

**THE EFFECT OF SERVICE QUALITY ON  
CUSTOMER SATISFACTION:  
CASE OF YOTEK REAL ESTATE COMPANY  
HOME BUYERS  
ADDIS ABABA**

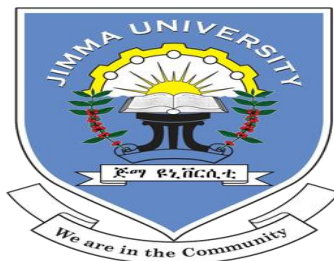
*A Thesis Submitted to the School of Graduate Studies of Jimma  
University in Partial Fulfillment of the Requirements for the Award of the  
Degree of Master of Business Administration (MBA)*

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**JIMMA UNIVERSITY  
COLLEGE OF BUSINESS AND ECONOMICS  
MBA PROGRAM**

**AUGUST, 2020  
ADDIS ABABA, ETHIOPIA**

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## DECLARATION

I declare that the research Report entitled “*The Effect of Service Quality on Customer Satisfaction: The Case of YOTEK Real Estate Company*”, submitted to Research and Postgraduate Studies’ Office of Business and Economics College is original and it has not been submitted previously in part or full to any university.

\_\_\_\_\_  
Date: \_\_\_\_\_

## CERTIFICATE

We certify that the Research Report entitled “*The Effect of Service Quality on Customer Satisfaction: The Case of YOTEK Real Estate Company*”, was done by Mr Gebrehiwot Hiluf Teka for the partial fulfilment of Master’s Degree under our Supervision.

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(Main Advisor)

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## **List of acronyms and abbreviations**

SERVQUAL- Service quality

EEU - Ethiopian Electric Utility

SERVPERF- Service performance

ETC- Ethiopian Telecommunication Corporation

EEPCo- Ethiopian electric and Power Corporation

SPSS- Statistical Package for Social Science

YOTEK- Yonannes Teklay Real Estate Company

P-Perception

E-Expectation

### **Abstract:**

*The purpose of this study was to measure the effect of service quality on customer satisfaction in relation to YOTEK real estate home buyers. Both primary and secondary methods of data collection were applied. The primary data were collected through administering questionnaire. From the total population of 318, 177 respondents were selected using a probabilistic sampling technique which is proportional stratified sampling. The study has used the SERVQUAL model of service quality with the application of the five service quality dimensions. The five dimensions of service quality, which were developed by Parasuraman, namely tangibles, reliability, responsiveness, assurance, and empathy were used to measure the level of customers' satisfaction in YOTEK real estate home buyers. The study employed both quantitative and qualitative research approach. Correlation and regression analysis also used. Both descriptive and inferential statistics have been used to find mean score and investigate the main objectives of this study. According to the findings of the study all the five dimensions of service quality have shown a significant positive effect on customer satisfaction. The findings of the regression analysis indicate that responsiveness and tangibility have the largest effect on customer satisfaction. Pearson correlation analysis was conducted to examine the relationship between service quality dimensions and customer satisfaction and the results shows that all the five dimensions of service quality have a strong positive relationship with customer satisfaction. Though all the five dimensions are significant, responsiveness and tangibility are the first two dimensions of service quality that have a strong and positive significant effect on customer satisfaction. Accordingly YOTEK real estate needs to give more emphasis and due attention to responsiveness and tangibility dimensions of service quality to improve the level of customer satisfaction.*

Key words: Customer satisfaction; Service quality; YOTEK Real State

# **CHAPTER ONE**

## **INTRODUCTION**

This chapter starts by introducing the main theme of the research work service quality, customer satisfaction; Back ground information, problem statement, research questions, and objective of the study, significance and delimitation of the study are discussed in this chapter.

### **1.1 Background of the study**

For the last decades, the real estate business becomes growing and still unable to satisfy the needs and wants of the customers. The scenario shows there is a huge gap between demand and supply of residential and commercial buildings which has prompted the government to encourage investing in the real estate. What the government seeks right now is a real estate sector that can deliver on its promises and is also credible in all its business dealings. Based on this opportunity, there are real estate's developers in Addis Ababa particularly investing on residential buildings and multipurpose buildings.

In the corporate world, service quality plays an important role in creating differentiation and a satisfied customer base. Customers now demand high-quality services performance from real estate, Real estate aim to build a competitive advantage through high-quality services and by developing a customer base. A satisfied customer base also helps in increasing market share (Khan and Mariam, 2014). Many leading firms focus on providing quality services for creating differentiation and competitive advantage. This leads to a stronger brand image.

Improving Service quality and customer satisfaction has been the major concern of organizations in any industry for many years. In the period of globalization and continues technological advancements, maintaining customer satisfaction is not an option, it is a must to survive the strong competition, An organization that is continuously satisfying its clients, enjoying higher rates of retention and increased profitability owing to increased client loyalty (Wicks & Roethlein 2009).

According to Gyasi and Azumah (2009) satisfaction is the process of customers overall subjective evaluation of the product/service quality against his/her expectation or desires over a time period. This general satisfaction has a powerful beneficial impact on customer loyalty intentions across a broad spectrum of categories of products and services (Gustafsson, Johns, & Roos 2005).

Johnson, L., Dotsm, M., & Dunlap, B. (1988) show that one way to gain an advantage over the competition is to improve the quality of services provided to homebuyers and sellers. Consequently, real-estate firms and the real estate industry need to understand the expectations of their customers and determine how well they perform services. Then they successfully provide those wanted services and satisfy the real-estate customers.

Dabholkar and Overby (2005) studied the relationships among four concepts: service process, service outcome, service quality, and customer satisfaction evaluations. The study found that process factors, such as “professionalism” and “guidance”, are related to service quality and, similarly, outcome factors (e.g., the quick sale of a home) are related to customer satisfaction. It was also found that service quality evaluations precede customer satisfaction for normal service evaluations, but the opposite relationship is true for extreme service evaluations (i.e., customer satisfaction precedes service quality evaluations).

Without constructing customer satisfaction and brand loyalty, no business organization can survive; nor can any organization make a good living without meeting their customers' requirements. That is what organizations do: they serve people's needs. Service quality helps to consolidate the connection between clients and the organization and is a two-way value stream. This implies that customers derive real value from the connection that, in the form of increased profitability and sustainability, translates into value for the organization over a lengthy period of time. The notion of quality, effectiveness, productivity, development, and survival poses a major challenge to all corporate bodies' survival and development. The need to attract and maintain clients further deepens these growths and survival requirements, as clients are the primary focus of any successful company (Agypong, 2010).

Organizations have a responsibility to provide service based on research, knowledge and updated information. Every institution has to know its internal strength and weakness, and external opportunities and threats. Taking the world as a single market and each organization as a competitor, it is possible to say there is tough competition; hence, customer satisfaction plays an essential role in the organization success (Kayastha 2011). Karna (2004) discusses the importance of delivering good service to render customer satisfaction and concludes that customer satisfaction leads to a stronger relationship between customer and company.

Real estate is one of the classifications of housing development which are participating to solve the severe housing problem. YOTEK real estate is one of the real estate developers in Addis Ababa having area coverage of 52,750 square meter and 318 residential houses were sold to customers. Based on this the researcher wants to see the level of service quality and customer satisfaction provided by the real estate. Because in the competitive industry, customer satisfaction is considered as the fundamental of success and customer feedback is important for further improvement. Therefore, the purpose of this study is designed to describe the effect of service quality on customer satisfaction in YOTEK Real Estate home buyers.

## **1.2 Statement of the problem**

Whoever the service provider is, the key for Business existence and success lie in its ability to provide effective service and satisfying the customer. It is the quality of service that bring new customer and holds on existing customers: customers who buy more and who influence others to buy. A key challenge for any service business is to provide satisfactory outcomes to its customers in a ways that are cost and time effective for the company. “If customers are dissatisfied with the quality of the service they would not be willing to pay very much for it or even to buy it, at all if competitor offer better”(Lovelock and Wirtz; 2004).

Researchers show that quality is a significant determinant of satisfaction and has a favorable short and long-term connection with satisfaction (Oliver, 1997). Quality judgments should be based on customer feedback rather than on the product/service quality views of producers (Almossawi, 2012).

After closely evaluating multiple studies carried out using the SERVQUAL model up to now, it was discovered that many study works have been carried out in multiple service industries, such as education, restaurants, banking, health care, etc., but limited empirical study has been conducted to assess service quality in the real-estate industry. A researcher considers the real-estate industry as part of the service industry.

There is some of the research which finds out the relationship between perceived service quality, customer satisfaction, and customer loyalty and it was proven that perceived service quality had a positive relationship with customer satisfaction and this supports the argument of linking service quality and customer satisfaction.

Measuring service satisfaction helps to increase service effectiveness (Lang 2012). According to Said et al. (1979) cited on Manzoor (2013), unless continuous assessment and evaluation are periodically conducted the expected quality cannot be achieved. Further, they argue that organizations have a responsibility to provide service based on research, knowledge and updated information. Every institution has to know its internal strength and weakness, and external opportunities and threats. Taking the world as a single market and each organization as a competitor, it is possible to say there is tough competition; hence, customer satisfaction plays an essential role in the organization success (Kayastha 2011).

Real estate companies have historically focused on costs and a range of services, but competitive rivalry in the industry has forced companies to search for other tactics to make them appealing to consumers, one of which is enhancing the standard of service. Such perception of service quality has received almost no theoretical measurement attention, despite the fact that it is thought to be of great importance in the success of service delivery (Johnson et al. 1988). Most studies conducted have been one-sided i.e. biased towards customer's perception and less on customer's expectation. Although, some objective measures of service quality can be taken as they are performed, such as time spent for waiting, number of errors in filling an order, and the like, it becomes quickly apparent that such measures do not adequately capture the real investigation of service quality for the intended purpose of customer satisfaction (Zeithaml 1990). Real state institutions use findings of satisfaction survey in order to mark areas for improvement,

strengthening curricula and programs and ensure institutional effectiveness (Bryant 2006). Moreover, satisfaction survey give insights on how institutional reputation and quality is perceived by different stakeholders, developing a more clear understanding about factors that satisfy customers and it helps to limit customer attrition rate and made the organization suitable environment (Elliott and Shin 2002). In pursuit of these, understanding the customer expectation and perception towards satisfaction can act as an essential means to improve the service quality of YOTEK real estate. Therefore, this study is intended to investigate the effect of service quality on customer satisfaction at YOTEK Real Estate home buyers located in Addis Ababa and is aimed to answer the research questions.

### **1.3 Research Questions**

The study seeks to answer the following specific research questions;

- 1) What is the level of service quality in YOTEK real estate?
- 2) What is the level of customer satisfaction in YOTEK real estate?
- 3) How service quality dimensions affect the customer satisfaction of YOTEK real estate?

### **1.4 Objectives of the Study**

#### **1.4.1 General objective**

The main objective of this study is to analyze the effect of service quality on customer satisfaction in YOTEK real estate.

#### **1.4.2 Specific objectives**

- To assess the quality of service provided by YOTEK real estate.
- To examine the overall customer satisfaction level with the services provided by YOTEK real estate.
- To investigate the effect of service quality dimensions on customer satisfaction.



## **1.5 Significance of the Study**

The study is of significance to YOTEK real estate management in lighting the level of satisfaction of their customers on the offering services, also helps to make some corrective efforts to service quality improvement; The study will upgrade the knowledge and skills of the researcher in conducting research & for the fulfillment of the requirements for the award of the degree of master of business administration (MBA) and helps as references for other researchers who have an interest in research on customers' satisfaction of any business sector.

## **1.6. Scope of the Study**

The study focuses on service quality as independent variables, customer satisfaction as dependent variable and customer perception minus expectation as a GAP score of service quality provided by YOTEK real estate. Respondents of the study were selected from YOTEK real estate home buyers.

The study was carried out from real estate around Addis Ababa in particular YOTEK real estate located at Mekanisa lebu. Both descriptive and casual research designs were applied the study.

## **1.7. Definition of key Terms**

**Service Quality:** Dash & Mahaptra (2009) defined Service quality as the ability of a business organization to meet or exceed the customer expectations.

According to Saghier, and Nathan (2013), service quality is an important concept in the service industry and is more important for financial service providers who have difficulty in showing their customers product differentiation.

**Customer Satisfaction:** Customer satisfaction is a function of perceivable quality and unfulfilled expectations (Karna 2004). The customer's satisfaction may be defined as personal satisfaction or disappointment caused by differences between the received product or service and the customer's expectations (Koskela 2002).

**SERVQUAL model:** Parasuraman et al., (1985) defines that the SERVQUAL model represents service quality as the discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services. It has also been one of the most widely used measurements for assessing service quality in marketing, retailing, and many other disciplines (Schneider et al., 2004).

Siddiqi (2011) also states that the SERVQUAL model is an appropriate assessment tool to measure service quality perceptions.

**Real estate:-** is property consisting of land and the buildings on it, along with its natural resources such as crops, minerals, or water; immovable property of this nature; an interest vested in this; (also) an item of real property; (more generally) buildings or housing in general. Also: the business of real estate; the profession of buying, selling, or renting land, buildings or housing (Wikipedia 2017).

Real Estate: House or land:

-The business of selling houses or land for building.

-Realty, real property, property consisting of land or building. (OXFORD Advanced Learner's Dictionary 2009)

Real Estate is property.

-It is a tangible asset of land or building.

-It is used to denote the "the bundle" of rights that are associated with the ownership and uses of the physical assets.

-The term real estate may be used when referring to the industry or business activities related to the acquisition, operation, and disposition of the physical assets (David C. Ling; Wayne R. Archer, McGraw-Hil 2008).

## **1.8. Organization of the Paper**

The final study comprised five chapters i.e. Chapter one, an introduction which will made up with background information, statement of problems, objective of study (General & specific), research questions, significance of the study, scope of the study, and organization of the study.

Chapter two, reviewed related literature in the study field both conceptual and theoretical point of views. Chapter three, looked on the methodological applied in the research. Chapter four discusses the empirical findings and analysis of the study with interpretations. Chapter five, comprised of summary of the findings, conclusions based on the results, study recommendations, and suggestions for further research.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter covers the related literature reviewed of theories and models and conceptual framework which serves as evidence of the variables of the study - Service Quality and Customer Satisfaction. Definitions of service, quality, customer satisfaction, the concept of service quality, and the relationship between service quality and customer satisfaction is briefly highlighted.

#### **2.1. Theoretical Literature**

##### **2.1.1. Service**

Whether the output is linked to a tangible product or not, according to Kotler (2000), a service is any act or performance that one party provides to another that is fundamentally intangible and does not result in possession of anything. Using simple terms, services are also defined as deeds, processes and performances (Zeithaml and Bitner, 2003). They are different from physical products and cannot be stored. However, their aim is to fulfill and desire human needs. Although services are part of our life there is difference between services and commodities. Schneider and White (2004) highlighted that pure services cannot be seen, touched, held, or stored because they have no physical manifestation, but are considered part of a process or interaction.

The concept of a service, most often the focus is on activities, deeds, processes and interactions (Lovelock, 1991; Solomon, Surprenant, Czepiel, & Gutman, 1985; Vargo & Lusch, 2004a; Zeithaml & Bitner, 2003). For the purpose of analysis, a service may be considered in three different ways: 1) as a process; 2) as a solution to customers' problems; and 3) as a beneficial outcome for customers. The first of these perspectives (service as a process) is discussed by Lovelock (1991), he defines services as "a process or performance rather than a thing"; the view also shared by Gronroos (2001), he argued that a service is a mechanism resulting from output and consumption processes that are partially simultaneous. Gummesson (2007) believes that resources are complex processes and events, whereas ' goods ' are static things. The second

viewpoint (service as a solution to the problems of customers) is given by Gronroos (2001), whose view of service focuses on consumers, where services are offered as solutions to customers' problems. From this perspective, service is conceptualized as an activity of an intangible nature that usually takes place during the interaction between the customer and service employees to provide solutions to customers' problems (Gronroos, 2001). The final viewpoint (service as a beneficial outcome) is explored by Vargo and Lusch (2004a, 2004b), who propose that service is the key role of business enterprises: it is the application of specialized skills-information and skills-by operations, procedures, and activities for the benefit of another entity or the entity itself.

According to Kumar's (2008) description of services attributes is comprehensive and described as: Services are typically intangible, the production and consumption of many services are simultaneous. The service may not be independent from the individual or the seller, the customer may be interested in the performance of the service, the service process including the customer interface staff is central to the quality of the service, variability exists in services depending upon inputs and resources; quality can be affected and resulted in lack of standardization so the use of quality indicators and standards in the conventional sense is difficult and many purchases cannot be stored to meet fluctuations in demand.

Support at the real estate distribution line may be split into pre-service and after-service. After-service is different to the property management. But with the progress of property management specialization, the real estate development enterprise tends to transfer the after-service to the property management enterprise by making a contract. In these cases, the service arrangement between customer and real estate development business focuses mainly on pre-sale. At present in the real estate market, the most essential content of before-service is the timely and complete providing of real estate certificate.

