). Lovelock (2004) also conceptualizes customer satisfaction as an individual's feeling of pleasure (or disappointment) resulting from comparing the perceived performance or outcome concerning the expectation.

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Customer satisfaction, according to (Lovelock and Wirtz, 2007) is a consumer's post-purchase assessment and emotive reaction to the total product or service experience. "Customer satisfaction" refers; generally speaking, to a person's

satisfaction or dissatisfaction with a product after evaluating how well it performed or fared in comparison to his or her expectations (Kotter, 2000). Therefore, pleasure depends on how well something performed compared to what was expected.

The most important factor for any firm is and always has been its customers' happiness, which is a sign of customer satisfaction and the foundation for its existence. Not merely a rational preference for the goods or services, but also an emotional link with the brand, is created by high satisfaction (Kottler, 2000).

Similarly, Churchill and Surprenant (1982) defined "customer satisfaction as an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase with the anticipated consequences".

However, the latter concept views satisfaction as an emotional state that emerges during the evaluation process. The former concept emphasizes the fact that customer satisfaction is determined through a cognitive procedure by comparing what customers give up to get a service (cost) and what they receive in response (reward) (Tam, 2004). According to this theory, "customer satisfaction is described as an emotional response that emerges from a cognitive process of weighing the service received against the expenses of acquiring the service" (Woodruff, 1996). Additionally, it can be influenced by both subjective (like a customer's requirements or emotions) and objective (like a product or service's qualities) aspects (Wang and Lo, 2002).

Organizations can acquire a competitive advantage and make money if they comprehend what customers genuinely want and offer a good or service to satisfy their needs. In general, firms would be able to achieve the needed degree of customer satisfaction and meet organizational goals if they improved their connection with their customers, committed themselves to providing customer service, and developed the competencies for it.

Service

Many academics have attempted to define service in various ways. Services are activities or benefits that one person might provide to another that are essentially intangible and do not result in ownership of anything, according to (Kotler P. , 1991) and (Armstrong, 1991). According to (Ziethaml, 2003) define services as all economic activities whose output is not a physical good or building, is typically consumed at the time of production, and adds value in ways (like convenience,

amusement, timeliness, comfort, or health) that are essentially intangible concerns of the first purchaser. When customers and service providers interact, as well as when the physical service component and delivery systems are used, that is when a service is provided (Shahin and Janatyan, 2011).

Service clients demand value from access to goods, labor, professional skills, buildings, networks, and systems; but, they typically do not assume ownership of the physical items involved from an ownership standpoint (Lovelock and Wirtz, 2011). Pure services do not have a physical manifestation and hence cannot be seen, touched, held, or stored, according to (Schneider and White, 2004). Instead, they are thought of as a component of a process or interaction. Consumer service is therefore whatever we do for a customer that improves their experience (Elain, 1996).

Characteristics' Of Service

Multidimensional features have been established for services. Services have four characteristics, according to (Bitner, Critical service encounters: the employees viewpoint, 1993), including intangibility, heterogeneity, and inseparability of production and consumption (Parasuraman A. Z., 1985). Perishability is an additional characteristic of services in some circumstances, even if it is not a determinant element (Hartman and Lindgren, 1993).

A). Intangibility: According to (Zeithaml et al., 1990), intangibility is the key element that distinguishes services from products. Customers are only able to gauge the quality of services from their subjective perspective because they are considered an intangible activity (Mackey and Crompton, 1998; Kandampully, 2002). Three intangibility dimensions can be used to analyze the conception of service: the physical intangibility dimension, which refers to the untouchability; the mental intangibility dimension, which refers to the degree of visualization; and the generality dimension, which refers to the accessibility or inaccessibility feature (Lovelock and Gummesson, 2004). Therefore, intangibility requires that the consumer participate subjectively in the process evaluation. In 1963, Regan "introduced the concept of services as being activities, benefits, or satisfactions supplied for sale, or delivered in connection with the sale of products." It has been claimed that the degree of intangibility can be used to distinguish between services and tangible objects (Levitt, 1981). Services are sometimes described as being

intangible because their conclusion is thought of as an activity rather than a physical thing (Johns, 1999).

According to some academics, it is impossible to effectively distinguish between services and all other things using intangibility. (Bowen 1990 and Wyckham, Fitzroy and Mandry 1975 as cited in Wolak et al., 1998) contend that people find it challenging to understand the distinction between intangibles and tangibles. "Provides empirical evidence to support this approach," according to (Bowen, 1990). The relevance of intangibility, according to (Onkvisit and Shaw, 1991), "is over-emphasized."

B). Heterogeneity: The staff member's ability level has a complete impact on how the service is delivered. Because of this, businesses face an additional problem in upholding the quality standards (Zeithaml et al., 1998) that employees or management must fulfill during the creation of services. This is because the interaction between service providers and clients throughout the development and delivery of services results in non-identical service delivery (Schneider and White, 2004). "Heterogeneity offers the opportunity to provide a degree of flexibility and personalization of the service," according to (Onkvisit and Shaw, 1991). Heterogeneity 'may be offered as an advantage and point of differentiation,' According to (Wyckham et al., 1975).

c) **Inseparability:** According to (Regan, 1963; Wyckham et al., 1975, Donnelly, 1976; Gronroos, 1978; Zeithaml, 1981; Carman and Langeard, 1980; Zeithaml et al., 1985; Bowen, 1990; and Onkvisit and Shaw, 1991) inseparability refers to the simultaneous delivery and consumption of services. It is also thought to give customers the ability to influence or shape the performance. Service is an intangible process, yet it is felt when it is given (Kotler, 2003; Gronroos, 1990). This indicates that the provider is present during the delivery and use of the service. As a result, customers are frequently physically active and play a crucial role in the process of providing services. As a result, both the performance of the service provider and the involvement of the client determine the service's quality (Kelly et al., 1990). The client is inextricably linked to involvement as the service is now being delivered as human performance. Because no more storage can be created, firms must work extremely hard to guarantee that customers consume as much of the output as possible (Schneider and White, 2004).

d) Perishability: Services are perishable in that they cannot be saved, kept for future use, sold again or given back in the same way as a product can (Lovelock and Gummesson, 2004). According to (Parasuraman A. Z., 1985) concept of the Perishability of services, unlike products that can be saved or recreated for subsequent orders, services can only be duplicated and cannot be returned or recaptured. According to (Onkvisit and Shaw, 1991), "services are "time reliant" and "time critical," making them extremely perishable. For the producers, the issue of Perishability is likewise of the utmost importance (Hartman and Lindgren, 1993). This aspect of service is especially important when a company can't fully satisfy customer requests (Hartman and Lindgren, 1993). Assert that "the issue of Perishability is primarily the concern of the service producer" and "the consumer becomes aware of the issue only when there is insufficient supply and they have to wait for the service."

Service Quality and Customer Satisfaction

At the core of services, marketing and management are concerned with service quality and client happiness. Both are thought to be ideal outcomes for any service plan.

In addition, Baron et al. (2003) point out that when assessing satisfaction, the proper comparison is what a consumer would anticipate, whereas when measuring perceived service quality, the level of comparison (i.e., expectation) is what a consumer should expect. (Parasuraman et al., 1988) stated, on the other hand, contends that customer pleasure is separate from service quality. The comparison of expected and delivered services is supposed to produce satisfaction, whereas the comparison of desired and delivered services is thought to produce service quality.

Due to its significant effects on profitability, customer happiness, return on investment, decreased costs, and business performance during the past two decades, service quality has drawn the attention of many practitioners, managers, and researchers (Cronin, 1992). Service quality, according to Hanson (2000), is the capacity of an organization to satisfy the wants and demands of its clients. Therefore, businesses must enhance their services to satisfy customer needs and wants. It has been discovered that for managers to compete in the market, the quality of services as perceived by customers is also crucial (Hoffman and Boteson, 2002). According to (Booms, 1983), service quality is a measurement of how closely a service meets a

customer's expectations. Delivering high-quality service entails consistently meeting client expectations. It has also been characterized as the discrepancy between customers' expectations and the service provided, much as the first two ideas highlighted above (Parasuraman A. Z., 1985).

When the customer's impressions of the service received are contrasted with the service anticipated, service quality evaluation occurs. Product quality, on the other hand, is determined by contrasting consumer perceptions of product performance with the level of performance that is anticipated. According to Oliver (2000), when service perceptions fall short of anticipated levels, a service quality gap develops. The perception gap is the difference between the customer's impression of quality and the service provider's perspective of quality (Oliver, 1999). The gap analysis is often known as the difference between the service that customers expect from particular firms and what they receive (Hernon and Whitman, 2001).

(Booms, 1983), assert that providing quality service entails routinely living up to client expectations. In addition, (Gronroos, 2000), proposed seven factors for perceived service quality, including competence and abilities, attitudes and behavior, flexibility and accessibility, dependability and trustworthiness, service recovery, reputation and credibility, and atmosphere. Once more, (Gronroos, 1982) examined the technical quality and functional quality as the two key categories of service quality. Functional quality refers to how the service is provided, while technical quality refers to what the consumer receives from the service (result) (process). The earlier ideas emphasize how a customer's expectations and what they received might be compared to assess whether a service is of a good caliber.

On the other hand, the degree of difference between customers' desired expectations as opposed to projected expectations and their perceptions of service performance can also be used to measure service quality (Parasuraman A. Z., 1985). Researchers generally concur that service quality is concerned with whether service perceptions meet, exceed, or fall short of customer expectations, which is the perception gap, despite some definitional variations (Cronin and Taylor, 1992, 1994; Gronroos, 1983a, 1983b; Oliver, 1993; Parasuraman et al., 1985; Zeithaml et al, 1993).

