

**AN ASSESSMENT OF THE EFFECTS OF QUALITY OF FIXED BROADBAND  
INTERNET ON CUSTOMERSATISFACTION IN ETHIO TELECOM IN THE CASE  
OF SHASHEMENE GRAND SHOP**



**THE THESIS SUBMITTED TO HAWASSA UNIVERSITY IN PARTIAL  
FULFILLMENT OF MARKETING MANAGEMENT (MBA) SPECIALIZATION IN  
MARKETING MANAGEMENT**

**BY: -BEHAILU BIRHANU**

**February 2024**

**HAWASSA, ETHIOPIA**

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**APPROVAL SHEET**

**SCHOOL OF GRADUATE STUDIES**

**HAWASSA UNIVERSIT ADVISORS' APPROVAL SHEET**

This is to certify that the thesis entitled, an assessment quality of fixed broad band internet on customer satisfaction in Ethio telecom in the case of shashemene grand shop, that submitted in partial fulfillment of the requirements for the degree of Master's with specialization in marketing management, the graduate program of the school of management and accounting, and has been carried out by under my supervision. Therefore, I recommend that the student has fulfilled the requirements and hence hereby can submit the Re-search to the School.

Approved by: -

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Name of co-advisor                      Signature                      Date

FireweDegela \_\_\_\_\_ - \_\_\_\_\_

## **Declaration**

I, Behailu Birhanu, declare that this research Thesis entitled an assessment quality of fixed broad band internet on customer satisfaction in Ethio telecom in the case of shashemene grand shop. The outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the Research Advisor. This study has not been submitted for any degree in this University or any other Universities. It is offered for the partial fulfillment of the degree of Master of Business Administration (MBA) in Marketing Management.

By: -Behailu Birhanu (GPMaMgw/ 0008/14)

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## **LIST OF ACRONYMS**

3GTechnology	Third Generation Technology
CDMA	Code Division Multiple Access
E-Commerce	Electronic Commerce
EPON	Ethernet Passive Optical Network
ET	Ethio Telecom
EVDO	Evolution Data Optimized or Evolution Data Only
FBBI	Fixed Broadband Internet
GPON	Gigabit Passive Optical Network
ICT	Information Communication Technology
ITU	International Telecommunication Union
LAN	Local Area Network
Mbps	Mega Byte per Second
PSTN	Public Switched Telephone Network
SPSS	Statistical Package for Social Sciences
VDSL	Very high bit rate Digital Subscriber Line
VSAT	Very Small Aperture Terminal
WCDMA	Wideband Code Division Multiple Access
Wi-Fi	Wireless Fidelity
WLANs	Wireless Local Area Networks
ZTE	Zhongxing Telecommunication Equipment Corporation
4G	Forth generation network
5G	Fifth generation network
AU	African Union

BB	Broadband
WAN	wide area net work
CPE	Customer Premises Equipment
CSR	Customer Service Representatives
DRMAS	Radio Multi Access System
EEC	European Economic Commission
ETA	Ethiopian Telecommunications Authority
SIM	Subscriber identity module
EU	European Union
ADSL	Asymmetric digital subscriber line
FWA	Fixed Wireless Access
GOTA	Global Open Trucking Architecture
GSM	Global System for Mobile Communication Service
HF	High Frequency IS Information System
ISDN	Integrated Services Digital Network
SOHO	Small office and home type of customer
MVPN	Mobile Virtual Private Network
NGCC	Next Generation Call Center System
NGOs	Non-Governmental Organizations
NNOC	National Network Operations Center
CRBT	Calling ringing back tone
GB-	Giga byte
Qos-	Quality of service
SERVQUAL	Service quality model

## **Abstract**

*The objectives of this study was to assess customer satisfaction by different variables like quality, price, service provision, after sales service and security then put clear recommendation and conclusion to the company accordingly. To attain this objective, the study utilized both interview and questionnaire survey. In depth personal interview was made with Ethio telecom management members to understand the service delivery mechanism and 290 questionnaires were distributed across residential and enterprise customers in shashemene. The survey questions were developed based on Likertscale questions and customers were asked to rate their satisfaction across the parameters identified. This paper used descriptive research design in order to obtain pertinent and precise information about the satisfaction level of customers being studied and qualitative methods were employed to describe the service delivery mechanism and narrate open ended questions in the questionnaire whereas quantitative methods were used to show the phenomenon in numbers. After data collection, the collected data was analyzed using SPSS 23.0 and Microsoft excel software packages. Then the data organized, tabulated, depicted, and described in a way that can attain the objective of the study. Finally, the finding shows that customers were not satisfied with the service provisioning, pricing, quality, and after sales support. Thus, Ethio telecom should learn a valuable lesson from this specific study since the study guides the higher official on which facet of customer satisfaction area should focus. Service provisioning issue was measured using five basic questions and the finding of the study shows that customers are not satisfied with the service provisioning/delivery mechanism. In addition, using four basic FBBI questions, assessment was taken among enterprise and residential customers. It was found that customers are dissatisfied with the current pricing scheme employed by Ethio Telecom. Price of the service was measured using five basic questions and the finding of the study shows that customers are not satisfied with the price mechanism. In addition, using four basic FBBI questions, assessment was taken among enterprise and residential customers was found that customers are dissatisfied with the current pricing scheme employed by Ethio Telecom.*