The necessary certificates include: corporate charter, corporate qualification certificate, land use certificate, city planning permit, and construction permit, preselling permit, quality guarantee document and use manual.

Services are financial activities that one party offers to another. Service clients expect value from access to products, labor, professional abilities, equipment, networks and systems in return for cash, time and effort ; however, they do not usually take ownership of the physical elements involved(Lovelock & Wirtz, 2011). A service occurs when an interaction is established between customers and service providers and/or the physical component of the service and/or the systems through which the service is delivered (Shahin & Janatyan, 2011).

### 2.1.2. Characteristics of service

Most literatures discuss about the four characteristics of services that differentiate them from that of physical goods. These unique characteristics have their implication on marketing strategy of services. Below are the descriptions as elaborated by Mudie and Pierrie (2006).

Mudie and Pirrie (2006) as well as Kotler and Armstrong (2012) have identified four distinguishing features of services. These include intangibility, inseparability, variability and perishability.

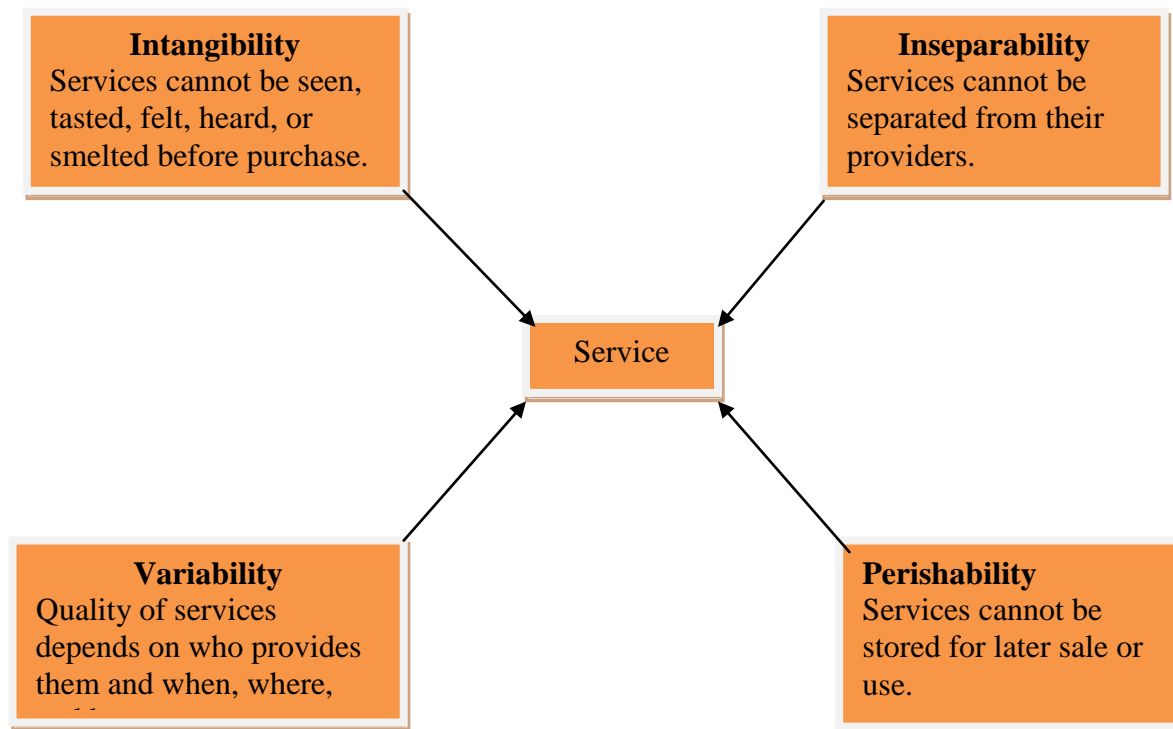


Figure 2.1 characteristics of service

Source: Kotler and Armstrong (2012)

### **2.1.2.1. Intangibility**

This is the most fundamental distinction between products and services that is often cited. In general, services cannot be seen, tasted, felt, heard or smelled before consumption, unlike tangible goods. To help a customer envision a service before it is used a business organization must have something concrete, e.g. computerized representation of hairstyles or a university prospectus.

Buyers are looking for "signals" of service quality to decrease uncertainty. From the location, individuals, cost, facilities, and communications they can see, they draw conclusions about quality. The role of the service provider is therefore to render the service visible in one or more respects, and to send out the correct quality signals. One analyst calls this evidence management where the service organization presents organized, honest proof of its capacities to its clients.

### **2.1.2.2. Inseparability (simultaneous production and consumption).**

Service is viewed as a mechanism that is then invisible the moment it is delivered (Kotler, 2003, Gronroos, 1990). The supplier is present when the service is distributed and consumed.

There is distinction between physical goods and services in terms of the Sequence of production and consumption. Goods are produced first, then processed and eventually sold and consumed, services are sold first, then produced and consumed at the same time. The service supplier is the product in the marketing of services. Service inseparability means that services, whether the suppliers are people or machines, cannot be separated from their providers. If the service is provided by a service employee, the employee becomes part of the service. Since the customer is also present as the service is being produced, the interaction between provider and customer is a special feature of marketing services. Both the product provider and the customer affect the quality of the service. Airline managers must work hard to leave no empty seat exists as it cannot be inventoried for later use (Schneider and White, 2004).

### **2.1.2.3. Heterogeneity/Variability**

Services are actions or performances produced by human beings for human beings. This makes it difficult for any two services to be exactly the same. Fitzsimmons and Fitzsimmons (2006) state that the intangibility of services and the involvement of customers in the service delivery process results in variation in service from customer to customer. The people delivering the service frequently are the service in the customer's eyes and these people may differ in their performance from day to day or even on an hourly basis. Heterogeneity will also stem from the fact that no two customers are the same and will experience the service differently depending on their unique expectations. Thus a real estate agent may provide a different service experience to two different home buyers on the same day depending on their individual needs and personalities and also depending on whether the estate agent is providing the service in the morning when he is fresh or in the afternoon when he is tired. This aspect of heterogeneity of service across time, businesses and people makes it difficult to offer consistent service quality.

### **2.1.2.4. Perishability**

Services are perishable, meaning they cannot be saved, preserved for later reuse, resold or returned in the same way as a product (Lovelock, 2004). Zeithaml et al., (1985) definition of perishability states that, unlike products that can be stored or reinvented for future orders, services cannot be returned, recaptured; only repeated. In the case of airlines, if passengers wait in long queues/lines for the registration process or wait for long hours in the boarding area, service perishability results (Hartman and Lindgren, 1993).

### **2.1.3. Quality**

Quality has different definitions in different contexts by scholars. Quality is the whole of a product or service's features and characteristics that depend on its ability to fulfill specified or implied needs (Kotler et al., 2002). Quality is defined as the summation of the affective or emotional evaluations by each customer of each attitude object that creates customer satisfaction (Wicks & Roethlein, 2009).



Although the above and other scholars describe quality in different concept, no one's definition (of quality) is greatest in every situation because each definition has both strengths and weaknesses in relation to criteria such as measurement and generalizability, managerial usefulness and customer significance or relevance.

#### **2.1.4. Service quality**

Lewis and Booms (1993) define service quality as a measure of how well the service delivered match customer expectation. Providing service quality means conforming to customer expectation on consistent basis. It has also defined as the difference between customer expectation and service delivered.

According to Rahaman, Abdullah and Rahman (2011) Service Quality is a business process management strategy to guarantee complete customer satisfaction that will assist boost the industry's competitiveness and efficiency. In this way, service quality can be characterized as the difference between customer service expectations and perceived service performance. Mostafa (2005) notes that quality of service has become a well-known study subject due to its significant connection to price, profitability, client satisfaction, customer retention, service guarantee and economic results.

Quality of service is an important subject in the public and private sectors, the business and service industries (Zahari et al., 2008). The concept of service quality has been defined differently by many authors as follows: Service quality assessment is carried out when the experiences of the service received by the customer are contrasted with the planned service. The disparity between the perceptions of customers and the service provided is called quality of service (Parasuraman et al., 1985).

Service quality also defined as a post-consumption assessment of services by customers or consumers (Holdford & Reinders, 2001). Quality of service has particular significance in the field of services. Kotler & Keller (2009) describes service as "any intangible act or activity provided by one party to any other party that does not result in the possession of anything." In

short, we may conclude that service is an intangible offer for pleasure and convenience from one party to another in exchange for money. According to Ford, Sturman & Heaton (2012) service quality is the difference between the service that the consumer expects to receive and the service that the consumer actually gets. The level of service can also be viewed as a customer-care business (Dimiyati, 2011).

### **2.1.5. Service Quality in Real Estate**

As a component of the service industry, there is debate over the uniqueness of real estate services compared to other service firms. Johnson, Dotson and Dunlap (1988) demonstrate that real estate services are different from other service sectors. Alternatively, McDaniel and Louragand (1994), Nelson and Nelson (1995) and Seiler, Webb and Whipple (2000) all found that the real estate brokerage industry is not different from other service providers. Specifically, these researchers conclude that real estate services are not unique when compared to other firms in the service industry. Most service providers are focused on the appropriate performance of the services, but some see services as an essential means of distinction and increased customer satisfaction. The problem facing many real estate companies is how to meet their client's taste, retain them and be able to gain competitive advantage over others.

In order to satisfy their requirements and likely maintain them, it is necessary to understand what the customers truly value. McDaniel and Louargand's research (1994) disclosed that all facilities must react to consumer expectations as the perception of quality by customers is a significant component of the customer choice. Therefore, in the provision of service, the client must never feel ignored, unimportant or deserted. Stewart (2008) observed that the most precious and often the most overlooked strategy to gaining "the edge" over rivals is to develop a stronger knowledge of the consumer's view and to develop policies to improve the quality of their service. This will offer satisfaction to the customer and also encourage businesses to repeat.

Sridhar (2001) noted that the quality of service is eventually defined by the client regardless of the inner quality specification of the organization. However, there is an issue with distinct levels of expectations, inaccurate interpretations of expectations, inappropriate service delivery, and

inability to match expectations with service conducted. Providers should promise what can be delivered, attend to complaints from unhappy clients and make services easy to understand in order to guarantee better quality of service.

### **2.1.6. Service quality dimensions**

After extensive research, Zeithaml, Parasuraman and Berry found five dimensions customers use when evaluating service quality (which are called service quality (SERVQUAL) dimensions). They named their survey instrument SERVQUAL. In other words, if companies get these measurements right, consumers will turn over their loyalty keys because they will have quality excellence based on what is important to them. The five SERVQUAL dimensions are:

Tangibles- Availability of physical facilities, equipment, staff, and resources for communication.

Reliability- Ability to conduct the service promised with reliability and accuracy.

Responsiveness- Willingness to help customers and deliver timely service.

Assurance- Employee understanding and courtesy, and their ability to express faith and confidence.

Empathy- Caring, the company gives personalized attention to its customers.

### **2.1.7. Models for Measuring Service quality**

The SERVQUAL model represents service quality as the discrepancy between a customer's expectations of service offering and the customer's perceptions of service received (experience / performance). That makes it a measure of attitude, what this model tries to measure exactly is the customer perception of the quality of service, which depends on the size of the distance between the planned service and the perceived service, which in turn depends on the differences under the service provider's influence, such as service delivery, marketing. This service quality assessment is focused on both how the customer measures the service delivery process and the service result. A good quality of service is regarded as one which meets or exceeds the service standards of the customer.

When developed, the SERVQUAL model consisted of ten dimensions of service quality; observable, reliable, sensitive, communication, reputation, protection, capacity, courtesy,

customer understanding, and access (Parasuraman et al., 1985). These dimensions were later reduced to five by the authors because some dimensions overlapped (communication, reputation, protection, competence, courtesy, customer understanding and access) (Parasuraman et al., 1988). The dimensions focus primarily on the human aspects of service delivery (responsibility, efficiency, consistency, and empathy) and the concrete aspects of service delivery. Ladhari's (2009) research suggested that the SERVQUAL model be a reasonable scale to be used when measuring the quality of service in various specific industries, but that it is necessary to choose the most relevant measurements of this model that match the particular service being measured to ensure consistent and accurate performance.

Buttle (1996) listed a number of researchers who used the SERVQUAL model in different industries (retail, restaurants, banking, telecommunications, manufacturing, airline catering, local government, hotels, hospitals, and education). He also states that service quality has become an important topic due to its obvious cost-related relationship, competitiveness, customer satisfaction, customer retention, customer loyalty and positive word of mouth, and is widely regarded as a driver of corporate marketing and financial performance. In this research, the researcher is interested in real estate service quality and customer satisfaction offered. According to Eshghi, Roy, & Ganguli (2008), service quality and customer satisfaction earned a lot of attention from both scholars and practitioners due to their importance and relationship, the main reason for focusing on these issues is improving overall performance of organizations (Magi & Julander, 1996). Some researchers have studied customer satisfaction using a single item scale Cronin & Taylor (1992) which means that the overall feeling of the customer towards a service is used to measure satisfaction levels while others use a multiple item scale Parasuraman et al., (1985, 1988) satisfaction is measured using various dimensions for example the SERVQUAL dimensions.

Some researcher proposes that quality and satisfaction are determined by the same attributes like Parasuraman et al., (1988), the authors tried to relate customer satisfaction with service quality simply because what SERVQUAL model struggles to measure is attitude. We see customer satisfaction as transaction specific meaning customers are pleased with a particular aspect of service while perceived quality of service is a global decision or attitude towards a business.

Customer satisfaction is based on the level of quality of service offered by the service providers Saravanan & Rao, (2007) which is measured by the combined experiences of the customer at all points of contact with a service provider. This shows that there is some link between service quality and customer satisfaction which highlights that the importance of customer satisfaction when defining of quality (Wicks & Roethlein, 2009). All these studies confirm the relationship between service quality and customer satisfaction. This is why the study wants to use the SERVQUAL instrument with its dimensions to measure the quality of service and customers' satisfaction due to the fact that service quality leads to customer satisfaction.

### **2.1.8. Customer satisfaction**

In a rapidly growing market climate, service providers can only preserve their competitive advantage by providing their customers with high quality services (Hu, Kandampully, & Juwaheer, 2009). Satisfied customers will carry many other benefits as a ripple effect to service providers, including loyalty to service providers, participation in positive word-of-mouth marketing and charging premium prices, etc. (Ali, Ryu, & Hussain, 2016). Customer satisfaction has therefore received significant interest from scholars and practitioners alike (Hu et al., 2009). Oliver (1981) describes satisfaction as the emotional reaction of the consumer to a particular product / service experience, and this reaction is formed on the basis of the customer's disconfirmation of perceptions and service performance expectations. If the perceived service performance meets customer expectations, the disconfirmation leads to customer satisfaction, whereas in the opposite case it leads to customer deception (Crofts & Magnini, 2011). Another group of scholars agree that customer satisfaction can grow not only from a single experience but from a series of different experiences (Ali et al., 2016; Ryu, Lee, & Kim, 2012). Therefore, Hu, Kandampully, & Juwaheer (2009) define customer satisfaction as “a cognitive or affective reaction arising from a single or extended series of service experiences.” In this notion, McDougall and Levesque (2000) interpret customer satisfaction as an overall service provider evaluation. Measurement of customer satisfaction varies within marketing literature. For example, Cronin and Taylor (1992) saw it as a one-dimensional construct and assessed it by measuring the overall feeling of the consumer towards the services provided. This one item scale, however, does not reflect the resources of the development of customer satisfaction (Hu et al., 2009).

Recent scholars agree that satisfaction is a complex process of assessing multiple experiences; thus, multi-item scales should be used to assess it. Accordingly, academics created and implemented multi-item scales to assess client satisfaction. For example, four things were used by Bitner and Hubbert (1994) to assess overall satisfaction of consumers with the service provider. Nine attributes of customer satisfaction were found in Barsky and Labagh (1992), namely employee attitudes, place, space, size, facilities, reception, services, parking, food and beverage. Similarly, Sureshchander and colleagues (2002) identified five criteria for evaluating customer satisfaction including the core service or service product, the human element of service delivery, service delivery systematization (non-human element), tangibles of service (servicescape) and social responsibility. Westbrook and Oliver (1991) also used four emotionally laden products to measure customer satisfaction which Ali and Amin (2014) adapted and tested in the hospitality industry.

It is a well-known fact that, the focus of the industry is always on the customers because the customers directly take part in the service process. Correspondingly, customer satisfaction has become a key strategic issue where the businesses attempt to maximize profits (Lotfi, Dehaghi, 2014). Cronin, Brady and Hult (2000) define satisfaction as a customer judgement of an experience either cognitive or emotional. In the view of Parasuraman et al. (1988) satisfaction is customer's pleasurable level of fulfilment. In addition, there is a general view that defines satisfaction as an evaluation of the customer's expectations compared to perceived service (Langer, 1997). A business' principal aim is to please its customers. The logic behind this objective is that, it will be more profitable to keep current customers than having new ones (Naik et al., 2010).