When the gap between perceived performance and desired expectations is nonexistent or minimal, service quality levels are generally greater; levels of excellent service quality exist when perceived performance surpasses projected

expectations, which eventually influences future purchase behavior (Parasuraman A. Z., 1988). To achieve customer happiness, the customer service provider must get to know his/her/clients and work hard to give them outstanding service. Undoubtedly, service-providing businesses need to provide high-quality services to make their presence a reality and maintain success. This will satisfy their clients and win them over as loyal customers (Liliya, 2016).

Model of Measuring Service Quality

Over the past few decades, the methods for evaluating service quality and its various dimensions have grown to be a significant topic in marketing literature. Scholars and practitioners have been focusing on the quality of services because the importance of services has increased (Yarimoglu, 2014)

Different scholars have created a variety of conceptual models for quantifying service quality. Some of these models include the Nordic model (Gronroos, 1984), the SERVQUAL (Service Quality) model (Parasuraman, 1988), the Multilevel model (Dabholkar et al, 1996), the Hierarchical model (Brady and Cronin, 2001), the PCP model (Philip & Hazlett, 1997), the SERVPERF model (Cronin, 1992), the INTSERV (Dabholkar et al., 1996). To increase efficiency, profitability, and overall performance, conceptual models for service quality are expected to help management identify quality issues and plan for the implementation of quality improvement programs (Seth and Deshmukh, 2005).

In a review of service quality model dimensions by (Yarimoglu, 2014), SERVQUAL was found to be the model that was most frequently used to gauge service quality. Although SERVQUAL has received a lot of criticism over the years ((Carman, 1990); (Babakus, 1992); (Gotlieb, 1994)) it is now the scale that is used the most frequently in research. SERVPERF was adopted as an alternate scale for measuring SERVQUAL. With a different perspective, SERVPERF was created as a perception-only model. The SERVQUAL model is the most widely used and recognized method of gauging service quality (ibid). Additionally, an empirical study was conducted that demonstrated the 10 criteria that consumers use to evaluate and analyze the quality of services, which were eventually reduced to just five main dimensions (Parasuraman A. Z., 1988). On a 7-point Likert scale, the (perception - expectation) gap scores are used to gauge how customers react to their perceptions and expectations.

In terms of measuring service quality, both academics and practitioners from many industries and nations have made extensive use of the SERVQUAL scale (Parasuraman A. Z., 1985) ;(Ali et al., 2013; and Wu and KO, 2013).

Servqual

A multi-item scale called Servqual was created to quantify how customers perceive the quality of the services they receive. It is one of the most often used metrics. According to (Parasuraman, 1994) gap model serves as the basis for the SERVQUAL scale. The obvious consequence is that service quality is subpar when perceived service is below expected service. However, when actual or perceived service exceeds expectations, it means that clients received higher-quality services that they were satisfied with. The gap between what customers expect from the service and what they receive has an impact on how well they view the quality of that service (Parasuraman et al., 1985). As a result, the gap hypothesis is a mechanism for determining the level of service quality by deducting customers' assessments of the service from assessments of what was anticipated (Clow and Kurtz, 2003).

From the standpoint of empirical research, (Parasuraman et al., 1988) found a total of 22 characteristics that were divided into five categories, namely responsiveness, empathy, tangibles, assurance, and reliability. 44 attributes make up the SERVQUAL service quality measurement scale (22 for expectations and 22 for perceptions). The (P-E) gap scores are determined by calculating customer responses to service expectations and perceptions that are collected using a 7-point Likert scale. The level of service quality increases with greater perception minus expectation ratings (Parasuraman et al., 1985).

When creating SERVQUAL, (Parasuraman et al., 1985) noted that senior management of various service firms, including banks, telecommunication, securities brokerages, appliance repair and maintenance shops, and credit card companies, were initially subjected to both focus groups and in-depth interviews. Additionally, an empirical study was conducted that demonstrated the 10 criteria that consumers use to evaluate and analyze the quality of services, which were eventually reduced to just five main dimensions (Parasuraman et al., 1988). On a 7-point Likert scale, the (perception - expectation) gap scores are used to gauge how customers react to their perceptions and expectations.

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Server Model

In their 1992 study, Cronin and Taylor looked into how service quality is conceptualized, measured, and connected to customer satisfaction and purchase intent. The SERVQUAL model, created (Parasuraman, 1994), served as the foundation for the SERVPERF model. Customer perceptions are used to gauge service quality.

According to (Cronin, 1992) compared computed difference scores with perception, they concluded that perceptions alone are the best predictor of service quality and that SERVQUAL's suggestion to exclude expectations should not be followed.

The SERVPERF scale is found to be preferable because it is more effective at lowering the number of things to be measured by 50% in addition to being the most efficient scale (Hartline & Ferrell 1996; Babakus and Boller, 1992; Bolton and Drew, 1991 cited in (Mesay,2012)). Cronin and Taylor (1992) claim that their performance-based SERVPERF scale is a more accurate way to gauge service quality. Depending on the type of industry, they assert that this scale's reliability ranges between 0.884 and 0.964 and demonstrates both convergent and discriminating validity (Mesay, 2012). Thus, the SERVPERF scale model was adopted in this study.

Demographic Effect on Customer Satisfaction

To understand the relationship between demographic data and dimensions, it is necessary to consider demographic data, such as age, gender, income level, and education level, while assessing service quality in retailing (Siu and Cheung, 2001). The level of education is a crucial demographic factor because as consumers get more educated, they seek various goods and services. In a variety of service businesses, factors such as age, gender, income level, education, and knowledge with EEU services might influence consumer satisfaction (Narteh and Kuada, 2014). It is also noted that important variables linked to EEU services include age, gender, education, and income levels.

Consumers with various economic levels have been found to have various perceptions of service quality, according to Scott and Shieff. Customers with higher

income levels could view service quality differently from their counterparts with lower incomes (Lim et al., 2008). Additionally, according to (Yuanji Zheng, 2011), a person's values and preferences will be impacted by their income. Income is a crucial determinant of how satisfied consumers will be with the services they receive. Others, such as (Kassim, 2006), discovered that one of the most significant influences on patron perception and pleasure is income.

Empirical Review

Various people have studied how customer satisfaction is affected by service quality dimensions. Some of them are listed below.

An evaluation of industrial customers' satisfaction with Ethiopian Electric Power Corporation was done by (Temam, 2013) using a case study of the south Addis Ababa region. Industrial clients and front-line managers participated in the descriptive survey method used for the study. 333 industrial clients made up the sample size, and they were chosen using a straightforward random sampling technique. To collect pertinent information, structured surveys and interviews are used, and statistical tools like percentages, tables, and charts are used to analyze the data. The study demonstrates that EEPCO's performance in providing high-quality service to its industrial clients falls short of their expectations. It has been discovered that there is a negative gap between service expectations and service perceptions in every aspect of the SERVQUAL, including tangibles, reliability, responsiveness, empathy, and assurance.

In the case of the Southern Addis Ababa Region Customer Service Centers for the Ethiopian Electric Utility, (Wodajo, 2015) performed research on the evaluation of service delivery quality and customer satisfaction. By grouping the respondents into customers, workers, and officials, a descriptive survey method was used to conduct the analysis. The sample is chosen using a practical sampling technique. To do this, the consumers are first grouped by meter type, then further grouped into the home, commercial, and industrial customers depending on tariff category.

Then, using a straightforward random sample procedure, questionnaires were given out to 186 clients. In the study, primary and secondary data were both utilized. Additionally, organized questionnaires and interviews are methods for gathering pertinent data, and statistical tools like percentages, tables, and charts are employed

for data analysis. According to the research, there were weak service standards and poor performance in service processes like new connections, addressing complaints, and recovering from service failure procedures. Therefore, to give its consumers a dependable service, the Corporation did not comply with these criteria.

Berhanu (2015) conducted to measure customer satisfaction with the Ethiopian electric utility the case of north Addis Ababa region. The North Addis Ababa Region customers of Ethiopia's electric company were the study's target populations. They included residential, commercial, and industrial customers. 370 users out of a total of 400 individuals replied to the survey. The study paper used a stratified sampling approach. Data was collected via a questionnaire. According to the survey, consumer satisfaction is low for failure repairs and new connections and moderate for electricity rates and billing procedures. The main issues with the technical support offered by Ethiopia's electric company are the handling of disputed bills and the lengthy wait times for restoring power outages and power supply connections. On the other side, the study reveals that there is a modest level of satisfaction with the payment method, the number of times customers must wait in business offices, and the accessibility of EEU's customer service centers.