**Keyword-** *Fixed broadband, customer satisfaction, service provisioning, after sales support.*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

In the era of information, the importance of communication is becoming crucial to carry out any activity in the world. Telecommunication service providers deliver various voice, data, internet, and content services to businesses and consumers. They include companies that provide access to internet; cable and satellite television services; wireless communication services like cellular telephony, paging, and messaging; and wire line communication services like local, long distance, and international telephony (Potluri& Mangnale, 2015).

The introduction of telecommunication services in Ethiopia dates back to 1884, seventeen years after the invention of telephone technology in the world. It was Minilik II, the King of Ethiopia, who introduced telephone technology to the country around 1884, with the installation of 477 kilometers long telephone and telegram lines from Harar to Addis Ababa (Tele Negarit, 2007).

According to Ethio telecom report (2013), internet was introduced in Ethiopia in 1993 and was commercialized in 1997 with the narrowband technologies. While broadband internet introduced in Ethiopia in 2005. Currently Ethio telecom is providing broadband internet via wired and wireless means of connections. The wired broadband internet is delivered via ADSL, VDSL, EPON and GPON technologies while the wireless means of connections includes AIRONET, VSAT, EVDO and WCDMA/3G mobile. In 2012, there were more than 200,000 broadband subscribers in the country. From this number WCDMA and EVDO took the largest share amounting more than 130,000 and 55,000 respectively, however fixed or wired broadband internet subscribers amounts only 10,000. (Tele Negarit, 2007).

Even though there is a dramatic change in the number of broadband subscribers in Ethiopia, the satisfaction level of its subscribers is estimated as at its minimum. Many people think a Product is tangible but a product is anything that can be offered to the market to satisfy a want or need including physical goods services experience events persons places properties organizations information and ideas product includes physical objects but also services, events, persons, places, organizations, ideas or mixes of these entities. the product strategy describe will affect

the customer satisfaction here as product features, brand name, retail outlets, basic advertising message and retail pricing of a single consumer product (Kotler& Keller 2012).

The product serves as the crucial tools for meeting the company's objective together with satisfying customers through effective utilization of them. In order to success or a leads organization will be able to satisfy in the product. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also based on the customer experience of both contact with the organization and personal out comes (Emrah,2010).

Modern management science philosophy considerer's customer satisfaction as a base line standard of performance and a possible standard of excellence for any business organization to reinforce customer orientation on a day to day basis. A growing number of companies choose customer satisfaction as their main performance indicator. Customer satisfaction is the customer evaluation of a product or service in terms of whether that product or service has meet their needs and expectations. Marketers satisfying customers' needs and want from various ways which will lead to organizational success (Mehiret,2019).

Product and service oriented organizations strive to satisfy their customers because customer satisfaction is key to the survival of any business entity. All other things being equal, the more customers are satisfied with a product or service the more assured, the producer is to remain in business and to accumulate wealth.

Thus, customer satisfaction holds a lot of fortunes for any business entity that is able to meet the demands of custom. It is a common knowledge that most public sector institutions are not customer friendly especially those in the service delivery sector. Most often than not, most people complain of having gone through stress before receiving services that could have been received effortlessly elsewhere in the private sector.

## **1.2. Statement of the Problem**

Several marketing professionals addressed a problem of customer satisfaction of setting appropriate product and service (Fava Neves, Zuurbier & Cortez Campomar, 2001). Many companies are unsatisfied the customer their products and services. Among the marketing 4 Ps`, marketing customer satisfaction are still an important source of competitive advantages. Customer satisfaction builds sustainable competitive advantage and marketing activities have a long-run character. Due to the fact that they are focused on people and relationships to build them, it is necessary to have a consistent structure; Moreover, as Irani, Shahanaghi and Jandaghi (2011) declared, in the twenty-first century business, the biggest change would not be in new methods of production or consumption, but not customer satisfaction.