Customer satisfaction depends on perceived performance of the commodity relative to expectations of a consumer. If the production of the product falls short of expectations the consumer is dissatisfied. If the performance matches expectations, the customer is highly satisfied or delighted. Delighted customers not only make repeat purchases, they become company's "business partners" who tells others about their good experiences with the product (Kotler, Armstrong, & Saunders, 2008). This enhances customers' loyalty and retention.

Customers are happy when the perceived performance exceeds the standard (strongly disconfirmed), while discontent happens when the output drops below the standard (negative disconfirmed). Moreover, there is a broad difference between the allegiance of simply satisfied customers and fully satisfied customers. When a better offer goes along, customers who are just satisfied find it simple to switch vendors. Customer satisfaction includes consumers' wishes, ensuring their desires are fulfilled every time in the product or service's life cycle. Satisfaction refers to the customer's pleasure or displeasure that mainly results from comparing expectations and the actual outcome. Subjectively, customer satisfaction is not qualitative. Customer satisfaction can be as the aggregate outcome of factors like; quality of service, level of the meet up with the customer and factors on pricing (Anderson, Fornell & Rust, 1997).

Perhaps Kotler and Keller (2009) gave a very comprehensive description of customer satisfaction by implying that it is a feeling of pleasure or displeasure which can be traced to result from relating a product's actual performance against an individual's expectation. In the leadership sector, customer satisfaction has long been considered important (Lai et al. 2003). This attention is because high customer satisfaction has many benefits for the firm. Fornell (1992) concludes that elevated customer satisfaction is enhancing the reputation of the company, increasing customer loyalty and lowering future transaction costs.

Customers usually care about four aspects of the product and its provider: cost, time, quality, performance or service (Kaplan and Norton 1992). Accordingly, customer satisfaction could be measured from these four points of view. These four aspects should base on the characteristics of real estate and the demands of customers in real estate market. Considering the practicability and rationality, this include: Price Advantage, Delivery on Schedule, High Quality and Certificate of Completion.

Price Advantage (PA) is defined as the comparison of general average prices between enterprise and industry. The bigger the Price Advantage is, customer tend to be more satisfactory.

The delivery on schedule indicates the condition that enterprise delivers the real estate to the customer according to the contract on schedule.

Nowadays, quality has been an indispensable factor in the market competition. Customers take it for granted that the real estate development enterprise should provide them high quality commodities and services as per the contract requirement.

Service is an important and direct impact factor to the customer satisfaction. Whether there's a fine service has been the customer's essential concern in choosing a real estate development firm. There are many scholars who have researched customer satisfaction in the past. Parker & Mathew (2001) found that customer satisfaction has a different meaning to each customer but that satisfaction can usually be seen as two alternatives; as the product of a purchase operation or experience and as a mechanism by contrasting what is obtained and what is expected.(Parker & Mathews, 2001)(Gilly & Gelb, 1982).

Consumer satisfaction, according to the marketing concept, in the core position between thought and reality and is a significant outcome of marketing practices that contribute to post-purchase actions such as change of attitude, repeat purchase and brand loyalty. (Churchill & Surprenant, 1982).The high level of customer satisfaction is considered to be the best indicator of the organization's future profit (Kotler, 1991).

### **2.1.9. Customer's Expectation**

Understanding the expectations or needs of customers assists organizations in how to best serve the customer and provide a basis on making improvements for their satisfaction (Hallowell, 1996). The term 'expectation' differs depending on the way it is used in the service quality or customer satisfaction literature (Parasuraman et al., 1988).

In the service quality literature, expectation means wants or desires of customers. In other words, people's feelings about what the service should be rather than it would. In contrast, in the satisfaction literature, it is used as customer's predictions about what is likely to happen during an exchange of service (Kunst & Lemmink, 1996).

When people attend to a particular event, they hope for positive outcomes and desire to be met their expectations completely (Oliver, 1980). Correspondingly, expectation level of customers



about the service can vary according to these hopes and wishes. For instance; when people accept the service which is not performed in line with their expectations, it is known as adequate service and the service level that they hope to receive is known as desired service (Zeithaml, Bitner and Gremler, 2009). In other words, customers assess the perceived service quality on the basis of their desires and the acceptability level. However, any failure to meet customers' expectations may cause dissatisfaction so it directly affects the future intentions and behaviors of customers.

In recent years, researchers have placed a greater emphasis on understanding the customers' expectations role. It is an undeniable fact that customers' expectation level of quality is on the rise. This proves the point that if expectation levels of customers are greater than the perceived performance, it causes customer dissatisfaction and contributes to modest discrepancies (Shanin & Samae, 2010).

#### **2.1.10. Customer's Perception**

Perceptions of customers' are always considered as their reality. In line with their perceptions of the service provided will be formed through their assessment of the quality whether they are satisfied with the service. As perceptions may shift over time, companies need to assess their customers' perceptions continually in order to maintain their success in the market place (Zeithaml, Parasuraman and Berry, 1990).

Perception is an opinion about something that has been perceived and evaluated and differs from clients to clients, as each client has distinct views about certain services and products that play a significant part in determining the satisfaction of clients. Customer satisfaction is determined by the customer's perceptions and expectations of the quality of the products and services. Customer perception is subjective in many instances, but it gives organizations some helpful ideas to develop their marketing strategies. Providing high-quality service has become the point of sale for attracting the attention of the customer and is the most significant driver leading to fulfillment. Customer perception and customer satisfaction are therefore strongly related, because if the perceived service is close to the expectations of the client, it leads to satisfaction. Satisfied customers make recommendations; maintain loyalty to the company and, in turn, customers are more likely to pay price premiums. Perceptions of customers are based solely on what they receive from the service encounter (Angelova, 2011).

According to Kotler and Keller (2006) successful companies add benefits to their offering that not only satisfy customers but surprise and delight them. Delighting customers is a matter of exceeding expectations.

### **2.1.11. Customer Satisfaction Measurement**

There are many techniques and methods for measuring customer satisfaction i.e. SERVQUAL, Kano Model, American Customer Satisfaction Index (ACSI), and SERVPERF. The research will not review all existing methods. The research will make attention to SERVQUAL model taking into account its dimensions-tangibility, reliability, responsiveness, assurance, and empathy. Parasuraman et al., (1985) developed a conceptual model of service quality where they identified five gaps that could impact the consumer's evaluation of service quality in four different industries (banking, credit card, securities brokerage and product repair and maintenance).

Gaps 1 to 4 focus on marketers see figure 2.2(a) while Gap 5 focuses on customers/consumers see figure 2.2(b) which is this research's primary focus. The gaps are explained hereunder;

**Gap 1: Consumer expectation - management perception gap**

Service firms may not always understand what features a service must have in order to meet consumer needs and what levels of performance on those features are needed to bring deliver high quality service. These results in affecting the way consumers evaluate service quality.

**Gap 2: Management perception - service quality specification gap**

This gap arises when the company identifies what the consumers want, but the means to deliver to expectation does not exist. Some factors that affect this gap could be resource constraints, market conditions and management indifference. These could affect service quality perception of the consumer.

**Gap 3: Service quality specifications – service delivery gap**

Companies could have guidelines for performing service well and treating consumers correctly, but these do not mean high service quality performance is assured. Employees play an important role in assuring good service quality perception and their performance cannot be standardized. This affects the delivery of service which has an impact on the way consumers perceive service quality.

**Gap 4: Service delivery – external communications gap**

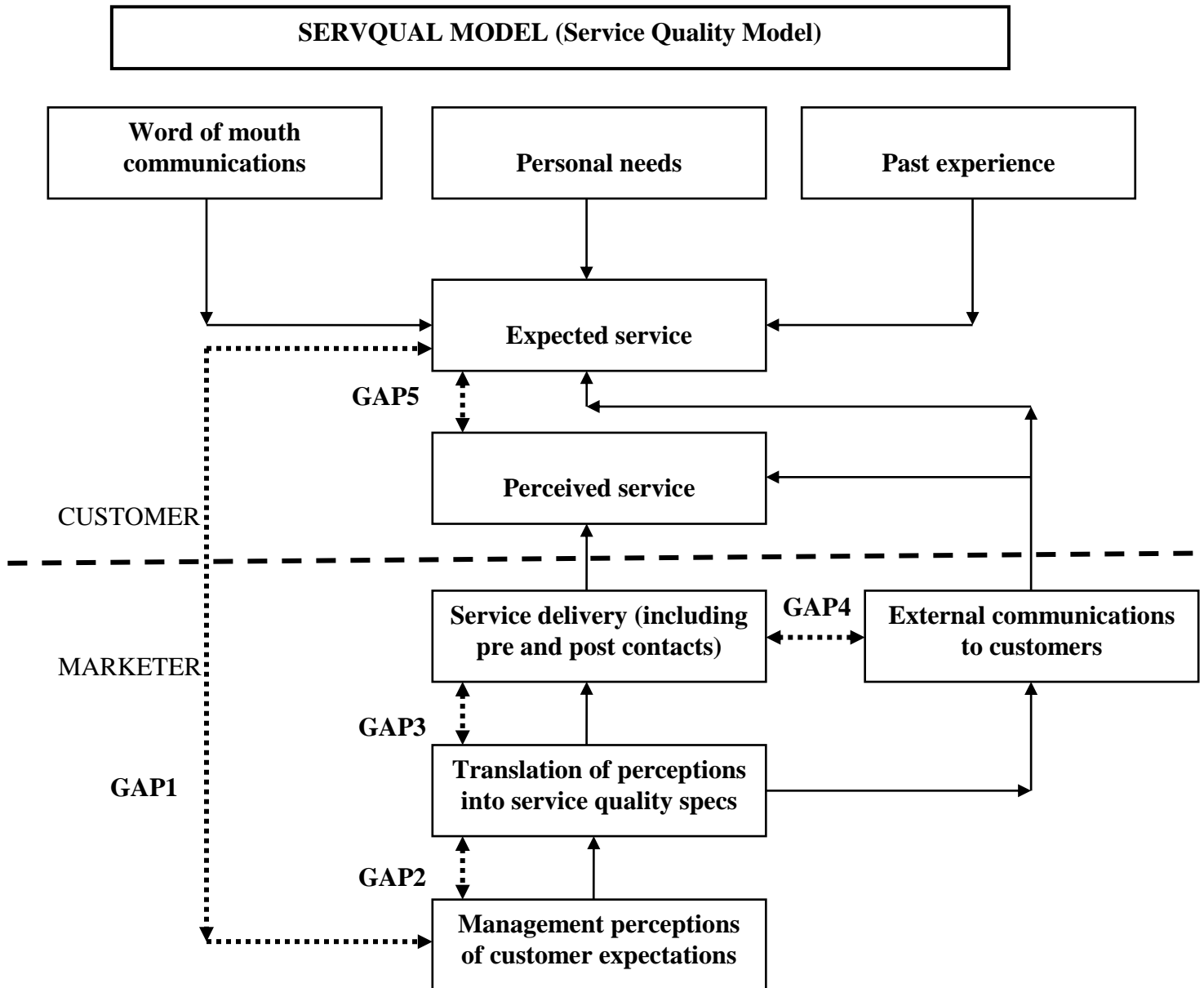
External communications can affect not only consumer expectations of service, but also consumer perceptions of the delivered service. Companies can neglect to inform consumers of special efforts to assure quality that are not visible to them and this could influence service quality perceptions of consumers.

#### Gap 5: Expected Service – perceived service gap

From Parasuraman et al., (1985), study, it showed that the key to ensuring good service quality is meeting or exceeding what consumers expect from the service and that judgment of high and low service quality depend on how consumers perceive the actual performance in the context of what they expected. Parasuraman et al., (1988), later developed the SERVQUAL model which is a multi-item scale developed to assess customer perceptions of service quality in service and retail businesses.

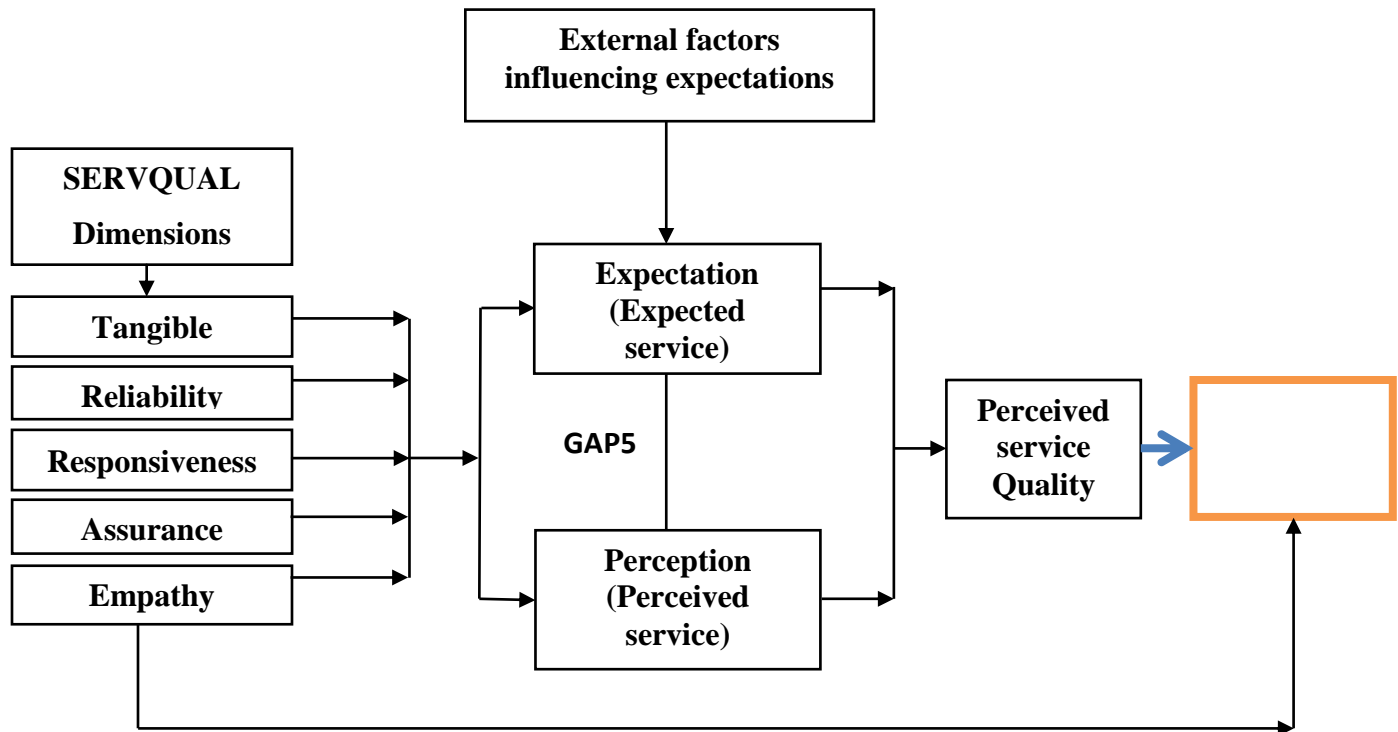
The scale decomposes the notion of service quality into five dimensions; Tangibles, Reliability, Responsiveness, Assurance and Empathy. It bases on capturing the gap between customers' expectations and experiences/perceptions which could be negative or neutral or positive, if the expectation is higher than experience or expectation is less than or equal to experience respectively see the figure 2.2 (b) below.

Figure 2.2 (a) Measuring service qualities using the SERVQUAL model Gaps 1-5



Source: Gap Model of Service quality (Parasuraman, et al., 1985)

**Figure 2.2 (b) Measuring service qualities using the SERVQUAL model Gap 5**



**Source: Adapted from measuring service quality using SERQUAL model (Kumar et al, 2009)**

### **2.1.12. Importance of Customer Satisfaction**

Customer satisfaction measures how well client expectations are met or exceeded by the products or services of a company. These expectations often represent many elements of the business operations of the company, including the real product, service, business, and how the company works in the worldwide setting. Customer satisfaction measures are a general psychological assessment based on the product and service experience of the customer's lifetime (Smith, 2007).

Business should be customer-oriented in modern business theory and the application of the main principles of continuous improvement explains the value of measuring and evaluating customer satisfaction. In short, for many companies, customer satisfaction is viewed as the foundation for standardization and performance excellence. It also helps to identify potential opportunities for the sector. (Evangelos and Yannis 2010)

Zairi (2000) mentioned the importance of numerous studies that explored the influence of repeated purchase, loyalty and retention of customer satisfaction. They all bring the similar message. First, satisfied customers share their experience with five or six people on average, and unhappy customers usually tell ten people about their unfortunate experience. Second, many consumers aren't complaining about disappointment, but the business needs to realize it and it's different from industry to industry. Finally, people do not think dealing customer satisfaction is not as costly as to recruit a new customer. It's only just twenty-five percent of a potential customer's recruitment.