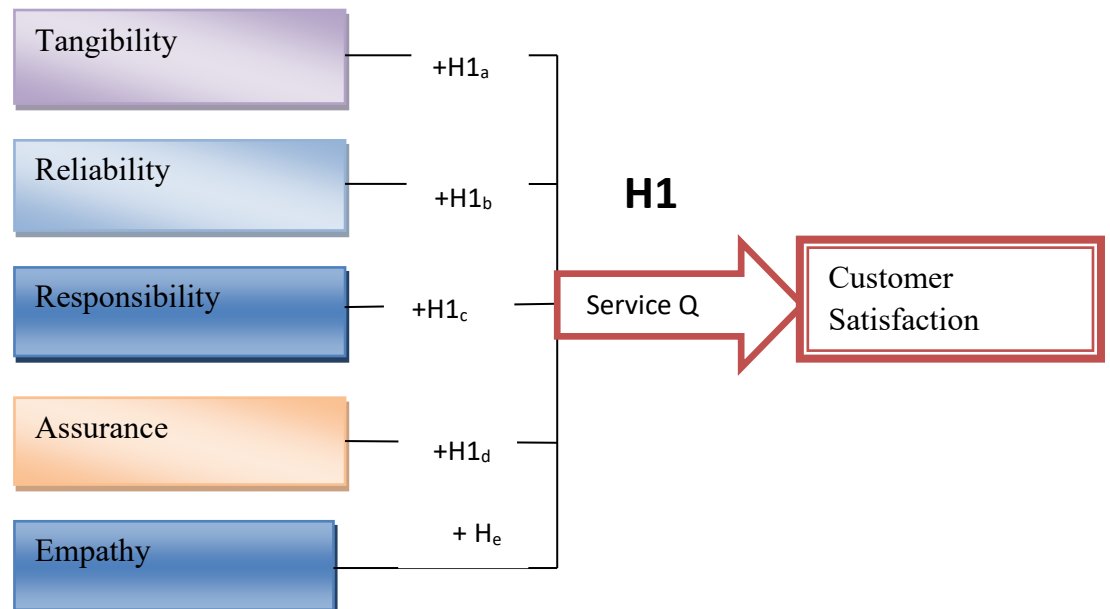
The remaining five services answers to client phone calls, information and assistance given to consumers, handling of complaints, continuity of power supply, and good quality of power are not well-liked by respondents. Customers' satisfaction is also extremely low due to previous power outage intimidation. Finally, respondents believe that Ethiopian Electric Utility Company has generally performed poorly. Customers in the residential sector are the most satisfied, followed by those in the commercial and industrial sectors.

Akele (2012) conducted a study on the Ethiopian Electric Power Corporation's customer service quality (EEPCO). Thus, this study attempted to evaluate and analyze the current practice (quality) of prepayment customer service from the perspectives of the employee and the Corporation, and subsequently proposed potential marketing strategies that are capable of improving the customer service quality for the later adoption of prepayment service. Systematic random sampling is used to collect the sample. Because they have extensive knowledge of and experience working with prepayment customer service, the responders were thus both new and experienced.

Interviews and observation (both at customer service centers and at customers' homes where prepayment meters are installed) were some of the key data collection methods used. The data gathering, presentation, and analysis procedure also made use of SERVQUAL, which was covered in further detail in the preceding chapter. Despite its limitations, the study found a significant disconnect between customers' expectations and perceptions of the services provided, which led to the suggestion of various potential marketing techniques to close the gap.

Conceptual Framework

Figure 2:1 illustrates the theoretical framework for this investigation and the relationship between independent and dependent variables. The SERVQUAL model will be used to construct the assistance quality measurements, which are specifically the independent variables, in terms of their customer's expectations and perceptions. These independent elements include tangibility, responsibility, assurance, reliability, and empathy. Interestingly, consumer loyalty is the dependent variable. It has been demonstrated in a few studies that there is a fundamental relationship between customer loyalty and independent components of organization quality assessments (Zelege 2012; Khan and Fasih 2014; (Ali M A, 2016); (Chikwawawa, 2019); (G, 2019); Namupala 2019). Administration decisions versus administration conveyance are one of the major flaws in the SERVQUAL paradigm that has been highlighted. Even if a company may have a good plan for how services should be delivered to clients, the actual delivery of aid may not be successful owing to cogent factors like financial constraints, a lack of personnel, or insufficient staff.

Fig 2.1**Conceptual Framework of the study. Source (Parasuraman A. Z., 1985)****Independent Variable****Dependent Variable****Hypothesis.**

Hypothesis 1: There is a positive and significance relationship between Service quality and customer satisfaction.

H1_a: There is a positive and significance relationship between Tangibility and customer satisfaction

H1_b: There is a positive and significance relationship between Reliability and customer satisfaction

H1_c: There is a positive and significance relationship between Responsiveness and customer satisfaction

H1_d: There is a positive and significance relationship between Assurance and customer satisfaction

H1_e: There is a positive and significance relationship between Empathy and customer satisfaction

CHAPTER III

Research Methodology

This chapter was focused on describing the different methods applied in different research to gather data and the types of data used to carry out the research. The strategy and design of the research was also being under discussion.

Research Design

Since the major purpose of this study was to evaluate EEU customer satisfaction with service quality, a descriptive research design will use to achieve the research objective.

A combination of descriptive and explanatory research method designs were used in the study. The study is descriptive in that it seeks to describe in detail the state of customer satisfaction and service quality in EEU point of sale, thus giving an in-depth understanding of the reality of customer satisfaction with service quality in EEU service centers. On the other hand, to identify the relationships between service quality dimensions and customer satisfaction in addition to the effect of service quality dimensions on customer satisfaction, the usual research design was applied.

To accomplish the study objective and to answer the state of questions, descriptive and inferential statistics were applied. Descriptive statistics such as percentage, frequency, the mean, and standard deviation will use to assess service quality and measure customer satisfaction level in EEU to point of sales. Inferential statistics such as correlation to identifying the relationship between dimension of service quality and customer satisfaction.

Data Type and Data Source

Primary and secondary data sources were the key sources for this investigation. Customers at service centers in Assosa city were surveyed to get the primary data. Since the goal of the study was to determine how customer satisfaction was impacted by service quality, primary data would be gathered from primary sources using questionnaires. The quantitative data kinds were the information gathered from sample surveys using questionnaires that provide numerical values. Respondents who are EEU customers who completed and returned a structured questionnaire was the major sources of primary data used in this study. The sources of secondary information include both published and unpublished documents including annual reports, bulletins, manuals, and magazines.

Research Approach

In this study, the researcher used quantitative research methods were used. The fundamental principle of quantitative approaches is to collect numerical data and generalize it across groups of people in order to understand a specific event (Rahman, 2017). Because it is scientific, it emphasizes numbers and statistics while gathering and analyzing data. The goal is to determine whether the generalizations that the theory makes are accurate. One of the most popular quantitative methods is the questionnaire, which has been praised for its efficiency in answering research questions. Because a questionnaire was employed in this study, it was quantitative.

Population and Sample Size

A statistical sample is taken from the complete population. Population in statistics can refer to individuals, things, occasions, hospital visits, measurements, etc. Therefore, a population can be defined as an overall observation of subjects that have been categorized according to a common characteristic (Rinehart et al., 2009). The smaller, more controllable portion of a larger group is called a sample. It is a subgroup of people with traits from a wider population. When population sizes are too big for the test to include all potential participants or observations, samples are utilized in statistical testing. A sample should be representative of the entire population and should not show bias toward any one characteristic (Saunders et al., 2009)

Sample Design

There are two different kinds of sampling methods but the study was used non-probability sampling. The researcher was used particularly a straightforward convenient sample method. To obtain responses from the study participants, a non-probabilistic sample method using a convenient sampling technique were used.

Study Population

The clients of EEU Assosa Branch Number One, which covers three rural and seven urban kebeles, was the study's target population.

Sampling Techniques and Sample Size Determination

In this study, the Assosa branch number one multistage/three stage sample technique was used to choose Ethiopian electric service subscribers. Assosa is specifically chosen from the Benishangul region camashi Zone in the first stage. Branch number one made a deliberate choice in the second stage based on the abundance of customers. In the third step, respondents choose from a population list of Ethiopia Electric Utility customers in the district of Assosa Branch No. 1.

Sample Size Determination

A sample design refers to the approaches or procedures the researcher was used in selecting things for the sample and was a clear plan for getting a sample from a certain target group (Kothari, 2004). It entails choosing volunteers from the demographic segment that was nearby. This method was used for this study because it would be difficult for the researcher to sample participants from a list of clients who have used the industry's services. As a result, the researcher likes to employ this sampling strategy to collect the necessary data from the necessary respondents locally. Residential and commercial EEU customers in Assosa city's number one Assosa station will be the study's target populations.

A convenience sampling technique was used. Because the population is not known a sample size of 384 has been chosen because this number has been regarded as suitable in research and has consequently been used in thousands of articles and theses (Memon et al., 2020).

Method Data Collection

Structured questionnaires were the major tools used to collect data for this investigation. Both closed-ended and open-ended questions would be included in the surveys to provide opportunity for comments, suggestions, and areas for development that would add to customer satisfaction.

Questionnaires

The researcher designed both closed-ended and open-ended questions for responders in order to get the necessary data. The original SEVIQUAL model from (Parasuraman et al., 1985) was employed in this investigation. The respondents were listening to my instructions before receiving the questionnaire to complete. The

questionnaires were then being obtained from them. In the example of the Ethiopian electric company in Assosa City, the questionnaire was concentrate on the impact of service quality on customer satisfaction. Both qualitative and quantitative data collection techniques that offer concrete information were used to gather the data. An English inquiry would be written and then translated into Amharic. It would be written simply so that the respondents could understand the questions. They would communicate over the phone and in person if they needed additional clarification on the questions. The researcher was similarly personally gathered the respondents' completed questionnaires.

Methods Data analysis

The process of evaluating, purifying, manipulating, and modeling data in order to find relevant information, support judgments, and help decision-making (Kothari, 2004). After the information was gathered, it was meticulously coded to maintain its security and privacy before being loaded into the SPSS version 25 software programs for analysis. Regression and correlation analysis will be used to study the data. Microsoft Excel and SPSS (Statistical Package for Social Science) are the two types of software that will be used. Multiple correlations and multiple regression analysis would be used to analyze the relationship between independent variables in order to determine how the independent variables interacted with one another and how they affected the dependent variable.