### **2.1.13. Determinants of Customer Satisfactions**

Customer satisfaction is one of the most important issues relating to all types of business organizations. Business organizations try to give the customer the best service and also search for the justification to increase the level of satisfaction. Zeithaml et al., (2006), expressed some determinates that causes customer satisfaction and they are mentioned below.

#### **2.1.13.1. Product and service features**

Customer satisfaction is significantly influenced by product or service features assessment by the consumer. Therefore, firms also analyze with regard to satisfaction what features and characteristics of their customer services most measure and that firms evaluate expectations of those features and overall satisfaction with the service. Research has found in this regard that typically customers make trade-offs between service, such as price level versus service quality or staff friendliness versus customization. (Zeithaml et al. 2006).

#### **2.1.13.2. Consumer emotions**

Customer feelings played a significant role of satisfaction with the goods or services. When a customer has been affected by the service experience in a happier moment of life or a pleasant frame of mind, and feels good. Conversely, if customers go through bad mood or negative feelings they may over-react or react negatively to the service. Positive emotions are usually seen to have a stronger effect than negative ones. The user experience itself can also affect particular emotions, affecting the satisfaction of consumption with the service. (Zeithaml et al. 2006)

#### **2.1.13.3. Attributions for service success or failure**

Attributions are a source of affecting satisfaction expectations. Even when customers don't take responsibility for the outcome, certain forms of attributions can affect customer satisfaction. Like sometimes consumers don't take any personal fault care if they think it happens rarely or it's beyond the control of an employee. (Zeithaml et al. 2006)

#### **2.1.13.4. Perceptions of equity and fairness**

Perception of justice and equality has a big impact on customer satisfaction. Generally a consumer think about whether they've treated fairly compared to other customers, was the quality available for the service, and was good service they receive. Those senses of fairness are central to customer satisfaction, especially in situations of service recovery. (Zeithaml et al. 2006)

#### **2.1.13.5. Others consumers, family members and co-workers**

Customer satisfaction depends not only on product or service features, but also on one's own experience, informed by other impressions of consumers, experiences etc. For example, the happiness or disappointment of family members affected particular service immensely-like a holiday trip. Other participant experience often prevented friends and families from talking about that service. (Zeithaml et al. 2006)

#### **2.1.14. Relationship between Service Quality and Customer Satisfaction**

According to Sureshchandar (2002,) client satisfaction should be viewed as a multi-dimensional framework just as service quality implies multi-level client satisfaction within an organization and should be operationalized along the same variables that operationalize service quality. Parasuraman, (1985) suggested that when perceived service quality is high, and then it will lead to an increase in customer satisfaction. Parasuraman, (1985) promotes this reality by saying that service quality contributes to customer satisfaction and this is consistent with Saravana & Rao, (2007,) and Lee, (2000,) who acknowledge that client satisfaction is based on the service quality level supplied by the service supplier. Fen & Lian, (2005,) also discovered that both service quality and client satisfaction have a beneficial impact on the re-patronage intentions of the client demonstrating that both service quality and client satisfaction play a vital part in the achievement and survival of any company in the competitive industry.

Agyapong, (2010) carried a study to find out the link between service quality and customer satisfaction, from their study. They came up with the conclusion that, there exist a great dependency between the two constructs is likely to result in a rise in one construct. They also pointed out that service quality is more abstract than customer satisfaction because customer satisfaction represents the emotions of the client about many interactions and experiences with the service company while service quality may be influenced by perceptions of value (cost-related benefits) or other experiences that may not be good.

Customers always want to be as satisfied by the products or services they purchase. Winning in today's marketplace involves building client relationships and not just building the products; building client relationships implies providing the target clients with superior value over rivals (Kotler et al., 2002) cited in (Sabir, 2018). Whether or not an organization offers quality services will rely on the feedback from clients on the satisfaction they receive from consuming the products, as greater quality levels lead to greater rates of customer satisfaction (Kotler & Keller.2009). Service quality determines the level of customer satisfaction and can be seen as the result of the service offered by the firm (Parasuraman et al., 1988.).



## 2.2. Empirical Literature Review

The relationship between customer satisfaction and service quality has received a good deal of attention in the literature Bolton and Drew (1994). Defined quality of service and customer satisfaction as service quality is a worldwide judgement or behavior concerning the superiority of the service, whereas satisfaction relates to a particular service transaction. Satisfaction is a "post-consumption experience which compares perceived quality with expected quality, whereas service quality is a global assessment of the service delivery scheme of a business" (Parasuraman et al., 1988). The main distinction between quality of service and customer satisfaction is that quality refers to the service's organizational delivery while satisfaction represents the experience of clients with that service. They argue that quality improvements that are not based on customer needs will not lead to improved customer satisfaction (Iacobucci et al., 1995).

Bolton and Drew (1994) pointed out that "customer satisfaction depends on pre-existing or contemporary service quality attitudes". There is also a lot of argument regarding whether customer satisfaction is the antecedent of service quality or the outcome of service quality "Initially academics take the view that satisfaction is a precedent of service quality since achieving an general attitude (service quality) means accumulating satisfying encounters" (Bolton & Drew, 1991).

However, other scholars take the opposite view that service quality is the antecedent of customer satisfaction (Cronin & Taylor, 1992); (Ekinci, 2004); (Rust & Oliver, 1994); as cited on (Harr, 2008). Cronin & Taylor's (1992) empirical study has shown that quality of service has an important impact on client satisfaction. Similarly, recent studies by González & Brea, (2005); & Ekinci(2004) as cited on (Harr, 2008) using recursive structural models provided empirical support that results in customer satisfaction with the quality of service. Customer satisfaction is a broader concept than service quality that focuses specifically on service aspects (Zeithaml et al. 2006).

Other studies show that measurements need to take account of the service process, they need to measure both tangible and intangible aspects of services and they should take account of the specific context in which a service occurs. Given that services are procedures, calculations must

take full service cycle into account. Such measurements need to address all stages in the service experience, the pre-service, during service and post-service experience of the customer and, where the design of a service is linked to technology, if appropriate (Gilmore, 2003). A group of researchers have made several attempts to systematically classify the variables that measure service quality, among which SERVQUAL and SERVPERF are the two most common metrics (Varambally and Motlagh, 2010). SERVQUAL is based on the conceptualization of service quality as the difference between consumer's Perceived performance and expectation (Parasuraman et al., 1988).

On the other hand, SERVPERF is purely a Performance based approach to the measurement of service quality (Cronin and Taylor, 1992). Although SERVQUAL and SERVPERF are the most frequently used quality assessment scales among these two, the most frequently used measure is SERVQUAL (Duff and Hair, 2008), (Ladhari, 2009) as quoted on (Varambally, Motlagh, 2010). There is no systematic and detailed approach to the dimensions of service quality that may be acceptable and relevant to all service industries and in all socio-cultural and economic environments. But as discussed by many researchers SERVQUAL has a wide range of applications in service quality measurement which includes: health care applications (Woodside et al., 1989); Reidenbach and Sandifer-Smallwood, (1990); Babakus and Boller, (1992); Lytle and Mokwa, (1992); (Bebko and Garg, 1995); (Licata et al., 1995) as cited on (Varambally, Motlagh, 2010). even though there is not one universally accepted measurement model of service quality that is applicable for all types of services as already mentioned there are two most popular models namely SERVQUAL and SERVPERF because SERVQUAL provides rich information and also as a measurement tool it also help as identify which parts of the service provided are contributing positively and which aspects of the service needs implement as a result the study use SERVQUAL model.

Gashaw (2011) as cited in (Yoseph, 2017) studied assessment of Service quality and customer satisfaction airlines using SERVIQUAL model. The total sample of 150 passenger's selected using convenience sampling for passengers that had traveled using Ethiopian airlines was taken as a respondent. Out of which 144 passengers returned a filled questionnaire therefore analysis and conclusion was done using the 144 responses.

while studying service quality on customer satisfaction found that tangible (1.592) has the highest mean difference which placed it in the first position in Ethiopian airlines performance from the passengers point of view, followed by Reliability (.043) then Empathy (-.158) which shows that performance was below expectation of the customer, assurance (-1.612) has the group mean difference showing negative it implies that passengers perceive less than what the passengers expecting in assurance items. The last item is responsiveness where findings show that Ethiopian airline has not tried hard to improve its responsiveness as group mean is negative (- 2.699).

Temam and Mesfin (2013) studied Industrial customer's satisfaction at Ethiopian electric power corporation. The study has the objective of assessing industrial customer's satisfaction on service quality using SERVQUAL model. It also tackles quality discrepancies problems through the EEPCo survey of industrial clients in the South Addis Ababa Region. The study was conducted using a descriptive survey approach where industrial customers and front line managers were the respondents (Temam & Mesfin 2013).

The study shows EEPCo's efficiency in providing quality service to its industrial clients is not in a situation to satisfy their expectations. In all dimensions of the SERVQUAL; tangibles, reliability, responsiveness, empathy, and assurance, it's found that there is a negative gap between service expectations and service perceptions.

According to Mokonen (2016) in his study the SERVPERF dimensions, EEU's customers' service showed gap since service perceptions are far apart from service expectations. In other words, in the case of EEU there is evidence of disappointing results in service delivery process. Service expectations of customers have been found very high, and perceptions became poorly rated. As a result, in all dimensions of SERVPERF EEU's service were Unsatisfactory. As the major revenue source, the region's customers have not yet earned the decision-makers' attention. The interview results also justify that due to several problems around the Utility service delivery process and resource limitations, total customer satisfaction has not yet been ensured.

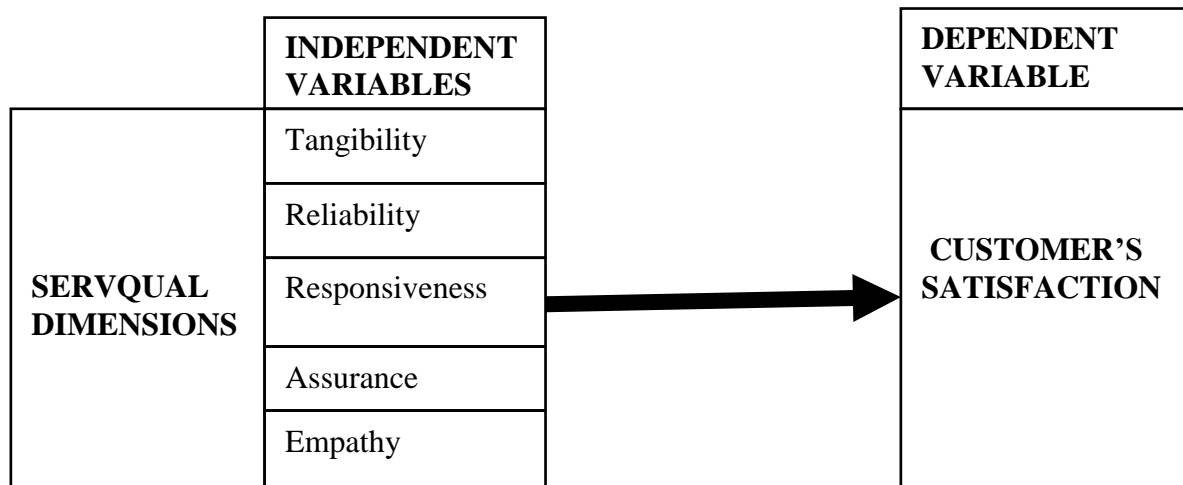
Potluri and Mangnale (2010) conducted a study to assess the satisfaction level of ETC customers using the following parameters: business engagement, service delivery process, customer compliant handling process and its outcome and overall level of customer satisfaction. The findings of their analysis showed that 41% customers of ETC were dissatisfied with employes' interaction skills. In addition, 47 percent of consumers were also dissatisfied with the customer service delivery system and 70 percent were unhappy with the legal handling process and its result. And 57% of the customers expressed overall dissatisfaction on the services provided by ETC.

### **2.3. Research gap**

Many researchers has been studied the effect of service quality on customer satisfaction in different service industries and sectors. The study answers the relationship of the variables in different scenarios using different models. Here the researcher wants to investigate the effect of service quality on customer satisfaction of real estate even though most of the studies reviewed in this study were conducted in different sectors. So the researcher tries to identify the level of service quality, the level of customer satisfaction and the gaps between perception and expectation in YOTEK real estate home buyers using the service quality determinant dimensions (tangibility, reliability, responsiveness, assurance and empathy).

### **2.4. Conceptual framework of the study**

The main purpose of this study is to investigate the effect of service quality dimensions on customer satisfaction level in YOTEK real estate home buyers. The study also accesses the relationship between service quality dimensions and customer satisfaction. The figure below shows the purpose of the study.



**Figure 2.3 Conceptual frameworks of the study. SERVQUAL model ideas of Parasuraman et al, (1988, 1991).**

**According to Grönroos 2005, Operational variables are defined as follow.**

**Tangibility:** This determinant is related to the appeal of facilities, equipment and material used by a service firm as well as to the appearance of service employees.

**Reliability:** This means that the service firm provides its customers with accurate service the first time without making any mistakes and delivers what it has promised to do by the time that has been agreed upon.

**Responsiveness:** This means that the employees of a service firm are willing to help customers and respond to their requests as well as to inform customers when service will be provided, and then give prompt service.

**Assurance:** This means that employees' behavior will give customers confidence in the firm and that the firm makes customers feel safe. It also means that the employees are always courteous and have the necessary knowledge to respond to customers' questions.

**Empathy:** This means that the firm understands customers' problems and performs in their best interests as well as giving customers individual personal attention and having convenient operating hour.

**Customer satisfaction:** A comprehensive definition of customer satisfaction in terms of pleasurable fulfillment is given by Oliver (1997) stated that customer satisfaction is the consumer's fulfillment response. It is a decision that a function of a product or service, or the product or service itself, offers a pleasurable amount of consumption-related satisfaction including levels of under- or over-performance.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

This chapter presents details of the research design and methodology. This includes research design, data type and source, sampling method and size, procedure for data collection, method of data collection and data analysis, questionnaire design and reliability.

#### **3.1. Research Design**

A combination of descriptive and explanatory research method designs are used in the study. The descriptive was describe the state of customer satisfaction and service quality in YOTEK real estate, thus giving an understanding of the reality of customer satisfaction with service quality provided by the real estate. On the other hand to identify the relationship between service quality dimension and customer satisfaction in addition to the effect of service quality dimensions on customer satisfaction, causal research design is applied. To accomplish the study objective and to answer the stated research questions, descriptive and inferential statistics are applied. Descriptive statistics such as frequency, percentage, mean and standard deviation are used to assess service quality and measure customer satisfaction level in YOTEK real estate home buyers. Inferential statistics such as correlation is applied to identify the relationship between service quality dimensions and customer satisfaction.

##### **3.1.1. Population**

According to (Zikumund, 2003) the definition of population is identifiable total set of elements of interest being investigated by a researcher. The target population is defined as the entire group a researcher is interested in. YOTEK real estate has built 318 residential houses for their customers. So the target populations of this study were 318 customers of YOTEK real estate home buyers in Addis Ababa Mekanisa lebu site. This real estate was selected for this research because it is younger and not researched yet.

### 3.1.2. Sampling Techniques

(Creswell, 2009) define that it is the way of drawing inference about a population without studying the entire population under study. It is also advantageous in time consuming and cost saving. Thus, the researcher selects YOTEK Real Estate Company by using purposive sampling method. Purposive sampling is a popular method used by researchers due to the fact that it is extremely time and cost effective when compared to other sampling methods. From the variety of probabilistic sampling techniques, the researcher used stratified random sampling methods for target population of the study, Because the nature of the buildings are segmented in three strata which is Villa, Town house, and Apartment. Robson (2002) tell us that sampling theory supports stratified random sampling as an efficient choice because the means of the stratified samples are likely to be closer to the mean of the population overall. So, the size of each stratum is proportionate to the total sample size of the strata when examined across the entire population.

### 3.1.3. Sample Size determination

Sample size is actually the total number of units which are to be selected for the analysis in the research study. YOTEK real estate has 318 home buyers in Addis Ababa Mekanisa lebu site. To make the study manageable and because of resource constraint, the study was not able to undertake census survey instead was used sample survey. In order to determine sample size; among different alternatives this study was preferred the formula derived by Yamane, (1967) that he suggested a simplified formula for calculation of sample size from a finite population.