Reliability and Validity

In this study, primary and secondary data sources are both employed to help answer the research questions that have been posed. The use of structured questionnaires is the main technique for gathering data.

There are four sections to the questionnaire. The purpose of the first section's seven questions is to collect basic demographic data from respondents, including their age, gender, and frequency of visits to EEU places of sale.

The second section of the survey asks participants to rate their degree of agreement with each of the twenty-two statements that are made to represent different aspects of service quality on a five-point Likert scale. The researcher primarily employs the SERVPERF version of the original SERVQUAL scales because only customer perceptions of performance are measured.

The 22 items were divided up among the five service quality dimensions as follows: four items are assigned to the tangibility dimension, five to the reliability dimension, four to the responsiveness dimension, four to the assurance dimension, and the final five to the empathy dimension.

Customers will ask to score their degree of satisfaction with their visit to the EEU service center on a five-point Likert scale in the third and final section.

The questionnaire was written in English. 20 people were used in the test survey to ensure the validity and dependability of the instrument. The survey must be completed by the respondent. Self-administered questionnaires are a good tool for gathering information. In addition to primary data sources, secondary data sources, such as prior research, are gathered to get some trustworthy literature and empirical findings that can be used to have a better knowledge of customer satisfaction, service quality, and SERVPERF model.

Reliability Test

In this study, the internal consistency of the proposed questionnaire-based research instrument is evaluated using Cronbach's alpha. Cronbach's alpha, a coefficient of reliability used to assess a test's or scales internal consistency, produces a value that ranges from 0 to 1. The elements are increasingly internally consistent as the result gets closer to 1, which suggests they all measure the same variable.

Since all five of the dimensions of services quality tangibility, reliability, responsiveness, assurance, and empathy measure the same variable, namely service quality, the coefficient alpha for this study's instrument was found to be greater than 0.822 (table 3.1), indicating that the scale is acceptable for further analysis. The items under each of the five service quality dimensions are also examined to see if they measure the same dimension in addition to the overall reliability test. The test result for consistency across all dimensions was higher than 0.822. The standard suggestion of $\alpha = 0.70$ for determining the scale's internal consistency is obviously exceeded by all reliability metrics (Cronbach's, 1951). Since the results are satisfactory, more investigation is done.

Table 3.1 Reliability Statistics

	No of Items	Cronbach's Alpha
Tangibility	4	0.824
Reliability	5	0.831
Responsiveness	4	0.822
Assurance	4	0.941
Empathy	5	0.899
Cronbach's alpha value for service quality		
Service quality	22	0.876

Source: survey result (2022)

Ethical Considerations

Without revealing the respondents' identities, all data collecting from the respondents was handled with confidentiality. Each respondent was treated with respect and made aware of the purpose of the data. They would only provide the information required for the study, and they would be made aware that the data was kept private and kept from unneeded dissemination. Additionally, no material was altered or changed, thus the data was provided exactly as it had been gathered. All of the literature that was gathered for this study's purposes was acknowledged in the reference list.

CHAPTER IV

Analysis and Result

Introduction

This chapter discusses the study's findings based on an empirical analysis of the information gathered from research participants. Both descriptive and inferential information about the data analysis and processes are offered in this chapter.

Data Analysis and Interpretation

The outcomes of the descriptive statistics are presented first, followed by the inferential analysis, to aid in the empirical analysis. Data tabulation, editing, and coding were all part of the initial step. This made it easier to see any anomalies in the responses and to assign numerical numbers to them so that the research could continue. The information was then reviewed for potential incorrect entries and corrected if necessary. To offer details on the demographic factors, descriptive statistics based on frequency tables are used. For each dimension of service quality and customer satisfaction measurements in this study, summary data such as averages, standard deviations, percentage and frequency, minimum and maximum are obtained through tables.

Following this, inferential statistics based on each of the study's formulated hypotheses are shown. The 2-tailed threshold of significance was used to calculate the results of all statistical tests. For the multiple regression analysis and test of significance for correlations, the alpha levels of .05 and .01 was predetermined. Only 370 of the 384 respondents who received questionnaires completed them and returned them, as shown in the following descriptive analysis.

Demographic Characteristics of Respondents

4.2.1 Age of Respondent

Table 4.1 Age of respondent

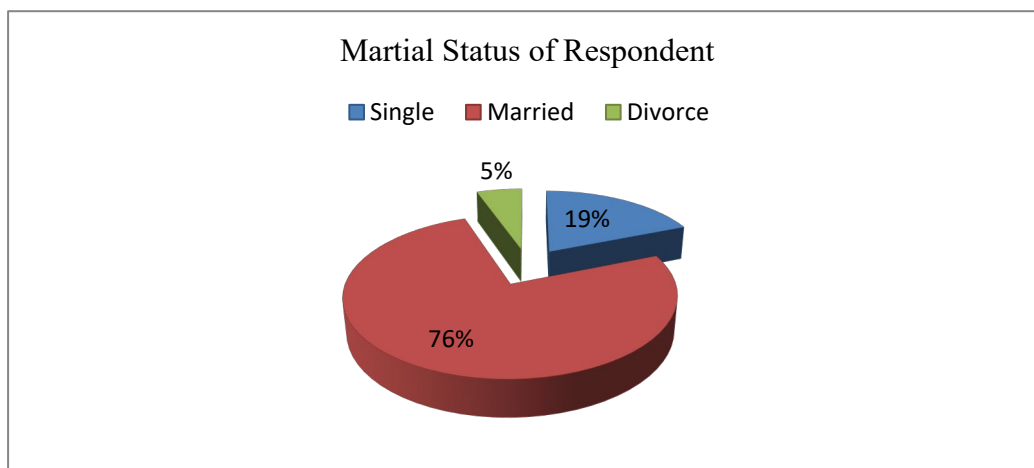
	Frequency	Percentage
Age		
	<=18	10
	18-30	140
	31-45	160
	>46	60
Total	370	100%

Source: survey result (2022)

As Table 4.1 shows, the 160 respondents was between 31-45 age groups make up the highest percentage (43.24%) and the 18-30 and above 46 age groups at 37.84%and 16.22%respectively. The lowest percentage (2.7%) is age group under 18 years old.

Marital Status of Respondent

Fig 4.1. Marital Status of Respondent

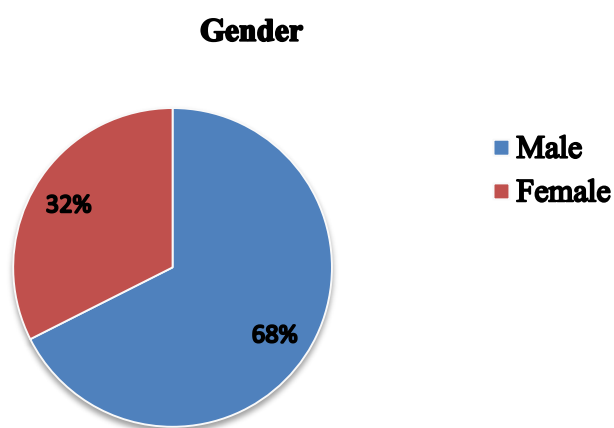


Source: survey result (2022)

Gender of Respondent

Fig 4.2

Gender of Respondent



Source: survey result (2022)

The gender distribution of respondents was predominantly male, with dominated by male 250 and female respondents are 120 of respondents.

Occupation of Respondent

Table 4.2. Respondent Occupation.

	Occupation	Frequency	Percentage
1	Student	20	5.41%
2	Self Employed	90	24.32%
3	Public Employed	180	48.65%
4	Private Employed	70	18.92%
5	Unemployed	10	2.7%
	Total	370	100%

Source: survey result (2022)

Occupation of respondents as stated on above table most of respondents was public Employed.

From the total respondent 48.8% of respondents is Public Employed, 18.92% are private sector employees, 24.32% are self-employed, 5.41% are students, and the 2.7% are unemployed.

Education Background of Respondent

Table 4.3 Education Background of Respondent

No	Level of Education	Frequency	Percentage
1	Primary	20	5.41%
2	Secondary	60	16.22%
3	Diploma	100	27.02%
4	First Degree	150	40.54%
5	Second Degree	40	10.81%
	Total	370	100%

Source: Survey Result (2022)

According to the table's 4.3, further details the respondents' educational background. According to the table, 20 (5.41%) of the respondents have completed only primary education, 60 (16.22%) have completed only the tenth grade, 100 (27.02%) have received a diploma, 150 (40.54%) have earned a bachelor's degree, and 40 (10.81%) have earned two or more degrees. This indicates that more educated customers were better able to access the service and convey their feelings toward the service of the sector as the majority of the respondents had diplomas.

Current service usage of respondent

Understand respondents' knowledge of services provided by EEU Service Centers and their involvement in the service, they were asked to indicate the nature of the service. They are now using the following service from the company's.

Table 4.4 Current service usage of respondent

		Frequency	Percentage
1	New connection	80	21.62%
2	Relocation	10	2.7%
3	Complain	30	8.11%
4	Prepaid	155	41.9%
5	Emergency	10	2.7%
6	Bill settlement	50	13.51%
7	Meter reading	20	5.41%
8	Compensation	10	2.7%
9	Upgrading	5	1.35%
Total		370	100%

Source: survey result (2022)

According to Table 4.4 above, 41.9% of respondents visit for prepaid services, 21.62% visit for new connections, 13.51% visit for bill settlement, and the remainder respondents only visit for complaining, emergencies, compensation, reading, relocating, and upgrading.

Visit Habit of Respondent to EEU service center.

Table 4.5 Visiting Frequency to EEU

No	Visiting Frequency to EEU	Frequency	Percentage
1	Once	180	48.65%
2	Twice	70	18.92%
3	More than 2 times	120	32.43%
Total		370	100%

Source: Survey Result (2022)

Table 4.5 also demonstrates how frequently respondents visited EEU service center points of sale if they had done so more than twice in the past. A sizable portion of respondents don't receive any service feedback on their inquiry. This shows that during the course of a month, they frequented the points of sale at EEU service centers. However

er, the vast majority of respondents (48.65%) who provided a response to this question frequently visited points of sale once per month, whereas 18.92%, 32.43%, twice and more than twice per month, respectively. This shows that the service center requires improvement due to its poor service.

Descriptive analysis for overall of customer Satisfaction

Respondents were asked to rate their overall level of satisfaction on a 5-point liker scale (1 means highly dissatisfied, 2 means dissatisfied, 3 means neutral, 4 means satisfied, and 5 means highly satisfied) in order to gauge how satisfied they were with the service offered at EEU service center points of sale. Table 4.6 shows the findings of the examined overall customer satisfaction level after descriptive statistics (frequency distribution) were used to analyze the level of customer satisfaction.

Table 4.6 Customer Satisfaction with EEU Service center point of sale service

Over all, How Satisfies is you with the EEU Service center service?		Frequency	Percent
	Highly Dissatisfied	100	27.03%
	Dissatisfied	140	37.84%
	Neutral	30	8.11%
	Satisfied	60	16.21%
	Highly Satisfied	40	10.81%
Total		370	100%

Source: survey result (2022)

Relationship between purpose of Visits to service center and level of customer Satisfaction.

Table 4.7. Cross Tabulation between purpose for service center visit and customer Satisfaction.

		Overall, How satisfied are you with the EEU service center service?					Total	Satisfaction %
		Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied		
Purpose of Visit EEU	New connection	20	30	3	5	2	60	11.67 %
	Relocation	5	8	2	3	2	20	25%
	Complain	5	7	5	2	3	22	22.72 %
	Prepaid	10	10	2	5	2	29	24.58 %
	Emergency	3	20	6	2	3	34	14.7%
	Bill settlement	10	5	4	5	8	32	40.62 %
	Meter reading	15	15	2	5	6	43	25.58 %
	Compensation	5	5	3	10	2	25	48%
	Reconnection	15	5	2	10	2	34	35.29 %
	Disconnect ion	5	15	1	5	5	31	32.25 %
	Upgrading	5	10	0	5	3	23	34.78 %
	Other	2	10	0	3	2	17	29.4%
	Total	100	140	30	60	40	370	

Source: survey result (2022)

According to Table 4.7, respondents who went to an EEU service center for a Bill settlement and Compensation are generally happier than respondents who went to points of sale for other purposes. 40.62% of people surveyed are happy with the reading from the Bill settlement and 48% are Compensation services offered at retail locations. Those who went to the EEU service center for Emergency, Complain, prepaid, relocation and meter reading were extremely unsatisfied. From the entire number of respondents that visited the EEU service center, only 30.29% said they were happy with the services provided. The overall satisfaction rate is less than 50%, which is poor and requires improvement.

Table 4.8. Descriptive Statistics of service center visits and overall customer satisfaction.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
New connection	60	1	5	1.98	1.017
Relocation	20	1	5	2.45	1.317
Complain	22	1	5	2.59	1.333
Prepaid	29	1	5	2.28	1.306
Emergency	34	1	5	2.47	1.051
Bill settlement	32	1	5	2.87	1.621
Meter reading	43	1	5	2.35	1.429
Compensation	25	1	5	2.96	1.338
Reconnection	34	1	5	2.38	1.457
Disconnection	31	1	5	2.68	1.376
Upgrading	23	1	5	2.61	1.406
Other	17	1	5	2.59	1.278
Total	370				

Source: survey result (2022)

One-way ANOVA between the goal of service center visits and total customer

Descriptive Analysis for Service Quality Dimensions

Using 22 items broken down into the five service quality dimensions of the SERPERF model, respondents' perceptions of the quality of the service provided by

the EEU service center are measured. Following are two sections of the analysis's findings. First, the consequences of the 22 item discussion of how customers perceive each factor of service excellence are examined. The five service quality dimensions are then provided along with the general perception of the client base.

Tangibility

The four items in the tangibility dimension are the general appearance of the point of sale, the appearance of the staff, the completeness, and the age of the facilities and equipment in the service center. The perception of customers regarding tangibility is shown in table.

Table 4.9 Tangibility Dimension Analysis.

Descriptive Statistics			
	N	Mean	Std. Deviation
Modern Looking Equipment's	370	3.516	1.309
Visually appealing physical features	370	3.124	1.354
Well dressed and neat employees	370	4.062	0.732
appealing supporting materials	370	3.589	1.022
Tangibility (AVG)		3.57	1.11
Valid N (list wise)	370		

Source: Survey Result (2022)

As mentioned on the above table 4.9, the total mean average of tangibility item was 3.57 in number value. With a mean score of 3.57 analyses of the individual service quality elements of the tangibles dimension reveals that the staff at the EEU service center is well-groomed and orderly. However, respondents felt that the EEU service center's staff lacked attractive supporting materials and aesthetically pleasing equipment. This can be because higher management hasn't provided enough office supplies and equipment.

Reliability

The ability of the service center and its staff to deliver the promised service precisely, dependably, and on schedule is described by the reliability dimension.

Table 4.10 Reliability Dimension Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
Provide services as promised	370	2.611	1.422
shows a sincere interest in solving it	370	2.695	1.464
performs the service right the first time	370	3.197	1.473
provides its service at the time it promises to do so	370	2.714	1.521
insists on error free records	370	2.630	1.299
Reliability AVG		2.7	1.45
Valid N (list wise)	370		

Source: Survey Result (2022)

The items provided under the Reliability dimension in the above table demonstrate the service center's capacity to provide the service. And the total mean average of reliability item was 2.7 in number. When you have an issue, the service center genuinely cares about solving it, as seen by the highest mean score (3.19). The lowest mean (2.61) indicates that they do not provide services as promised in terms of reliability, which shows that customers agreed that EEU Service Center is genuinely interested in resolving the issue.

Responsiveness

Four items make up the responsiveness dimension of the third service quality dimension, which measures how eager personnel are to assist customers and offer fast service. Employees play a vital role in giving information and responding to inquiries made by consumers under the service delivery model that incorporates face-to-face interactions between customers and the service providers. Additionally, the

services and other activities at the EEU service center require all employees' full participation in the service delivery process. Table 4.11 displays customers' perceptions of responsiveness for various products.

Table 4. 11 Responsiveness Dimension Analyses

Descriptive Statistics			
	N	Mean	Std. Deviation
R1:Employees inform when service will be provided	370	2.449	1.408
R2 :Employees give you prompt service	370	2.678	1.426
R3 :Employees are always willing to help you	370	3.127	1.545
R4 :Employees are never too busy to respond to your request	370	2.657	1.549
Responsiveness (AVG)		2.7	1.48
Valid N (list wise)	370		

Source: survey result (2022)

As mention on the above table 4.11, the total mean average of responsiveness item was 2.7 in number value. Customers affirm their agreement with EEU Service Center on the four responsiveness dimension elements. With a mean score of 3.12, employees at the EEU service center are consistently willing to assist consumers. Consumers, however, felt that staff members at the service centers were overworked and lacked initiative when customers asked for assistance (mean = 2.65). The personnel could not have access to the equipment and supplies they need to assist the customers despite their willingness to do so due to service volume.

Assurance

The assurance dimension contains items that describe the expertise and civility of service center staff as well as their capacity to inspire confidence and trust in clients. This component, like others, has an impact and is significant for the overall quality of the service. Employees engaged in service activities should be more knowledgeable about the products and services they present to customers

because these activities involve bringing new technologies and services to the client. Most of the new or existing services offered for sale by EEU are of a technical nature and require consumer explanation.

Table 4.12 Assurance Dimension Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
The behavior of employees instills confidence in you	370	2.44	1.41
You feel safe in your transactions with the EEU service center	370	2.69	1.43
Employees are consistently courteous with you	370	3.16	1.54
Employees have the knowledge to answer your questions	370	2.65	1.56
Assurance (AVG)		2.73	1.48
Valid N (list wise)	370		

Source: survey result (2022)

As table 4.12 indicates, the total mean average of assurance item was 2.73 in number, relating to the things of assurance though the purchasers agree that staff within the EEU service center have the data to answer their queries with a mean score of 2.65. they feel safe in their dealing with EEU service center with a mean score of 2.69, they expressed that the behavior of staff within the service center doesn't introduce confidence in them with very cheap mean score (2.44) from the four assurance things.

Empathy

Items made underneath the dimension of fellow feeling square measure indicators of the flexibility of the service center and their staffs to produce a carrying and personal attention to customers and understand perceive specific desires. The below table presents respondents perception towards things of fellow feeling.

Table 4.13 Empathy Dimension Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
Gives you individual attention	370	2.595	1.406
Has operating hours convenient to customers	370	2.946	1.336
Employees give your personal attention	370	3.495	1.317
Has your best interest at heart	370	2.973	1.461
The employees understand your specific needs	370	2.851	1.284
Empathy (AVG)		2.97	1.37
Valid N (list wise)	370		

Source: Survey Result (2022)

As bestowed in table 4.13, the total mean average of the empathy item was 2.97 in number value; .Analysis of the fellow feeling dimension shows that customers believed the EEU service center would give them personal attention, with the highest mean score of 3.49. EEU's service center opened at 2:00 in the morning and closed daily operations at 11:00 in the afternoon from weekdays to Friday. For respondents, the area declared in operation hours is convenient for his or her interaction. However, customers believe that the EEU service center doesn't perceive their specific desires this specific item scored an all-time low mean (2.64) during this specific class.