It was calculated as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where; n is the sample size

N is the population size 318

e is sampling error 0.05

$$n = \frac{318}{1 + 318(0.05)^2}$$

$$n = 177.159$$

$$n = 177$$



Hence; the total sample size is 177. Since the number of type of houses are not the same in number, this need to proportionate for each type and calculate using the following formula.

$$n_i = nN_i/N \quad \text{where; } n \text{ is total number of sample } 177$$

N is the population size 318

N<sub>1</sub> is total number of population in each home type Villa=50, Town house=108, and

Apartment=160

Table 3.1 sample distribution of respondent

Sample houses	Total number of population	Total number of sample
Villa	50	27
Town house	108	61
Apartments	160	89
Total	318	177

## 3.2. Source and tools/instrument of data collection

### 3.2.1. Sources of Data

The source of data is both primary and secondary sources. Primary sources of data were gathered from respondents. The primary data collection method was performed using the structured questionnaire. The primary data was collected from customers of YOTEK Real Estate Company in Addis Ababa. Secondary data were collected from published and unpublished materials like manuals, magazines, annual reports, books, journals, websites and documents related to service quality and customer satisfaction. In order to answer raised research questions, both Primary and secondary data sources are used in this study.

### 3.2.2 Data collection techniques

In this study the data had been obtained by the use of self-administered, structured questionnaire as shown in Appendix (A1) for English version and Appendix (A2) for Amharic version. The purpose of the questionnaire was to have insight in to customers' satisfaction with the service quality offered by YOTEK Real Estate Company. The questionnaire has divided in to three parts.

The first part has 6 questions dealing about different demographic characteristics of the respondents such as gender, age, educational, etc. of the customer.

The second part has 22 questions and the respondents were asked to state their level of agreement towards the 22 statements categorized under expectation and perception which are adapted from Parasuraman et al (1985, 1988) to show items of service quality dimensions on a five point Likert's scale i.e. (1=strongly disagree, 2= Disagree, 3= Neutral, 4= agree and 5= strongly agree).

The expectation and perception of the customer were measured and their gap scores (P-E) were calculated, which means the researcher used SERVQUAL scale. Based on this questionnaire was developed by incorporating the five dimensions of service quality.

The third part has one question and was prepared to gather overall customer satisfaction on a five point Likert's scale i.e. (1=highly dissatisfied, 2=dissatisfied, 3= neutral, 4=satisfied and 5=highly satisfied).

The questionnaire was pre tested to check its appropriateness for gathering all the required information by distributing 20 questionnaires. During the full scale survey the questionnaire is administered to the target population through personal contact by the researcher and collaborators who participated in the data collection.

Finally of the distributed 177 questionnaires 161 respondents returned the questionnaires with a 91% response rate.

### **3.2.2.1. Reliability of instruments**

Reliability is the degree to which a system is consistent or accurate in measurement. In other words, if we use this scale several times to evaluate the same construct, we get pretty much the same result every time, assuming the underlying phenomenon does not adjust accordingly (Bhattacharjee, 2012). Internal consistency reliability is a measure of consistency between different items of the same construct (Bhattacharjee, 2012). Hence, the study was used a multiple

–item measurement scale internal consistency method. So, Cronbach’s alpha was used in this study to assess the internal consistency (reliability of the instrument (questionnaire)) by taking 10% of the sample size for pretest/pilot test different from the selected respondents. Cronbach’s alpha with acceptable cut off points 0.7 demonstrate that all attributes are internally consistent the reliability test for the instrument used for the study was conducted using SPSS the results shows that the items used are reliable.

As sited from (Meron, 2015) coefficient alpha ranges in value from 0 meaning no consistency to 1 meaning complete consistency (all items yield corresponding values). Scales with a coefficient between 0.80 and 0.95 are usually considered to have very high reliability.

Scales with a coefficient between 0.70 and 0.80 are considered to be extremely accurate, and the scale with a coefficient between 0.60 and 0.70 is relatively accurate. The scale is poorly accurate when the coefficient is below 0.6 (Zikmund et al, 2010).

Table 3.2 Overall reliability Statistics

Cronbach's Alpha	N of Items
.930	22

Source-own result 2020

Table 3.3 Reliability statistics of Service quality dimensions.

No	Dimension	Number of items	Alpha Value
1	Tangibility	4	.745
2	Reliability	5	.818
3	Responsiveness	4	.868
4	Assurance	4	.751
5	Empathy	5	.838

Source-own result 2020

All the five dimensions have good degree of reliability. The alpha coefficient for Tangibility dimension is 0.745. The alpha coefficient for reliability dimension is 0.818 which is very good. The alpha coefficient for responsiveness dimension is 0.868 which shows reliable. The alpha coefficients for assurance dimension are good which 0.751 is and empathy dimensions show a very good reliability which is 0.906. Checking the reliability test by taking all the service quality dimensions together gives us the more reliable alpha coefficient which is 0.930. This means that the dimensions used to measure the service quality for this study are very consistent.

#### **3.2.2.2. Validity of instruments**

Validity sometimes referred to as construct validity refers to the degree that a measure accurately reflects the underlying construct that Bhattacharjee (2012) is intended to test. Validity involves how well the concept describes the term. According to Bhattacharjee (2012) there are two assessments of validity theoretical or translational validity and empirical or criterion-related validity which includes Content validity, Predictive Validity, Convergent validity and Concurrent validity. Content validity is an evaluation of how well a set of scale objects suits the construct's applicable content domain which it attempts to test. Convergent validity refers to the closeness with which a measure relates to (or converges on) the construct that it is purported to measure, Predictive validity is the degree to which measure effectively predicts a future result that is supposed to predict theoretically. Concurrent validity tests how well a calculation corresponds to certain specific parameters which are expected to occur at the same time. The study was used content validity because it assesses how well a set of scale items matches with the relevant content domain of the construct that it is trying to assess.

### **3.3. Methods of data analysis**

The collected field data was analyzed and interpreted in to meaningful information, figure and statement using statistical package for social sciences (SPSS) version 20 application program. Each research questions were answered accordingly and outputs of the analysis are presented in tables and charts and their implication are explained.

To achieve the study objective and to answer the research questions, descriptive and inferential statistics was employed. Simple descriptive statistics such as frequency, percentage, mean and standard deviation was calculated using the application to assess service quality and customer satisfaction level and general demographics of respondents. Inferential statistics such as correlation and multiple regression analysis was also applied to identify the relationship between service quality dimensions and customer satisfaction.

The descriptive statistics is also applied to assess service quality in YOTEK real estate and the level of customer satisfaction with the services provided. Comparison of Mean scores of each service quality dimension is conducted to identify at which service quality dimension are performing well and at which in an unfavorable condition based on the responses of respondents.

### **3.4. Ethical considerations**

In any stage of performing this study name and other identifying information were not used. The questionnaire explained the study benefits well and it safes the convenience of respondents. The researcher also kept all participant-related information secure. Their privacy, identity and confidentiality were maintained. The complete questionnaires were filled safely and were accessible only to the researcher. The data analyzed were directly obtained from the responses of the customers so that the result of the study is fully represents YOTEK real estate company home buyers. Information gotten was presented as collected and all literatures collected for the purpose of the study were appreciated in the reference list. The researcher also kept all participant-related information secure.

## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION

This chapter presented analysis, interpretation, discussion, and finding of information collected through self-administered questionnaires with 177 randomly selected customers of YOTEK real estate home buyers.

The main purpose of this study was to measure the “Effect of Service Quality on Customer Satisfaction” with respect to the services offered and also to assess how customers perceived the service quality offered by YOTEK real estate.

The total of 177 questionnaires were distributed to customers between January 25,2020 and February 10,2020, in which 161 valid questionnaires were returned and found usable to be substantially enough for processing and analysis. The rest were not correctly filled 6 and not returned 10 .The SPSS version 20 was used for data analysis.

Demographic characteristics are summarized by using frequencies and percentages for all variables including age, sex and education etc. To summarize the data collected from respondents through questionnaires have been analyzed by using reliable method, descriptive statistics, correlation, and regression data analysis techniques. The data analysis of this study also involved the calculation of gap scores (P-E), the purpose of this was to find out the gap with in the SERVQUAL dimensions. The gap score was applied to summarize the means of perceptions and expectations of customers toward the service quality. Finally the calculation of perception minus the expectation (P-E) scores for each SERVQUAL dimension items and sub dimension items were done in order to identify the service quality gaps.

#### 4.1. Response Rate

Response rate from the 177 questionnaires administered, 161(91%) were collected and found useable for analysis, 6 (3.4%) questionnaires were not properly filled and 10 (5.6%) questionnaires were not returned at all. See Table 4.1 below.

**Table 4.1 Response rate of questionnaires administered.**

Description	Customers		
	Correctly filled and returned	Not correctly filled	Not returned
Number	161	6	10
Percentage	91	3.4	5.6

**Source: Field Survey data (2020).**

## 4.2. Descriptive Analysis

### 4.2.1. Demographic Characteristics of Respondents

Descriptive Statistics (frequency Statistics) is used to discuss the general demographic characteristics of respondents. They are discussed in the following table.

**Table 4.2 Respondents demographic information**

S/N	Respondents characteristics	Frequency	Percent
1	<b>AGE (Years)</b>		
	18-30	25	15.5
	31-45	81	50.3
	Above 45	55	34.2
	Total	161	100
2	<b>GENDER</b>		
	Male	70	43.5
	Female	91	56.5
	Total	161	100
3	<b>MARITAL STATUS</b>		
	Single	15	9.3
	Married	146	90.7
	Total	161	100
4	<b>EDUCATION</b>		
	Secondary school 9-10	5	3.1
	Preparatory 11-12	25	15.5
	TVT	35	21.7
	Degree	36	22.4
	Masters and above	60	37.3
	Total	161	100

S/N	Respondents characteristics	Frequency	Percent
5	<b>OCCUPATION</b>		
	Self employed	91	56.5
	Public/government employed	20	12.4
	Private/non-government employed	30	18.6
	Unemployed	20	12.4
	Total	161	100
6	<b>TYPE OF HOUSE</b>		
	Villa	22	13.7
	Town house	58	36.0
	Apartment	81	50.3
	Total	161	100

**Source: SPSS out put on survey data (2020)**

Table 4.2 shows that the age of about (50.3%) of the respondents falls between 31-45 years. Those with 45 years and above accounted (34.2%) and the rest (15.5%) lies between 18-30 years. In terms of gender composition, we find that around (56.5%) of the respondents are females and the rest are male. In corresponding to marital status (90.7%) of the respondents are married, and (9.3%) are single. The level education of about (37.3%) of the respondents are masters and above, (22.4%) of respondents are degree graduate, (21.7%) of respondents are TVT, (15.5%) of respondents are preparatory and the rest are secondary school. The study also revealed that (56.5%) of the respondents are self-employed, (18.6%) of the respondents are private/non-government employed, (12.4%) of the respondents are public/governmental employees the rest are unemployed. Finally about (50.3%) of the respondents own apartment, (36%) of respondents own Town house and the rest respondents own villa.



#### 4.2.2. Customers level of satisfaction on the service quality of YOTEK real estate

Table 4.3 Customers views revealed based on 5 point Likert's scale

	Frequency	Percent
Highly dissatisfied	5	3.1
Dissatisfied	13	8.1
Neutral	38	23.6
Satisfied	75	46.6
Highly satisfied	30	18.6
Total	161	100.0

Source: SPSS out put on survey data (2020)

#### 4.3. Customers Perception and Expectation on YOTEK real estate home buyers towards the SERVQUAL Dimensions.

To analyze the result of the study we use the SERVQUAL model statements (Parasuraman et al., 1991). It means that we measure customers' expectations and perceptions and make a comparison between different areas of services. Each alternative answer is given to a score and the scores for both expectations and perceptions are summarized. Then the difference between expectations and perceptions is counted as a judgment about the service quality. The overall average mean score for perceptions against expectations as an ingredient of service quality and satisfaction is 3.8 while expectations mean score is 3.10 and also the overall perceptions minus expectations is 0.70. The score indicates that the perceptions of customers of YOTEK real estate regarding the service quality provided is high compared to what they were expected from the company offerings. The higher the perceptions score indicate that the company has done a lot of effort to meet the customers' expectations. See table 4.4 below.

**Table 4.4 SERVQUAL dimensions and average perceptions and expectations Gap Scores.**

S/N	SERVQUAL Dimensions	Dimension variables	Perception		Expectation		Gap score (P-E) 8= 4-6
			Mean	SD	Mean	SD	
1	2	3	4	5	6	7	8
1	Tangible	TA1- Have modern looking equipment.	3.88	0.65	3.06	0.756	0.82
		TA2-The physical facilities visually appealing.	3.98	0.66	3.17	0.768	0.81
		TA3-Employees dressed and neat appearing.	4.05	0.72	3.05	0.914	1
		TA4-Materials with the service visually appealing.	3.92	0.75	3.2	0.867	0.72
		<b>Average score</b>	<b>3.96</b>	<b>0.7</b>	<b>3.12</b>	<b>0.83</b>	<b>0.84</b>
2	Reliability	RE1- promises to do something by a certain time.	3.66	0.84	2.84	1.11	0.82
		RE2- Shows a sincere interest in solving problem.	3.71	0.84	2.81	1.04	0.9
		RE3-Pperform the service right the first time.	3.55	1.1	3	1.04	0.55
		RE4- provides the service at the time they promise.	3.47	0.9	2.99	1	0.48
		RE5- keeps their records accurately.	3.8	0.87	3.01	0.96	0.79
		<b>Average score</b>	<b>3.63</b>	<b>0.91</b>	<b>2.93</b>	<b>1.03</b>	<b>0.71</b>
3	Responsiveness	RS1-Employees tell customers exactly when services will be performed.	3.75	0.93	3.11	1.03	0.64
		RS2-Employees give prompt service to customers.	3.73	0.92	2.99	1.02	0.74
		RS3-Employees always are willing to help customers.	3.99	0.84	3.29	0.92	0.7
		RS4-Employees never be too busy to respond to customers' requests.	3.69	1	2.98	1	0.71
		<b>Average score</b>	<b>3.79</b>	<b>0.92</b>	<b>3.1</b>	<b>0.99</b>	<b>0.7</b>
4	Assurance	AS1-The behavior of employees instill confidence in customers	3.75	0.74	3.16	0.8	0.59
		AS2-Customers feel safe in transactions.	3.92	0.79	3.12	0.71	0.8
		AS3-Employees consistently polite with customers.	3.8	0.85	3.14	0.82	0.66
		AS4-Employees knowledge to answer customers' questions.	3.74	0.91	3.19	0.74	0.55
		<b>Average score</b>	<b>3.8</b>	<b>0.82</b>	<b>3.15</b>	<b>0.77</b>	<b>0.65</b>
5	Empathy	EM1- Will give customers individual attention.	3.68	0.88	3.18	0.84	0.5
		EM2- Have operating hours convenient to all their customers.	3.66	0.96	3.03	0.8	0.63
		EM3- Employees give customers personal attention.	3.73	0.77	3.09	0.76	0.64
		EM4-The real estate will have their customers' best interest at heart.	3.78	0.83	3.17	0.86	0.61
		EM5-Employees understand the specific needs of their customers.	3.86	0.79	3.13	0.72	0.73
		<b>Average score</b>	<b>3.74</b>	<b>0.85</b>	<b>3.12</b>	<b>0.8</b>	<b>0.62</b>

Source: SPSS out put on survey data (2020).

## **4.4. Analysis of each item of service quality dimensions**

Analysis of each of the five service quality dimensions is discussed below. The highest and lowest mean scores will be identified and interpreted with regarding every item of each service quality dimension.

### **4.4.1. Items of Tangibility**

The tangibility dimension holds four items which indicate the modern-looking equipment, physical facilities visually appealing, Employees well dressed and neat appearing, and materials associated with the service will be visually appealing in the company. Customers' perception of tangibility is presented in table 4.4 above.

Analysis of individual service quality items of tangibles dimension shows YOTEK real estate employees are well dressed and neat with a mean score of 4.05. On the other hand, respondents believed that the company has no enough modern equipment with the lowest mean of 3.88.

### **4.4.2. Items of reliability**

The reliability dimension explains the ability of the real estate and its employees to perform the promised service accurately provide the service on time. As the table 4.4 above shows from items listed under reliability dimension, When a customer has a problem and keeping records accurately shows highest mean score 3.8, this means customers agreed that YOTEK real estate has a sincere interest in solving the problem; also they perceived that providing services as promised with the lowest mean 3.47 this means they do not give service as promised to do.

#### **4.4.3. Items of responsiveness**

The third service quality dimension, responsiveness, includes four items which indicate about the willingness of employees in the company to provide prompt service and help customers, employees play a significant role in providing information and responses to requests raised by customers and other activities need employees' full engagement on the service delivery process. Customers' perception towards items of responsiveness is presented in table 4.4. From the four items of responsiveness dimension customers state their agreement that employees in YOTEK real estate are always willing to help customers with a mean score of 3.99. However, customers perceived that employees in YOTEK real estate are too busy and show weakness in providing prompt service for customers when help is requested, with a mean score of 3.69.

#### **4.4.4. Items of assurance**

The assurance dimension holds items that explain the knowledge and courtesy of employees in the company and their ability to convey trust and confidence on customers. Table 4.4 presents the respondent's perception towards the items of assurance agrees that customers feel safe in their transaction with YOTEK real estate with a mean score of 3.92. And they stated that the behavior of employees, politeness, and the knowledge to answer their questions with the lowest mean score of 3.8.

#### **4.4.5. Items of empathy**

Items constructed under the dimension of empathy are indicators of the ability of the company and its employees to provide a carrying and individualized attention to customers and understand customers' specific needs. Table 4.4 above represents respondents' perception towards items of empathy believed that employees of YOTEK real estate understand the specific need of their customers with the highest mean score of 3.86, and on the other hand, respondents indicated that the operating hours of the company scored the lowest mean 3.66.

#### 4.5. Overall service quality dimensions Gap Score analysis.

**Table 4.5 Summary of the SERVQUAL dimensions**

S/N	SERVQUAL Dimensions	Expectations		Perceptions		Average dimension gap score 6=4-2
		Mean	SD	Mean	SD	
	1	2	3	4	5	6
1	Tangibles	3.12	.83	3.96	.70	.84
2	Reliability	2.92	1.03	3.64	.91	.71
3	Responsiveness	3.10	.99	3.79	.92	.70
4	Assurance	3.15	.77	3.80	.82	.65
5	Empathy	3.12	.80	3.74	.85	.62
<b>Overall average Gap Score</b>		<b>3.10</b>	<b>.88</b>	<b>3.8</b>	<b>.84</b>	<b>.70</b>

**Source: SPSS out put on survey data extracted from table 4.4 (2020)**

The level of service quality is represented by the gap between perceived and expected service. The quality score measures the service gap or the degree to which perceptions exceed expectation. The more positive the **P-E** scores, the higher the level of service quality leading to a higher level of customer satisfaction. Satisfaction and service quality are both treated together as functions of a customer's perception and expectation.

According to Parasuraman et al., (1988), overall service quality is measured by obtaining an average gap of the SERVQUAL dimensions. In this regard, to evaluate the overall service quality as perceived by YOTEK real estate customers, here is a point of departure. The gap score analysis is crucial, because it is a stepping stone which further will enable the study to evaluate how customers overall perceived service quality offered by the real estate as summarized in Table 4.5. As Parasuraman et al., (1985) indicated, the higher (more positive) the perception (P) minus the expectation (E) score the higher the perceived service quality and there after leading to a higher level of customer satisfaction and the opposite is true. The perceptions and expectations

under this study were both measured using the 5 point Likert's scale ranging from 1 which denoted strongly disagrees and 5 strongly agree. From the table 4.5 above the study results showed that the tangibles is the first , reliability is the second, responsiveness is the third, assurance is the fourth and empathy is the least in the satisfying the customers when customers contacting with the company related to services. These scores showed that the company has tried its best to satisfy its customers. All dimensions are found to be very high indicating that high customer satisfaction through high quality service.

## **4.6. SERVQUAL results on gap score for an individual dimension**

### **4.6.1. Tangibles**

The tangibility dimension of the SERVQUAL customer perception tool is comprised of the first four questions which assess YOTEK real estate customers' perceptions and expectations of the tangibles appearance aspect i.e., equipment, materials, physical facilities, and employees of the real estate. According to Parasuraman et al., (1990) tangibles are about physical facilities, equipment, personal, and communication materials. YOTEK real estate customers showed that table 4.5 an overall expectation and perception in this dimension as a mean score of 3.12 and 3.96 respectively and the gap score (P-E) for tangibility dimension is 0.84. The study showed that in all sub dimensions the perceptions exceed expectations. See Tables 4.5.

### **4.6.2. Reliability**

The reliability dimension of the SERVQUAL instruments were comprised of five sub dimensions to assess the services offered by YOTEK real estate, the sub dimension includes, acting according to promises, sincerity in problems solving, performing the services sight at the first time, provide services at the promised time and instance on error free records. Those reliability ingredients were used to assess customers' perceptions in relation to expectations towards the services quality from YOTEK real estate. The study results on reliability for overall SERVQUAL and sub dimensions perceived service scores exceed the expectations scores to all five reliabilities sub dimension items by having a mean score of 0.71. As one can observe from Tables 4.4 and 4.5 all gap scores (**P-E**) of each sub dimensions are positive.

### **4.6.3. Responsiveness**

In assessing customers' perceptions on SERVQUAL responsiveness dimension and its ingredient the responsiveness statements like informing when services will be performed, providing services promptly, willingness to help, never being too busy to respond to request for service for YOTEK real estate. The SERVQUAL responsiveness dimension has a mean gap score of 0.70 on the perceived service quality offered by YOTEK real estate. The results for gap analysis in four sub dimensions statements for responsiveness SERVQUAL dimension on customers' satisfaction showed that their perceptions on services quality exceed expectation in all four areas. See Tables 4.4 and 4.5.

### **4.6.4. Assurance**

The assurance dimension of the SERVQUAL instrument with four sub dimension statements to examine customer satisfaction on services quality offered by YOTEK real estate on perceptions of the assurance dimension that is employee behavior instills confidence, customers feel secure in their transactions, employees are consistently courteous and employees have the knowledge to answer questions. The study revealed that the overall gap score of assurance dimension is 0.65 of the customers on service quality. The gap score for sub dimensions are all positive and the study discovered that for each of the sub dimension variable on assurance aspect the customers' satisfaction, the expectation of YOTEK real estate customers in relation to their perceptions exceeded in all sub dimension items. See Tables 4.4 and 4.5. The results shows that customers are satisfied in all sub dimensions and assurance SERVQUAL dimension which had a positive gap score.

### **4.6.5. Empathy**

The empathy SERVQUAL dimension had five sub dimensions in which it is used in assessing (examining) YOTEK real estate customers' level of perceptions for service quality of the company. The mean of the perception of the customers toward the services of the dimensions is 0.62. The empathy comprised five sub dimensions elements which were provide individual

attention, YOTEK real estate has convenient operating hours, employees provide personal attention, YOTEK real estate has the best interest for the customers at heart and employees understand the specific needs of the customers. The results show that the gap scores of all sub dimensions are positive. See Tables 4.4 and 4.5.

## **4.7. Relationship between service quality dimensions and customer satisfaction.**

### **4.7.1. Correlation Analysis**

To show the relationship between service quality and customer satisfaction correlation analysis is used. Correlation analysis deals with relationship among variables (Independent and dependent Variables) and helps to gain insight into the direction and strength of relation between a pair of variables.

In statistics the correlation coefficients “r” measures the strength and direction of the linear relationship between variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1), to uncorrelated (0), to positive correlated (+). The sign of the correlation coefficient defined the direction of the relationship. The absolute value indicates the strength of the correlation. Dancey and Reidy (2004) state that a correlation result which is 0 indicates zero correlation a result between 0.1 and 0.3 indicates a weak correlation among variables, a result which is between 0.4 and 0.6 shows a moderate correlation a result between 0.7 and 0.9 indicates a strong correlation among variables while a result which is equal to 1 indicates a perfect correlation. Correlation analysis is used to quantify the degrees to which two or more variables (independents and dependent variables) are related. Through the correlation analysis, we evaluate correlation coefficient that tells us how much one variable changes when the other does. Correlation analysis provides us with a linear relationship between two or more variables in this case between service quality dimensions (independent) and customer satisfaction (dependent).



**Table 4.6 classification of correlation coefficients**

S/N	Intervals	Strength (types of relationship)
1	0.1-0.21	Very weak
2	0.21-0.40	Weak
3	0.41-0.60	Moderate
4	0.61-0.8	Strong
5	0.81-1.00	Very strong

**Source: Cohen (2003)**

Pearson's correlation is used to identify whether there are relationships between the variables and to describe the strength and direction of the relationship between two or more variables. Since all the variables are interval, the relationship between the independents variables i.e. tangibility, reliability, responsiveness assurance and empathy and the dependent variable i.e. Customer satisfaction was investigated using Pearson Product-Moment Correlation Coefficient.

**Table 4.7 Correlation between service quality dimensions and customer satisfaction**

		Correlations					
		Tangibles	Reliability	Responsiveness	Assurance	Empathy	Customer Satisfaction
Tangibles	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	161					
Reliability	Pearson Correlation	.344**	1				
	Sig. (2-tailed)	.000					
	N	161					
Responsiveness	Pearson Correlation	.521**	.399**	1			
	Sig. (2-tailed)	.000	.000				
	N	161	161				
Assurance	Pearson Correlation	.374**	.225**	.330**	1		
	Sig. (2-tailed)	.000	.004	.000			
	N	161	161	161			
Empathy	Pearson Correlation	.333**	.113	.428**	.285**	1	
	Sig. (2-tailed)	.000	.152	.000	.000		
	N	161	161	161	161		
Customer Satisfaction	Pearson Correlation	.627**	.527**	.635**	.535**	.482**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	161	161	161	161	161	

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

**Source: Processed from field survey by SPSS (2020)**

As shown in the objectives, research questions, and conceptual framework of this study, to test the relationship between service quality dimensions and customer satisfaction, the following correlation analysis is performed. The results in the Table 4.7 above indicate that all the service quality dimensions have a significant positive relationship with customer satisfaction. The results indicate that, there is positive and strong relationship between responsiveness and customer satisfaction ( $r=0.635$ ,  $P<0.01$ ), strong relationship between tangibility and customer satisfaction ( $r=0.627$ ,  $P<0.01$ ), moderate relationship between assurance and customer satisfaction ( $r=0.535$ ,

**P<0.01**), moderate relationship between reliability and customer satisfaction (**r=0.527, p<0.01**) and also a moderate relationship between empathy and customer satisfaction (**r=0.482, P<0.01**). Because of the existence of a positive correlation with all service quality dimensions and customer satisfaction, it is possible to say that service quality and customer satisfaction is positively related.

Correlation coefficient says nothing about which variables causes the other to change. Although it cannot make direct conclusion about causality, the researcher can take the correlation coefficient a step further by squaring it. The correlation coefficient squared (known as the coefficient of determination-**R<sup>2</sup>**) is a measure of the amount of variability in one variable that is explained by the other. Accordingly, responsiveness and customer satisfaction had a strong correlation of 0.635 and the value of coefficient of determination (**R<sup>2</sup>**) is **0.403**. This indicates that variability in customer satisfaction can be explained by responsiveness dimension which accounts **40.3%**. Although responsiveness is strongly correlates with customer satisfaction, it can account for only 40.3% of variation in customer satisfaction. **59.7%** of variability in customers' satisfaction is explained by other factors. Still variability in customer satisfaction can be accounted by tangibility (39.3%), assurance (28.6%), reliability (27.8%) and empathy (23.2%). Their variability in customer satisfaction which explained by other factors are, tangibility (60.7%), assurance (71.4%), reliability (72.2), and empathy (76.8%).

#### **4.7.2 Multiple Regressions**

Multiple regressions are used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables). Multiple regressions also allow us to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

### 4.7.3. Tests for Regression Analysis

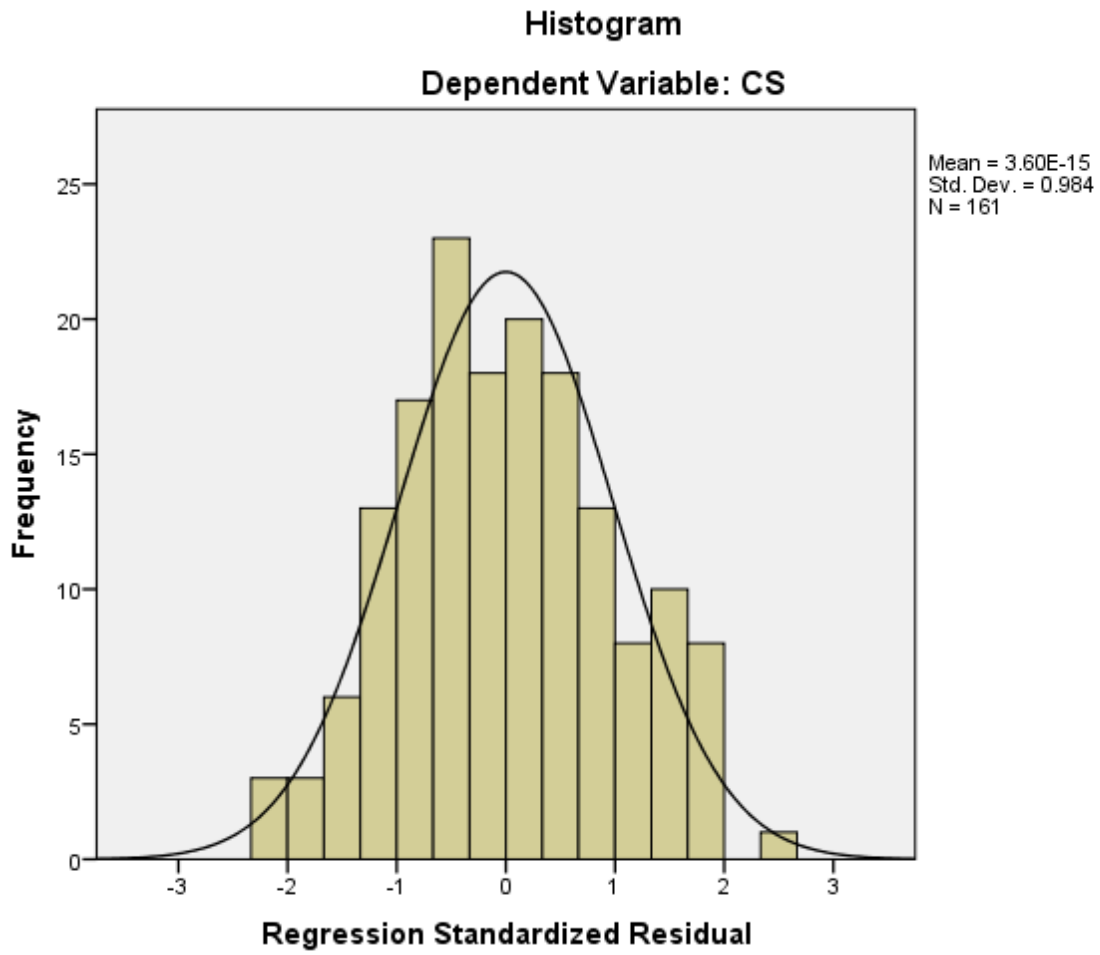
Linearity must be assumed; the model should be linear in nature, normality must be assumed in multiple regressions. This means that in multiple regressions, variables must have normal distribution, and homoscedasticity must be assumed; the variance is constant across all levels of the predicted variable.

Normality is considered as one of the most fundamental assumptions in multivariate analysis, under this part was to check the data for normality of the distribution. It refers to the shape of the data distribution and is tested by examining the skewness and kurtosis. Extreme values in skewness and kurtosis indicate the possibility of abnormality in the data distribution Kline (2011). A simple rule of thumb to be applied is, if either score divided by its standard error or the result is greater than  $\pm 1.96$ , it suggests that the data are not normal with respect to statistics.