Relationship Between Service Quality Dimensions and Customer Satisfaction

An understanding of the direction and intensity of links between variables can be gained through correlation analysis, which deals with relationships between variables. Correlation coefficients range from being negatively correlated (-1) to being uncorrelated (0) to being favorably correlated (+) and have values between -1 and 1. The direction of the link is determined by the sign of the correlation coefficient. The correlation's strength is shown by the absolute value. According to

(Dancey and Reidy, 2004), a correlation result of zero means there is no correlation between the variables, a result between 0.1 and 0.3 means there is a weak correlation, a result between 0.4 and 0.6 means there is a moderate correlation, a result between 0.7 and 0.9 means there is a strong correlation, and a result of one means there is no correlation at all.

To determine the relationship between:

- a. Each component of the five service quality parameters and total client satisfaction
- b. A correlation analysis between the five service quality dimensions and overall customer satisfaction is performed.

Correlation Analysis Between Items of Service Quality Dimensions and Customer Satisfaction.

Main Hypothesis:

H₁: There is a positive and significance relationship between service quality and customer satisfaction

Below is an analysis and presentation of the relationship between each item found in the five service quality categories and customer happiness.

Table 4.14 Correlations between items of tangibility and customer satisfaction

Correlations								
		Service Quality	Tangibility	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Service Quality	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	370						
tangibility	Pearson Correlation	.842**	1					
	Sig. (2-tailed)	.000						
	N	370	370					
Reliability	Pearson	.972**	.824	1				

y	Correlation		**					
	Sig. (2-tailed)	.000	.000					
	N	370	370	370				
Responsiveness	Pearson Correlation	.969**	.795**	.969**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	370	370	370	370			
Assurance	Pearson Correlation	.968**	.790**	.965**	.991**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	370	370	370	370	370		
Empathy	Pearson Correlation	.830**	.612**	.759**	.729**	.722**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	370	370	370	370	370	370	
Customer Satisfaction	Pearson Correlation	.955**	.844**	.958**	.937**	.937**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	370	370	370	370	370	370	370
**. Correlation is significant at the 0.01 level (2-tailed).								

Source: survey result of (2022)

H1; **Service quality and customer satisfaction** had a strong positive link ($r = 0.955$, $p = 0.000$)

Tangibility and customer satisfaction had a strong positive link ($r = 0.848$, $p = 0.000$), reliability and customer satisfaction had a strong positive link ($r = 0.848$, $p = 0.00$), responsiveness and customer satisfaction had a strong positive link ($r = 0.848$, $p = 0.000$), and assurance has a positive and significant relationship with customer satisfaction. Assurance and customer satisfaction had a strong positive link ($r = 0.848$, $p = 0.000$), and empathy and customer satisfaction had a strong positive link ($r = 0.848$, $p = 0.000$)

Regression

It assist us with establishing the statistical relationship between the dependent variable, customer satisfaction, and the independent variables, tangibility, reliability,

responsiveness, assurance, and empathy, which are all qualities that have an impact on the dependent variable.

Regression analysis, then, is a statistical technique for creating a mathematical model that illustrates the relationship between variables and may be used to predict the values of the dependent variable from the values of the independent variable. The examination of a relationship is known as multiple correlations when there are two or more independent variables, and the equation expressing such a relationship is known as a multiple regression equation. Here, with just five independent variables and one dependent variable, the researcher explains Simple Linear Regression.

The general formula for the simple linear regression model is shown below:

$$Y = \beta_0 + \beta_1 x_1 + \epsilon$$

Where

Y is the dependent variable's value

β_0 = is the value that y will take when the independent variable is set to zero

β_1 = the constant regression coefficients. It shows the change in y when there is a one-unit change in the respective independent variable.

ϵ_1 is the random error that shows the variation in our estimation of y.

Table 4.15 Regression coefficient of (service quality Vs. Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	.912	.911	.39646
a. Predictors: (Constant), Service Quality				

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	595.782	1	595.782	3790.414	.000 ^b
	Residual	57.843	368	.157		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality						

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B

				Coefficients				
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.751	.056		-13.426	.000	-.861	-.641
	Service Quality	1.081	.018	.955	61.566	.000	1.047	1.116
a. Dependent Variable: Customer Satisfaction								

Table 4.15 shows the regression analysis that was done to illustrate the impact of service quality on consumer satisfaction. The R^2 indicates that service quality can explain about 91.2% of the variation in customers' satisfaction $F(1, 368) = 3790.4$, $p\text{-value} < 0.001$. The results show that service quality significantly and positively affects customer satisfaction ($\beta = 1.08$, $p < .001$)

Table 4.16 Regression coefficient of (Tangibility vs Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.713	.712	.71385
a. Predictors: (Constant), Tangibility				

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	466.099	1	466.099	914.674	.000 ^b
	Residual	187.525	368	.510		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Tangibility						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-2.105	.155		-13.567	.000	-2.410	-1.800

	Tangibility	1.275	.042	.844	30.244	.000	1.193	1.358
a. Dependent Variable: Customer Satisfaction								

Table 4.16 shows the regression analysis that was done to illustrate the impact of Tangibility on consumer satisfaction. The R^2 indicates that Tangibility can explain about 71.3% of the variation in customers' satisfaction $F(1, 368) = 914.4$, $p\text{-value} < 0.001$. The results show that Tangibility had significantly and positively affects customer satisfaction ($\beta = 1.275$, $p < .001$)

Table 4.17 Regression coefficient of (Reliability Vs Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 ^a	.917	.917	.38378
a. Predictors: (Constant), Reliability				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599.424	1	599.424	4069.835	.000 ^b
	Residual	54.201	368	.147		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Reliability						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.261	.047		-5.561	.000	-.354	-.169
	Reliability	.980	.015	.958	63.795	.000	.949	1.010
a. Dependent Variable: Customer Satisfaction								

Table 4.17 shows the regression analysis that was done to illustrate the impact of service quality on consumer satisfaction. The R^2 indicates that service quality can explain about 91.2% of the variation in customers' satisfaction $F(1, 368) = 4069.8$, $p\text{-value} < 0.001$. The results show that reliability significantly and positively affects customer satisfaction ($\beta = 0.98$, $p < .001$)

Table 4.18 Regression coefficient of (Responsiveness Vs Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.877	.877	.46664
a. Predictors: (Constant), Responsiveness				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	573.492	1	573.492	2633.705	.000 ^b
	Residual	80.132	368	.218		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Responsiveness						

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.072	.052		1.377	.169	-.031	.175
	Responsiveness	.872	.017	.937	51.320	.000	.839	.906
a. Dependent Variable: Customer Satisfaction								

Table 4.18 shows the regression analysis that was done to illustrate the impact of responsiveness on consumer satisfaction. The R^2 indicates that responsiveness can explain about 87.7% of the variation in customers' satisfaction $F(1, 368) = 2633.7$, $p\text{-value} < 0.001$. The results show that responsiveness significantly and positively affects customer satisfaction ($\beta = 0.872$, $p < .001$)

Table 4.19 Regression coefficient of (Assurance Vs Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.879	.879	.46388
a. Predictors: (Constant), Assurance				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	574.435	1	574.435	2669.462	.000 ^b
	Residual	79.189	368	.215		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Assurance						

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.052	.052		.996	.320	-.051	.155
	Assurance	.876	.017	.937	51.667	.000	.843	.909

a. Dependent Variable: Customer Satisfaction

Table 4.19 shows the regression analysis that was done to illustrate the impact of Assurance on consumer satisfaction. The R^2 indicates that Assurances can explain about 87.9% of the variation in customers' satisfaction $F(1, 368) = 2669.4$, $p\text{-value} < 0.001$. The results show that Assurances significantly and positively affects customer satisfaction ($\beta = 0.876$, $p < .001$)

Table 4.20 Regression coefficient of (Empathy's Customer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.579	.578	.86508

a. Predictors: (Constant), Empathy

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	378.224	1	378.224	505.397	.000 ^b
	Residual	275.400	368	.748		
	Total	653.624	369			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Empathy						

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.047	.116		.407	.684	-.181	.275
	Empathy	.804	.036	.761	22.481	.000	.734	.875
a. Dependent Variable: Customer Satisfaction								

Table 4.20 shows the regression analysis that was done to illustrate the impact of Empathy on consumer satisfaction. The R^2 indicates that Empathy can explain about 57.9% of the variation in customers' satisfaction $F(1, 368) = 505.3$, $p\text{-value} < 0.001$. The results show that Empathy significantly and positively affects customer satisfaction ($\beta = 0.804$, $p < .001$)

Hypotheses Summary

Table 4.21 Hypotheses Summary

No	Hypotheses Developed for the Research Study	Decision
1	Hypothesis 1: There is a positive and significance relationship between Service quality and customer satisfaction.	Supported
2	H1a: There is a positive and significance relationship between Tangibility and customer satisfaction	Supported
3	H1b: There is a positive and significance relationship between Reliability and customer satisfaction	Supported
4	H1c: There is a positive and significance relationship between Responsiveness and customer satisfaction	Supported
5	H1d: There is a positive and significance relationship between Assurance and customer satisfaction	Supported
6	H1e: There is a positive and significance relationship between Empathy and customer satisfaction	Supported

CHAPTER V

Finding and Discussion

This section focuses on the study's findings, and the researcher offers his conclusion by outlining the outcomes. This section provides the answers to the research queries outlined in the problem discussion while also advancing new ideas and recommendations for additional research.