**Table 4.8 Tests of Normality**

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
TA_P	161	-.184	.191	-.451	.380
RE_P	161	-.304	.191	-.626	.380
RS_P	161	-.217	.191	-.001	.380
AS_P	161	-.157	.191	.124	.380
EM_P	161	-.327	.191	-.243	.380
Valid N (listwise)	161				

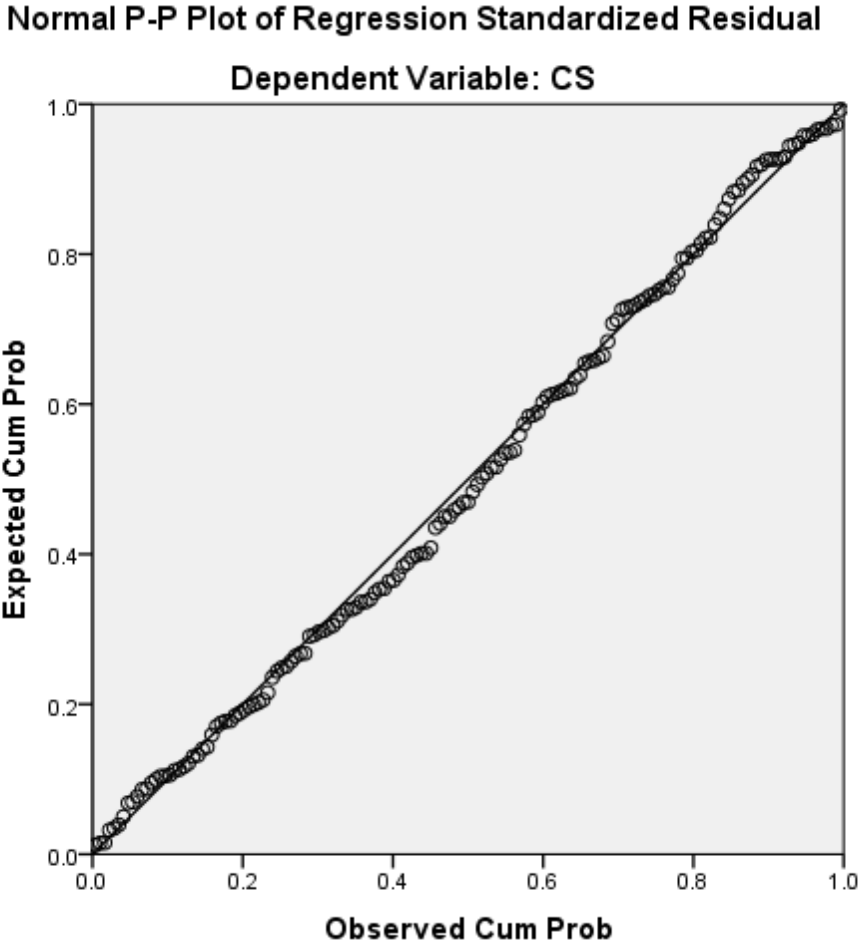
**Source: SPSS output (2020)**



**Fig 4.1 Histogram with normal curve plotted (SPSS output)**

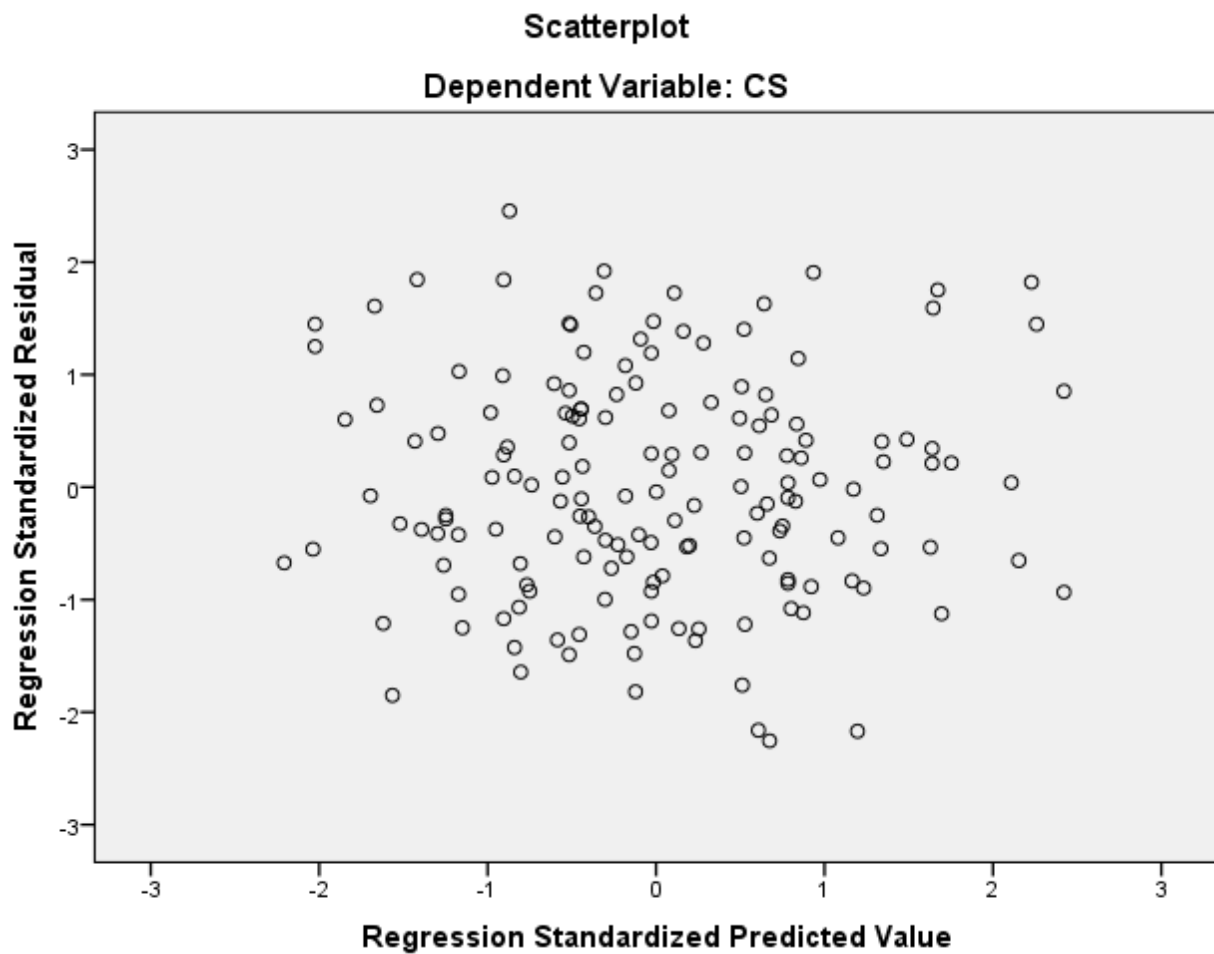
**Source: SPSS output (2020)**

As shown below, to check linearity, a graph is plotted using SPSS regression graph .The below graph shows the assumption of linearity is met.



**Fig 4.2 P-P plot of regression**  
**Source: SPSS output (2020)**

As shown below so as to check assumption of **homoscedacity or homogeneity**, is plotted using SPSS regression graph and the graph shows most of the data are scattered and compacted in one area in homogenized pattern.



**Fig 4.3 Scattered plots**

**Source: SPSS output (2020)**

#### 4.7.4. Regression Analysis

Basically, regression analysis was carried out in order to test the extent of the impact or effect of independent variables (Service quality dimensions) on dependent variable (Customer satisfaction). As described above Multi co linearity is the situation in which the independent variables are highly correlated. It is a diagnostic measure of Tolerance and Variance Inflation Factors (VIF).

As far as assumption for regression analysis is concerned, before regression analysis is formulated we have to take the co-linearity test and check the variance inflation factor (VIF) and degree of tolerance. Thus the co-linearity analysis is performed to address the problem. Multi-Co linearity is the situation in which the independent variables are highly correlated. According to (Ho, et al., 2006), if tolerance values above 0.1 and variance inflation factor, which is one over tolerance (**1/tolerance**) is less than 10, thus it is possible to construct a regression model. From the Table 4.9 below, the tolerance value for all service quality dimensions are above 0.1 and the VIF is less than 10, thus we can conclude that there is no multicollinearity problem so that we can run regression model can be contracted (fit to the data).

**Table 4.9 Regression Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	-3.040	.225		-13.525	.000	-3.484	-2.596		
TA_P	.266	.058	.258	4.566	.000	.151	.381	.657	1.522
RE_P	.197	.037	.271	5.301	.000	.124	.271	.803	1.246
RS_P	.152	.040	.227	3.830	.000	.073	.230	.596	1.678
AS_P	.213	.044	.246	4.860	.000	.126	.300	.813	1.230
EM_P	.157	.041	.198	3.821	.000	.076	.238	.776	1.289

a. Dependent Variable: CS

Source: SPSS output from field data (2020)



Table 4.10 Regression analysis

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.822 <sup>a</sup>	.676	.665	.30226	.676	64.652	5	155	.000	1.819

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

b. Dependent Variable: Customer satisfaction

Source: SPSS output from field data (2020)

Dependent variable	Independent variables	B coefficients	Interpretation	Constant (B0)
Y = Customer satisfaction	X1 = Tangibility	B1 = 0.258	Positive and significant	B0 = -3.040
	X2 = Reliability	B2 = 0.271	Positive and significant	
	X3 = Responsiveness	B3 = 0.227	Positive and significant	
	X4 = Assurance	B4 = 0.246	Positive and significant	
	X5 = Empathy	B5 = 0.198	Positive and significant	

The coefficients and the constants are calculated using SPSS version 20. In this situation the results are interpreted as shown below. The multiple regression equation assumes the form

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + e$$

Where:

Y = customer satisfaction (the dependent variable)

B<sub>0</sub> = Constant

B<sub>1</sub>-B<sub>5</sub> = the beta coefficients for their respective independent variables.

X<sub>1</sub>-X<sub>5</sub> = the independent variables (tangibles, reliability, responsiveness, assurance and empathy).

Thus: As shown in the above table reliability, tangibles, assurance, responsiveness, and empathy dimensions have positive and significant effect on their respective customer satisfaction in YOTEK real estate home buyers.

$$\text{Customer satisfaction (Y)} = -3.040 + 0.258X_1 + 0.271X_2 + 0.227X_3 + 0.246X_4 + 0.198X_5 + e$$

In order to establish the effect that each dimension has on the dependent variable (customer satisfaction); the study checked the standardized coefficients. The effects of reliability, tangibles, assurance, responsiveness, and empathy on customer satisfaction with services offered by YOTEK real estate are 0.271, 0.258, 0.246, 0.227, and 0.198 respectively, in their descending order, indicating that reliability has the highest effect on customer satisfaction and empathy has the least effect on customer satisfaction. Therefore, YOTEK real estate has to work hard to improve the empathy dimension which is caring, individualized attention the firm provides its customers in order to enhance the customer satisfaction level.

From this result, we can conclude that, reliability dimension is the major contributor of overall satisfaction, this implies that a one unit increase in reliability would lead to 0.271 unit (or 27.1%) increase in customer satisfaction provided that other variables being held constant.

Similarly, a one unit increase in tangibility would lead to 0.258 unit (or 25.8%) increase in customer satisfaction. For the remaining service quality dimensions, a one unit increase in assurance, responsiveness, and empathy dimensions, would lead to 0.246, 0.227, and 0.198 (or 24.6%, 22.7% and 19.8%) increase in customer satisfaction respectively, provided that other variables being unchanged.

The Beta Coefficients are used to evaluate the direction of each linear relationship (i.e. negative or positive). Therefore, its interpretation can be done by comparing Sig. F and beta estimates. Hence, the Beta coefficient of the reliability is 0.271 which is positive and  $P = 0.000$  which is less than 0.05 level of significance indicating that reliability has positive and significant effect on customer satisfaction in YOTEK real estate company. The Beta Coefficient of the rest independent variables, tangibility, assurance, responsiveness and empathy is 0.258, 0.246, 0.227 and 0.198 respectively,

which are positive and P values are = 0.000 which is less than 0.05 level of significance, indicate that they have positive and significant effect on customer satisfaction in YOTEK real estate company.

R squared (R<sup>2</sup>) is a measure of how much of the variability in the outcome (in this customer satisfaction) is accounted for by the predictors (i.e. factors of service Quality). As shown in table 4.10, R<sup>2</sup> value is 0.676, which means that the mentioned dimensions of service Quality as a whole causes 67.6% of the variation in customer satisfaction. This suggests that the model is significant in explaining the variances. The significance result at  $p < 0.05$  (0.000) provides support for the significant. Moreover, it is possible to infer that there are 32.4 % other factors that contribute for customer satisfaction other than the five dimensions of Service Quality.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

This chapter explains the results of the study and the researcher put his conclusion indicating what results has been achieved. In doing so, this section answers the research questions set out previously in problem discussion and at the same time further suggestions and recommendations are forwarded for future study as well.

#### **5.1. Summary**

##### **5.1.1. Study summary**

The research study was quantitative and the main purpose of the study is to explore the “effect of service quality on customer satisfaction” with quality of service offered by YOTEK Real Estate Company. Basically it was attained through assessing and determination of the level of service quality and perceived service quality and customer satisfaction in YOTEK Real Estate Company. The study also aimed to determine the dimensions which matter most in the SERVQUAL model in relation to customer satisfaction. Furthermore, this the effect of SERVQUAL dimension on customer satisfaction has been examined by giving attention to the types of relationship to the service quality dimensions have on customer satisfaction, looking into the discrepancies between customer expectation and perception towards service quality, and the relationship exist among service dimensions on customer satisfaction, in the company. The respondents of the study were 177 in which the response were 161 out of sample 177 and this gives the response rate of 91%.The sample was selected from YOTEK real estate company home buyers by applying simple random sampling. The respondents were given with structured questionnaires which were developed using a SERVQUAL model to answer the questions quantitatively by a means of five point Likert’s scale with ranges from 1 strongly disagree to 5 strongly agree, the demographic questions were presented to gather some information outside the model. The analysis of the study were done using the SERVQUAL model questionnaires based techniques correlation analysis and regression analysis to arrive at the results aided with descriptive and inferential

statistics from SPSS version 20. The correlation result showed that there was a positive and significant relationship between all service quality dimension (tangibles, reliability, responsiveness, assurance and empathy) and customer satisfaction. The multiple regressions also showed that all service quality dimensions had positive and significant effect on customer satisfaction.

### **5.1.2. Summary of the findings**

The aim of the study was to identify the effect of service quality on customer satisfaction of YOTEK real estate home buyers. The study showed that, the general expectation was 3.10 (62%) and perception of the customers towards service quality was 3.8 (76%) out of maximum possible score for 5 point Likeert's scale used. Thus the result shows that customer is satisfied with service quality offered from YOTEK real estate Company due to high perception score of 3.8, this mean that YOTEK real estate offers good service quality compared to what the customer expected from it. The results also show that YOTEK has done better in meeting the expectation of their customers in relation to the service quality provided because the results show that perceptions of customers on the service quality provided was higher compared to what the customers expected from the real estate offerings i.e. perception is greater than expectation. Thus when perception minus expectation we get positive gap score of 0.70,  $(3.8-3.10=0.70)$  which indicates that customers are satisfied with service quality. Since satisfaction is captured as a positive feeling (satisfaction), indifference (neutral), or negative feeling (dissatisfaction) and if the overall perception falls short of expectations, the customers are dissatisfied or negative gap scores, also if the perceptions match with expectations gap score are equal to zero, the customers are satisfied or indifferent and finally if the perceptions exceeds expectations like our case the customers are satisfied with the services. The finding indicates that YOTEK Real Estate Company has done much in delivering service to its customers and the customers are getting a satisfactory service quality.

According to the result of the correlation analysis the independent variables of responsiveness with R value of .635 and tangibility .627 are strongly correlated with the dependent variable of customer satisfaction. The other three independent variables (assurance, reliability and empathy)

showed .535, .527 and .482 respectively has moderate correlation on dependent variable (customer satisfaction). After the analysis of correlation between each variables, further analysis of regression of the variables were tested i.e. based on the overall regression analysis model summary indicated, the service quality dimensions have a relationship with customer satisfaction with a coefficient of .822 (R) and the explained variance of square of multiple  $R=.822 \times .822 = .676$ , pointed out that 67.6% of the service quality can explain the dependent variable or customer satisfaction which is good explanatory power of regression results, the overall model was reasonably fit there was a statistically significant association, between service quality dimensions and customer satisfaction the total service quality model predicted the customer satisfaction significantly well at  $p < 0.05$ .

Perceptions and expectations of the customers, correlation analysis and regression analysis were conducted by the researcher. According to the result of the gap score analysis conclude that all gap score values are positive (perceptions exceed expectations) and this indicates that customer are satisfied at the result of there was good service quality. The correlation analysis of service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) showed that all are positively correlated to the customer satisfaction (overall service quality). Besides, all service quality dimensions have positive and significant relation with customer satisfaction. This result indicates YOTEK real estate company places emphasis on all service quality dimensions. Thus it can be concluded that as these attributes increases customer satisfaction also increases. The effect of reliability, tangibility, assurance, responsiveness and empathy on customer satisfaction with YOTEK real estate services are .271, .258, .246, .227 and .198 respectively, in there descending order indicating that reliability has the highest effect on customer satisfaction.

## **5.2. Conclusion**

The study examined the effect of service quality on customer satisfaction in YOTEK real estate company where the service quality have five dimensions which are tangibles, reliability, responsiveness, assurance, and empathy. Because, the main aim of the research was to asses and measure the level of customer satisfaction and the service quality rendered by YOTEK real estate

Company, based on the specific objectives and questions of the study. To realize this, the researcher applied gap score analysis which is the difference between the perception and expectation. Based on this the study made use of SERVQUAL tools found it better in understanding how overall customers perceived service quality as well as the company strive to meet the needs and expectations of their customers. Based on the results, the study concludes that customers have positive views of YOTEK Real Estate Company since what they experienced from the company, exceed the expectation they have on service quality due to overall positive gap score and company is also striving to study their customers in providing service. The SERVQUAL instrument also provides a benchmark based on tools on customers' opinions in relation to service quality offered by YOTEK real estate and to any serious business organization. Regarding the effect analysis it is found out that independent variables (service quality dimensions) have effect on customer satisfaction (dependent variable), but with the varying degree. From this it is clear that YOTEK real estate can improve more customers' satisfaction by working on quality service.

### **5.3. Recommendation**

Based on the results from the study and conclusions drawn from it, the following recommendations are spilt out.

- The results reveal that the average perceptions of each service quality dimension is more than 76% and their respective average gap score are positive. This indicates that there is high service quality and customer satisfaction. Therefore the company should keep up this level of customer satisfaction. In other way, since respondents' perceptions exceed their expectations and all their gap scores are positive, all the service quality dimensions have positive effect on customer satisfaction. It is worthwhile for the company to maintain this level of service quality which is very essential for customer retention.
- The respondents view based on 5 point Likert's scale that showed on the table 4.3 the results of the overall satisfaction of customers of YOTEK real estate company home buyers revealed that 18.6% are highly satisfied and 46.6% satisfied. Hence 65.2% of the respondents are satisfied with the services offered by YOTEK Real Estate Company. Therefore, the management of the company needs to identify the primary quality

determinants, clearly managing the expectation for the portion that the respondents were not satisfied 34.8%.

- In the present competitive business environment most of real estate developers offer similar products/services in the country and service quality is a vital means to differentiate in the market. Therefore, to be successful the company must provide service to the customers that meet or exceed their expectations and the present study will provides at least some sorts of information to the management of the company to take decision to improve the quality of the service.
- The company can benefit from the fact of knowing how customers perceive the service quality and knowing the way of how to measure service quality. Therefore. The management of the company can use wholly or partly the data obtained from the measurement of service quality in their strategies and plans. This will help the company to better understand various service quality dimensions that affect overall customer satisfaction.
- Providing a quality service for customers has direct effect on customer satisfaction which results in success, retention and loyalty of customers. So, it should be a mandatory policy for the real estate company to maintain consistent service quality at customers' expectation by monitoring all the service quality dimensions to make it always above good level.
- To establish more realistic expectations to clients, communication channels like public relation desk, advertising and others should be set up. These channels should be used by the firm to increase customer satisfaction by setting the right customer perception to the service quality at hand.



#### **5.4. Limitation of study**

- Some respondents were reluctant and had to be convinced that it was an academic exercise. Some respondents were asking too many questions on the study and did not end up filling the questionnaires; this was recourse wastage for the researcher.
- As the present study is an attempt to examine the effect of service quality on customer satisfaction in YOTEK real estate home buyers, therefore the challenge was to found the owners to administered/fill the questionnaire, so it was time consuming.

#### **5.5. Further study of the research**

- It is possible to say that to measure and understand the customer satisfaction is very important, because of it shows the provision of service quality. Moreover implication proposed in this study would help students in this field to have better insight of the effect of service quality dimensions in the case of the real estate service provision.
- The study used quantitative method in examining of customer satisfactions of real estate home buyers service quality offered by YOTEK Company, further research is recommended to assess customer satisfaction on real estate service quality using SERVQUAL model by combination of both quantitative and qualitative approach that will make use of interviews and focus group discussion to customers, employees, and management members.
- Customer satisfaction is very important for the survival of any business firm in today's stiff competitive environment. Now a day's customers are becoming an inevitable/expected fact in company's management which has power to change short and long term polices and strategies of business firm. To manage this adequate knowledge/experience of business environment, expectations of customers are very important. So non stopping research undertaking should be carried on to realize continuous customer satisfaction and service quality, which is antecedent to customer satisfaction.

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**Part two: Expectations & Perceptions towards service quality dimensions.**

This section deals with your opinion of YOTEK real estate. Please, show the extent to which you think YOTEK real estate 'should' possess the following features. I'm interested in knowing your expectations about the quality of service offered by YOTEK real estate & Perceived service from YOTEK real estate has shown on the table below. You should rank each statement as follows;

Please circle a number only one option into each sentence based on the options provided here.

1. Strongly Disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly Agree

<b>Statement</b>	<b>Expectations (E)</b>	<b>Perceptions (P)</b>
<b>TANGIBLES</b>	<b>Score</b>	<b>Score</b>
TA1-YOTEK real estate will have modern looking equipment.	1 2 3 4 5	1 2 3 4 5
TA2- The physical facilities at YOTEK real estate will be visually appealing.	1 2 3 4 5	1 2 3 4 5
TA3- Employees at YOTEK real estate will be well dressed and neat appearing.	1 2 3 4 5	1 2 3 4 5
TA4- Materials associated with the service will be visually appealing.	1 2 3 4 5	1 2 3 4 5
<b>RELIABILITY</b>	<b>Score</b>	<b>Score</b>
RE1-When YOTEK real estate promises to do something by a certain time, they will do.	1 2 3 4 5	1 2 3 4 5
RE2- When a customer has a problem, YOTEK real estate will show a sincere interest in solving it.	1 2 3 4 5	1 2 3 4 5
RE3- YOTEK real estate will perform the service right the first time.	1 2 3 4 5	1 2 3 4 5
RE4-YOTEK real estate will provide the service at the time they promise to do so.	1 2 3 4 5	1 2 3 4 5
RE5-YOTEK real estate will keep their records accurately.	1 2 3 4 5	1 2 3 4 5
<b>RESPONSIVENESS</b>	<b>Score</b>	<b>Score</b>
RS1-Employees of YOTEK real estate will tell customers exactly when services will be performed.	1 2 3 4 5	1 2 3 4 5
RS2-Employees of YOTEK real estate will give prompt service to customers.	1 2 3 4 5	1 2 3 4 5
RS3-Employees of YOTEK real estate will always be willing to help customers.	1 2 3 4 5	1 2 3 4 5

RS4-Employees of YOTEK real estate will never be too busy to respond to customers' requests.	1 2 3 4 5	1 2 3 4 5
<b>ASSURANCE</b>	<b>Score</b>	<b>Score</b>
AS1-The behavior of employees in YOTEK real estate will instill confidence in customers.	1 2 3 4 5	1 2 3 4 5
AS2-Customers of YOTEK real estate will feel safe in transactions.	1 2 3 4 5	1 2 3 4 5
AS3-Employees of YOTEK real estate will be consistently polite with customers.	1 2 3 4 5	1 2 3 4 5
AS4-Employees of YOTEK real estate will have the knowledge to answer customers' questions.	1 2 3 4 5	1 2 3 4 5
<b>EMPATHY</b>	<b>Score</b>	<b>Score</b>
EM1-YOTEK real estate will give customers individual attention.	1 2 3 4 5	1 2 3 4 5
EM2-YOTEK real estate will have operating hours convenient to all their customers.	1 2 3 4 5	1 2 3 4 5
EM3-YOTEK real estate will have Employees who give customers personal attention.	1 2 3 4 5	1 2 3 4 5
EM4-The real estate will have their customers' best interest at heart.	1 2 3 4 5	1 2 3 4 5
EM5-The employees of YOTEK real estate will understand the specific needs of their customers.	1 2 3 4 5	1 2 3 4 5

Adapted from: (Parasuraman et al., 1991)

**Part three: Level of Customer Satisfaction**

Please circle a number only one option into each sentence based on the options provided here.

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

Statement about customer satisfaction	Score				
CS-Overall, How satisfied are you with the service provided by YOTEK real estate?	1	2	3	4	5

**Thank you!**

## B: Amharic Questionnaire

የጥናት መረጃ መከታተያ ቃለ-መጠይቅ

የተከበራችሁ የሶቴክ ሪል አሰጣጥ ደንቦች

በመጀመሪያ ጊዜዎን ስለሰጠችላችሁ ለመሰጠት ለመቅረብ እወዳለሁ። ስሜ ገብረህይወት ሕሊና ተካ ይባላል። በጅም ዩኒቨርሲቲ የንግድ ሥራ እና የምጣኔ ሀብት ጥናት ትምህርት ቤት በንግድ ሥራ አስተዳደር ትምህርት የ2ኛ ዲግሪ ተመራ ተመሪ ስሆን ይህንን ጥናት የመክሄደው ትምህርቴን ለማጠናቀቅ እንዲረዳኝ ነው። የጥናቱ ዓላማ የአገልግሎት ጥራትን እና የደንበኞች እርካታ ደረጃን በሶቴክ ሪል አሰጣጥ ለመለካት ነው። ትብብርዎ እወኑ ተኛ እና አስተማማኝ መረጃ ለመስጠት የሚደግፍ ሲሆን ከእርስዎ የማይኖረው መረጃዎም ለጥናቱ ዓላማ ብቻ የሚያገለግል ይሆናል። እባክዎን ሁሉንም የተጠቀሱትን ጥያቄዎች ለመመለስ ይጠቀሙ፤ ጊዜዎን ስለሰጠችላችሁ እንደገና ለመሰጠት እወዳለሁ።

ላደረጉልኝ ትብብር የላቀ ምስጋናዬን አቀርባለሁ!

ጥያቄ ካሉዎት በዚህ ኢሜል ghiwot2016@gmail.com ብለው ይላኩ።

ክፍል ሀ

በምርመራ ላይ “0” ምልክት ያደርጉ

### 1. ዕድሜ

- 1-ከ18-30 ዓመት
- 2- ከ31-45 ዓመት
- 3- ከ45 ዓመት በላይ

### 2. ጾታ

- 1- ሴት
- 2- ወንድ

### 3. የጋብቻ ሁኔታ

- 1- ያላገባ
- 2- ያገባ
- 3- የፈታ/አብረው የሚኖሩ
- 4- ባል/ሚስት በህይወት የተለየ/ች

### 4. የሥራ ሁኔታ

- 1- የግል ሠራተኛ
- 2- የመንግስት ሠራተኛ
- 3- የግልድርጅት ሰራተኛ
- 4- ሥራ የለኝም

### 5. የትምህርት ደረጃ

- 1- ማእከላዊ መግቢያ
- 2- ከ1-8
- 3- ከ9-10
- 4- መጽና ቴክኒክ
- 5- ቲቪቲ/ዲፕሎማ
- 6- ዲግሪ
- 7- ማስተርስና ከዚያ በላይ

### 6. ከሚከተሉት የቤት አይነቶች የትኛው ነው የእርስዎ

- 1- ቨላ
- 2- ታወን ሃወስ
- 3- አፓርታማ

**ክፍል ለ**

**የጠበቀት (Expectation) እና ያጣጠቅ / ያገኘት (Perception) አገልግሎት ጥራት፡፡**

በዚህ ክፍል አስተያየትዎ የሚሰጠው ከዮቴክ ሪል አስቴት ካምፓኒ የጠበቀትና ያገኘትን አገልግሎት ይመለከታል፡፡

ስለዚህ ቀጥሎ ባሉት ሁኔታዎች መሠረት ለሚጠየቁት ጥያቄ ምላሽ ይሰጡኝ፡፡ የአገልግሎት ጥራት መግለጫዎችም

1. በጣም አልሰማም
2. አልሰማም
3. መካከለኛ (ረከቻለሁም/አልረከቻለሁም)
4. እስማማለሁ
5. በጣም እስማማለሁ

ተ/ቁ	የአገልግሎት ጥራት መግለጫዎች	የጠበቀት አገልግሎት (Expectation)					ያጣጠቅ/ያገኘት አገልግሎት (Perception)				
<b>ተጨማሪ ሁኔታዎች (Tangibles)</b>		ነጥብ					ነጥብ				
TA1	የዮቴክ ሪል አስቴት ካምፓኒ ዘመናዊ የሆነ ለሥራ የሚያስፈልገው ዕቃ አለው	1	2	3	4	5	1	2	3	4	5
TA2	በዮቴክ ሪል አስቴት ውስጥ የሚታዩ የመልገያ እቃዎች እይታን የሚስቡ ናቸው፡፡	1	2	3	4	5	1	2	3	4	5
TA3	ደንበኛን የሚቀበሉ የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ጥሩ አለባቸው ያላቸው እና ንጹህ ሆነው የሚታዩ ናቸው፡፡	1	2	3	4	5	1	2	3	4	5
TA4	በዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ለሚሰጡት አገልግሎት የሚገለግሉ ማቴሪያሎችና መሳሪያዎች ከሚቀርቡት የአገልግሎት ዓይነት ጋር አብሮ የሚቆዩ ናቸው	1	2	3	4	5	1	2	3	4	5
<b>ታማኝነት (Reliability)</b>		ነጥብ					ነጥብ				
RE1	ደንበኞችን የሚቀበሉ የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች በአንድ በተወሰነ ጊዜ ውስጥ የሆነ ነገር ለመሰረት ቃል ይገባሉ በገቡት ቃል መሰረትም ይፈጸማሉ	1	2	3	4	5	1	2	3	4	5
RE2	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ትክክለኛ የሆነ መረጃ ለደንበኞች ይሰጣሉ	1	2	3	4	5	1	2	3	4	5
RE3	አንድ ደንበኛ ችግር ባጋጠመው ጊዜ የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ችግሩን ለመታዘት ቀና ፍላጎት ያላቸው መሆናቸውን ያሳያሉ	1	2	3	4	5	1	2	3	4	5
RE4	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች አገልግሎት ለመስጠት ቃል በገቡበት ጊዜ ይፈጸማሉ	1	2	3	4	5	1	2	3	4	5
RE5	ዮቴክ ሪል አስቴት ካምፓኒ የደንበኞችን መግባባቶች በትክክል ይይዛል	1	2	3	4	5	1	2	3	4	5
<b>ምላሽ ሰጫት (Responsiveness)</b>		ነጥብ					ነጥብ				
RS1	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች አገልግሎት በሚሰጡበት ጊዜ ለደንበኞች በትክክል ያሳውቃሉ	1	2	3	4	5	1	2	3	4	5
RS2	በዮቴክ ሪል አስቴት ካምፓኒ በአገልግሎት አሰጣጡ ውስጥ የሚከተሉ ሠራተኞች ለደንበኞች ቀልጣፍ አገልግሎት ይሰጣሉ	1	2	3	4	5	1	2	3	4	5
RS3	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ደንበኞችን ለመርዳት ፈቃደኞች ናቸው	1	2	3	4	5	1	2	3	4	5
RS4	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ደንበኞች ለሚቀርቡት ጥያቄዎች በፍጥነት ምላሽ ለመስጠት ጥረት ያደርጋሉ	1	2	3	4	5	1	2	3	4	5
<b>ታማኝነት (Assurance)</b>		ነጥብ					ነጥብ				
AS1	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ባህሪያዊ በደንበኞች ዘንድ እምነት እንዲያደር ያደርጋሉ	1	2	3	4	5	1	2	3	4	5
AS2	የደንበኞች የአገልግሎት ጥያቄዎች በአግባቡ ክትትል የሚደረግባቸው መሆኑ ከታወቀ ደንበኞች መተማመን ይሰማቸዋል፡፡	1	2	3	4	5	1	2	3	4	5
AS3	የዮቴክ ሪል አስቴት ካምፓኒ ሠራተኞች ለደንበኞቻቸው ወጥ የሆነ ወይም ተመሳሳይ ትህትና ያሳያሉ	1	2	3	4	5	1	2	3	4	5

AS4	የኮቴክ ሪል እስቴት ካምፓኒ ሠራተኞች ለደንበኞች ጥያቄዎች ምላሽ ለመስጠት በቂ ዕውቀት አላቸው	1	2	3	4	5	1	2	3	4	5
<b>ችግር ተከፋይነት (Empty)</b>		ነጥብ					ነጥብ				
EM1	የኮቴክ ሪል እስቴት ካምፓኒ የሥራ ሠዓት ለደንበኞች ምቹ ነው	1	2	3	4	5	1	2	3	4	5
EM2	የኮቴክ ሪል እስቴት ካምፓኒ ሠራተኞች የደንበኞችን ልዩ ፍላጎት ይረዳሉ	1	2	3	4	5	1	2	3	4	5
EM3	የኮቴክ ሪል እስቴት ካምፓኒ ሠራተኞች የደንበኞችን ልዩ ፍላጎት ተቀብለው ያስተናግዳሉ	1	2	3	4	5	1	2	3	4	5
EM4	የኮቴክ ሪል እስቴት ካምፓኒ የደንበኞችን ልዩ ፍላጎት በትክክል ይረዳል	1	2	3	4	5	1	2	3	4	5
EM5	የኮቴክ ሪል እስቴት ካምፓኒ የደንበኞቹን ፍላጎት በልቡ ይይዛል	1	2	3	4	5	1	2	3	4	5

**ክፍል ሐ**

የደንበኞች እርካታ መለያ፤

በሚከተሉት አረፍተ ነገሮች ያለዎትን የሰምዎት ደረጃ እባክዎትን ያመልክቱ፡

1-በከፍተኛ ደረጃ አልረካህም 2-አልረካህም 3-ውሳኔ አልሰጥም 4-ረክቻለሁ 5-በከፍተኛ ደረጃ ረክቻለሁ

<b>የደንበኛ እርካታን በተመለከተ</b>	ነጥብ				
CS-በአጠቃላይ፣ እርስዎ የኮቴክ ሪል እስቴት በሚሰጠው አገልግሎት ምን ያህል ረክተዋል?	1	2	3	4	5

**አመሰግናለሁ!**