Level of service Quality in Ethiopian Electric Utility Points of Sale

The first question of this study stated, "What is the level of service quality in EEU points of sale?" Accordingly, this brought about the last descriptive analysis, SERVPERF Dimensions (service quality dimension).

Tangibility, From the findings in this study, in general, all tangibility questions in Table 4.9 have mean scores below 4.06 and mean average scores of 3.57, which show that the majority of respondents believe the EEU service center has a strong physical make-up, including an office layout, professional attire for employees, and equipment. This shows that the majority of respondents to the EEU have state-of-the-art machinery and appealing physical facilities to provide the service. Employees that are well-groomed, disciplined, and neat had greater mean values and the smallest gaps when compared to the other employees on the tangibility question. Since the majority of respondents disagree that the EEU has sophisticated equipment, more work needs to be done on installing current technology.

Reliability, The last table of the descriptive analysis, table 4.10, can be analyzed as follows. The reliability dimension of service quality respondents mean value for all five questions is below the low mean of 3.19. This shows that the responder did not think the EEU had enough personnel or resources, was on time, gave customers correct information, kept its delivery promise, or had a true desire to resolve the issue. As a customer issue, since lack of genuine interest in finding solutions and failure to provide accurate information may result from a lack of knowledge about the service, the EEU therefore hires additional employees, purchases additional materials, and provides training for both new hires and existing employees.

Responsiveness, from the previous finding stated on table 4.11 The responsiveness dimension of service quality respondents mean value for all four questions is below the low mean 3.12, details how the employee makes information clearly accessible, delivers timely service, is glad and willing to serve the client, and is not overworked to answer to the customer's needs. All questions about responsiveness go under the

bottom category. That shows the respondent didn't think EEU workers were glad to help customers and made information conveniently available. The EEU upper management must monitor employee service delivery and what is happening in the EEU service center.

Assurance, based on the findings of this study, can be analyzed as follows in table 4.12 of the descriptive analysis. The assurance dimension of service quality respondents mean value for all four questions is below the low mean of 3.16. This shows that although clients appear to have higher needs in terms of assurance expectations, it has been discovered that the actual service is quite troublesome. This was support for the idea that there isn't much of a specific place for consumers in terms of care, emphasis, and therapy. It was also shown that front-line staff members involved in customer service possess the necessary knowledge, look out for their clients, and provide fast service. However, a lack of the proper consideration and care that EEU provides for its employees, a lack of ongoing human resource development, low levels of motivation and benefit packages, and a lack of the necessary materials for the construction of power distribution would make employees less sensitive to customer requests. The system has not yet been made the employees' responsibility through sufficient training and capacity-building initiatives. Additionally, their poor motivation caused them to lose their manners and be unable to inspire confidence in their clients.

Empathy, from Table 4.13, shows that, the empathy dimension of service quality for all four questions is below the low mean of 3.4 and the average mean for all items is 2.97, which indicates that respondents believe that employees do not give each customer individual attention, act quickly to address customer needs, or have the customer's best interests at heart. The implication is Giving consumers personalized service, accommodating their working hours, and comprehending their unique needs all have gaps. In addition, there are times when clients are compelled to use the traditional method of standing in line at teller windows during peak bill-paying hours. Human nature dictates that those with whom they want to do business should show them respect and empathy. Technology offers a platform to reduce workloads and mistakes, offering a more effective and rapid solution to the problem.

Level of customer satisfaction in Ethiopian Electric Utility Points of Sale

The second question of this study stated, "What is the level of customer satisfaction at the EEU point of sale?" Customer satisfaction is measured in terms of the link between expectations and results, as was explained in the literature section. The consumer is satisfied if the outcome meets their expectations. Customer dissatisfaction is expressed if expectations exceed the outcome. Customer "pleasure" could happen if the outcome surpasses expectations. However, as service expectations and service perceptions are very different, there are gaps in all of the SERVPERF dimensions for EEU's clients. In other words, there is evidence that the EEU service delivery mechanism has produced poor results. Customer service expectations have been found to be extremely high, and perceptions have deteriorated. The findings reveal that consumers are generally satisfied with the services received at the EEU service center.

The analysis outcome shows that, the percentages of respondents who are satisfied and unsatisfied are not proportionate, according to the level of consumer satisfaction with the services received at the EEU service center. When asked about their level of satisfaction with their visit to the EEU service center, 27.02% of respondents said they were satisfied (10.81% highly satisfied and 16.21% satisfied), while 64.87% said they weren't satisfied (27.03% strongly dissatisfied and 37.84% unsatisfied). The remaining 8.11% of respondents did not indicate whether they were satisfied or not with their level of satisfaction. We may infer that the majority of customers, or more than 64.87% of them, are unhappy with the service provided by EEU service centers.

According to the study findings, all of the elements used to measure service quality (tangibility, reliability, responsiveness, assurance, and empathy) have a low mean value, which suggests that Ethiopian Electricity Company customers are dissatisfied with the quality of the services they receive. It means the majority of Ethiopian Electricity Company (EEC) customers are dissatisfied. Al-Azzam (2015) shows that the higher the quality of service, the greater the customer satisfaction, and this is true according to this research as well.

The relationship between service quality dimensions and customer satisfaction in Ethiopian Electric Utility Points of Sale

The third research question stated that, "investigate the relationship between service quality dimensions and customer satisfaction in Ethiopian Electric Utility Points of Sale." These were explained by five hypotheses:

First hypotheses state that, "there is a positive and significant relationship between tangibles and customer satisfaction. The hypotheses are supported by the data because the contribution to customer satisfaction has taken on a positive value (+ 848). Therefore, developed hypotheses can be accepted. It means there is a positive and significant relationship between tangibles and customer satisfaction.

As regards the second hypothesis of this study, which stated that, "there is a positive and significant relationship between reliability and customer," The hypotheses are supported by the data because the contribution to customer satisfaction has taken on a positive value (+ 959). Therefore, developed hypotheses can be accepted. It means there is a positive and significant relationship between reliability and customer satisfaction. The results of this investigation are consistent with Zeithaml (1990), who noted that one of the key elements of customer happiness is reliability and has a positive and strong relationship with customer satisfaction.

The third hypothesis of this study states that, "there is a positive and significant relationship between responsiveness and customer." The hypotheses are supported by the data because the contribution to customer satisfaction has taken on a positive value (+ 936). Hence, developed hypotheses can be accepted. It means there is a positive and significant relationship between responsiveness and customer satisfaction.

Concerned with the fourth hypothesis of this study, which states that "there is a positive and significant relationship between assurance and customer satisfaction," The hypotheses are supported by the data because the contribution to customer satisfaction has taken on a positive value (+ 937). Therefore, developed hypotheses can be accepted. It means there is a positive and significant relationship between assurance and customer satisfaction.

The fifth hypotheses of this study which stated that, "there is a positive and significance relationship between Empathy and customer satisfaction". The hypotheses supported by data because contribution to the customer satisfaction has taken positive value (+759). Therefore developed hypotheses can be accepted. It

means there is a positive and significance relationship between Empathy and customer satisfaction.

Concerned with the main hypothesis of this study, which states that "there is a positive and significant relationship between service quality and customer satisfaction," The hypotheses are supported by the data because the contribution to customer satisfaction has taken on a positive value (+ 955). Therefore, developed hypotheses can be accepted. It means there is a positive and significant relationship between service quality and customer satisfaction.

According to the above hypotheses, the service quality dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) have a strong positive relationship with customer satisfaction. Service quality and customer satisfaction are strongly associated, according to Parasuraman et al. (1985). In contrast, Sureshchandar et al. (2002) found that customer satisfaction and service quality have strong correlations. They also find a positive and strong correlation between service quality and customer satisfaction.

The study's findings stated that, unlikely the correlation analysis, the multiple regression beta value for responsiveness became negative. These cases happen sometimes, and with the exception of simple linear regression, we cannot guarantee that the correlation coefficient and regression slope will always have the same sign (Chappers, 2020).

CHAPTER VI

Conclusion and Recommendation

Conclusion

Customers are becoming more informed, demanding, involved, and active, which makes it necessary for the electric utility sector to better understand customers' needs. The pace of industrialization would depend heavily on maintaining service quality, therefore, a survey conducted among clients in the Assosa region revealed that EEU's service level falls far short of what customers would expect.

The study's results, which were gleaned via responding to research questions, lead to the following conclusion:

According to the descriptive analysis, all of the elements used to measure service quality (tangibility, reliability, responsiveness, assurance, and empathy) have a low mean value, which suggests that EEU clients are dissatisfied with the quality of the services they receive. Customers complain about slow service, network outages, difficulty getting accurate information from the EEU, and employees who appear to be too busy to help them.

According to the regression analysis, there is a considerable impact on customer satisfaction and a favorable link between tangibility, dependability, assurance, and empathy. Customer satisfaction and tangibility, reliability, responsiveness, and assurance have the strongest correlation, whereas empathy and customer satisfaction have a moderate one.

As a result, in the competitive company environment of today, great service quality is a crucial survival tool because it increases customer satisfaction.

Recommendations

Based on the findings of the study the following recommendations are provided by the researcher to improve the quality of service and customer satisfaction at EEU service center.

1) The results of the studies suggested that reliability plays a positive role in producing quality service and has a significant positive relationship with customer satisfaction. As a result, EEU needs to enhance the reliability component of its total service quality.

Accordingly, the following suggestions are made for the reliable service quality dimension of EEU:

- a) Ethiopian Electric Utility needs to uphold the initial promises it made about the quality of its services and maintain consistency in that regard.
 - b) Ethiopian Electric Utility should demonstrate a serious interest in resolving client issues by implementing solutions that could expedite the service process and thereby enhance service quality issues all around.
 - C) Ethiopian Electric Utility should follow through on its promises to keep accurate records and should avoid overpromising and underperformance to increase the credibility of the company and its services.
- 2) Staff members of the Ethiopian Electricity Management System need to be aware that tangibility, one of the five dimensions of service excellence, has a significant impact on customer satisfaction. Hence, the EEU should focus on providing support and assistance by providing materials and office equipment. EEU should also continue the rebranding of its service centers, which includes relocating to better buildings and locations and furnishing the centers. Regarding employees dressing and appearance, there should also be a certain code of clothing for the service center staff, which forces employees to dress well and appropriately.
 - 3) Ethiopian Electricity Company must appoint client relations employees who irritate customers in need of particular assistance since they must own a client relations desk and offer free call centers. If the bank had a client relations officer, the customer would simply share their opinion of the bank before permanently leaving.
 - 4) Ethiopian Electricity Company should create a simple and quick procedure for managing client complaints in order to provide swift and quick responses to their complaints from customers.
 - 5) To make an effective and ongoing feed backing system, EEU must understand the changing consumer desires, aspirations, and expectations. Also, the business needs to have a strong customer relationship management system and be able to understand the needs of customers while communicating with them.
 - 6) The business should employ a feedback system to understand customer service quality expectations and perceptions in order to increase customer satisfaction levels and to inform customers of the criteria they use to assess service quality in relation to bank service quality as well.

As a result, the utility should establish suitable standards for service delivery, effective channels for managing complaints, pertinent training for its staff, and

increased employee decision-making authority. The company must put forth its best effort in quality improvement programs in order to guarantee customer satisfaction.

Farther Study of the Research

According to the study's findings, customer satisfaction in the EEU service center is related to and influenced by each of the five service quality criteria. The study does, however, have significant drawbacks. It was initially restricted geographically to the service centers offered by the corporation in Assosa. Additional research needs be done in this area, taking into account service centers outside of Assosa.

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APPENDIX I

Questionnaires



NEAR EAST UNIVERSITY

INSTITUTE OF GRADUATE STUDIES AND RESEARCH

DEPARTMENT OF BUSSINESS ADMINISTRATION

Questionnaire for Service Quality and Customer Satisfaction Survey on EEU Points of Sales Service (Service Centre)

Introduction

First I would like to thank you for your time. My name is Jebesa Sefara Degaga and I am a graduate student at Institute Of Graduate Studies And Research. Department Of Bussiness Administration. I am conducting this study for the completion of my Masters Degree in Business Administration.

Study Title

The Effect Of Service Quality On Customer Satisfaction In Ethiopian Electric Utility, (The Case Of Assosa Customer Service Center)

Purpose

The purpose of the study is to measure service quality and the level of customer satisfaction in EEU Service centers. Your kind cooperation will help me to find reliable data and will be used only for this study. The information to obtain from this study may be used by EEU of Assosa city and researchers. Moreover, the main aim of this study is to write a thesis as a partial requirement for the fulfillment of Degree of Master's in business administration.

Procedure and duration

First of all, you were selected by lottery method. I will be asking you using a questionnaire to provide me with pertinent data about effect of service quality on customer satisfaction that is helpful for the study. The questionnaire will take about 10-15 minutes, so I kindly request you to spare me this time for the study.

Risks

The risks of being participating in this study are very minimal, but only taking few minutes from your time. Other than this the questionnaire will not cause any harm on you and the community.

Benefit

There would not be any direct payment for participating in this study. But the findings from this research may reveal important information for the EEU customer.

Confidentiality

The information that you provide us will be confidential. There will be no information that will identify you and your organization. The findings of the study will be general for the study population and will not reflect anything particular of individual persons or housing. The questioner will be coded to exclude showing names; no references will be made in oral or written reports that could link participants to the research.

Rights

Participation in this study is fully voluntary. You have the right to declare for your organization to participate in this study. You may refuse to answer any question at any time. However, we hope you will answer the questions, which will benefit the services you get. Please try to answer all stated questions and I would like to thank you for your time again.

Contact address

If there are any questions or enquires any time about the study, please contact and speak to principal investigator,

Please contact me by phone number: + 90(542)8575410

Department of Business Administration

Near East University

TRNC

Email Jebsasa4@gmail.com

ŞerifeEyüpoğlu (Supervisor)

Department of Business Administration

Near East University

TRNC

Email: serife.eyupoglu@neu.edu.tr

Instruction for filling the questionnaire.

Please read each statement carefully and please mark your response with “√” for the questions indicated in the table and write your opinion on the blank space.

The questionnaire consisted of three parts;

- **Part one:** demographical/personal information
- **Part two:** Perception towards Service Quality Dimensions
- **Part three:** Level of Customer Satisfaction

Part one: Demographic information of respondents.

1. Age

☐ Up to 17 ☐ 18 – 30 ☐ 31 – 45 ☐ Above 45

2. Gender

☐ Male ☐ Female

3. Occupation

☐ Student ☐ Self-employed ☐ Public - employee
☐ Private – employee ☐ Unemployed

4. Marital Status

☐ Single ☐ married ☐ Divorce

5. Education background

☐ Primary ☐ Secondary ☐ Diploma ☐ First Degree ☐ Second Degree

6. From services provided by Ethiopian Electric Utility which service do you currently Use?

☐ New connection ☐ Relocation ☐ Compensation ☐ Prepaid
Emergency

☐ Bill payment meter reading ☐ compensation ☐ connection
Disconnection

☐ Upgrading

If other please state _____

7. How many times did you visit Ethiopian Electric Utility?

☐ Once ☐ Twice ☐ More than two times

8. If you visited Ethiopian Electric Utility more than two times, how frequently do you visit Ethiopian Electric Utility service centre?

☐ Once a month ☐ twice a month ☐ More than twice a month times

9. What is the purpose of your current visit to Ethiopian Electric Utility service centre?

☐ New connection ☐ Relocation ☐ Complain ☐ Prepaid
☐ Emergency ☐ Bill payment ☐ meter reading ☐ compensation
☐ Reconnection ☐ Disconnection ☐ upgrading

If other please state _____

Part Two: Perception towards Service Quality Dimensions.

Please show the extent to which you believe the EEU point of sales, you visited, has the

Feature described in the statement. (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5= Strongly Agree)

Service Quality Dimensions						
Tangibles		1	2	3	4	5
1	EEU service center has modern looking equipment					
2	The EEU service center point of sales physical features are visually Appealing					
3	Employees in the EEU service centre point of sales are well dressed and neat appearing					
4	Materials associated with the service (such as pamphlets, brochures etc) are visually appealing in the point of sales					
Reliability		1	2	3	4	5
1	The Point of sales provide services as promised					
2	When you have problem, the Point of sales shows a sincere interest in solving it.					
3	The point of sales performs the service right the first time					
4	The point of sales provides its service at the time it promises to do so					
5	The point of sales insists on error free records					
Responsiveness		1	2	3	4	5
1	Employees in the EEU service center tell you exactly when the services will be performed					
2	Employees in the EEU service center give your prompt service					
3	Employees in the EEU service center are always willing to help you					
4	Employees in the EEU service center are never too busy to respond to your request					
Assurance		1	2	3	4	5
1	The behavior of employees in the EEU service center instills confidence in you					
2	You feel safe in your transactions with the EEU service					

	center					
3	Employees in the EEU service center are consistently courteous with you					
4	Employees in the EEU service center have the knowledge to answer your questions					
Empathy		1	2	3	4	5
1	The EEU service center gives you individual attention					
2	The EEU service center has operating hours convenient to Customers					
3	EEU service center has employees who give you personal attention					
4	The EEU service center has your best interest at heart					
5	The employees of the EEU service center understand your specific Needs					

Part Three: Level of Customer Satisfaction

Please indicate your level of agreement on the below statements. (1= Highly Dissatisfied,

2=Dissatisfied, 3=Neutral, 4=Satisfied, 5= Highly Satisfied)

Statement		1	2	3	4	5
1	Overall, How satisfied are you with the EEU service center service?					

Source: - Mary Lous Temba, (2013).The Assessment of Service Quality and Customer Satisfaction Using Servqual Model: A Case Study Of Tanzania Telecommunications Company Limited (TTCL).

Dawit Addisu (Oct,2020), Assessment Of Service Quality And Customer Satisfaction At Ethiopian Airline Enterprise The Case Of Gambella Airport

APPENDIX II



SCIENTIFIC RESEARCH ETHICS COMMITTEE

28.12.2022

Dear Jebesa Sefera Degaga

Your application titled “**The Effect Of Service Quality On Customer Satisfaction In Ethiopian Electric Utility, (The Case Of Assosa City Customer Service Center)**” with the application number NEU/SS/2022/1455 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.



Prof. Dr. Aşkın KİRAZ

The Coordinator of the Scientific Research Ethics Committee

APPENDIX III

THE EFFECT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION IN ETHIOPIAN ELECTRIC UTILITY, (THE CASE OF
ASSOSA CUSTOMER SERVICE CENTER) by Jebesa Degaga

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