Even though Ethio Telecom established and availed all the above desired requirements, the company is facing problems during implementation. customer satisfaction failure to function in an ordinary business function, service provisioning, complain handling, pricing and after sales service. Furthermore, shortage of resources to manage quality equipment and network, makes the business to function in a tough relationship with customer (Ethio Telecom, sales channel quality assurance report, 2014 and 2015).

The essence of this study is that the researchers prior to this paper have not paid attention to this separate issue for telecom sector. Most of the studies previously focused on assessment of appropriateness of the customer satisfaction of Ethio Telecom (Nehmya, 2014). Assessment of factors affecting customer satisfaction Ethio Telecom (Mulugeta, 2015). An assessment of channel conflict management practices and challenges on Ethio Telecom indirect channel department (Tigest, 2013). An assessment of SIM card distribution practices in Ethiopian Telecommunication Corporation (Maheder, 2010) and the like.

The main problems of the company towards fixed broad band specifically methods of complaint handling mechanisms, the maximum time required to recover service when there is a service failure, lack of employee's technical capability to make repair on the technical failures and the type of technological equipment's used by Ethio telecom to gratify its customer need, price and warranty of the modem, quality network and tariff. Satisfying a customer is a difficult task, especially when it comes to services, since studies have shown that consumers' level of satisfaction is generally lower for services than products (Andresen, 1977). Particularly in the case of telecom fixed broad band service, where there is frequent service failure, related with

network problem and others, occurred. Thus service recovery is a valuable marketing tool which constitutes a second chance for the telecom industry to satisfy the customer. (Berry & Parasuraman, 1998).

Studies have shown that the outcome of level of satisfaction, whether it is positive or negative, were strongly influence the customer's image of the service provider. Satisfactory customer does contribute to customer retention/loyalty/commitment and other beneficial outcomes, such as positive word-of-mouth communication, trust, enhanced perceptions of the firm's competence, and a favorable image in terms of perceived quality and value. In fact, effective service is very profitable. On the other hand, failure to ensure customer satisfaction through fixed broad band could lead to a decline in customer confidence, lost customers, negative word-of-mouth, possible negative publicity, and the direct cost of performing the service (Berry & Parasuraman, 1998).

Ethio telecom has striving to provide quality and affordable price of FBB services to its customers. As the number of its customers grows overtime, their need for support from the company also increases. The support varies from pre sales to post-sales support. Maintaining service related failures is one part of the post-sales support the company provides to its customers. The company segments its customers and provides different level of pre and after sales service based on the customer category. Enterprise customers are one part of the segment which gets special attention from the company. This special attention to the segment also includes giving greater emphasis in maintaining and installing fixed brad band when compared to other customer categories.([www.ethiotelecom.et](http://www.ethiotelecom.et) 2023)

Since Ethio telecom is the sole fixed broad band telecom service provider in the county, losing customers were not being an issue to the organization for any case, customers' dissatisfaction, decline of customers' confidence on the company and negative word of mouth were impacts of sales of the service systematically. The research problem stated aims to investigate the performance of Ethio Telecom broad band enterprise customers based on the assessment of level of satisfaction on fixed broad band performance of the company. The main problems of the company towards fixed broad band specifically methods of complaint handling mechanisms, the maximum time required to recover service when there is a service failure, lack of employee's technical capability to make repair on the technical failures and the type of

technological equipment's used by Ethio telecom to gratify its customer need, price and warranty of the modem, quality network and tariff. ([www.ethiotelecom.et](http://www.ethiotelecom.et) 2023) .

Even those researchers who chose to investigate factors affecting customer satisfaction did so from the customer's point of view (Bitner, 2000). This research is set forth to fill the knowledge gap that exist between the producers' view point and that of customer's in addressing the issue of customer satisfaction in public sector institutions. It is the aim of the researcher to investigate both ends of the subject matter in order to have deeper understanding in order to make appropriate policy recommendations to address the phenomenon present in public sector institutions.(Bitner, 2000).

Study of the subject matter would help unearth some of the key challenges facing public sector institutions. Thus, it becomes easier to tackle the bottlenecks in the sector based on a particular policy recommendation prescribed based on the findings from the study. Research in this area has become imperative because public sector institutions have consistently come under pressure to deliver quality services and improve efficiencies (Randall & Senior, 1994). There have been many complaints by most people who accessed the services of public sector institutions. Their expectations have been to receive swift and friendly services from these institutions just as they could ready access from private institutions. Bitner, (2000).

As customer needs and buying behaviors change, it can be difficult to pinpoint what they want especially considering how much needs vary between different customer profiles. And how do you know whether you're satisfying customers. For example, a product team might not know what features or upgrades to prioritize if they don't have insights into their target customers' motivations, problems, or desires which could negatively impact their customer satisfaction score with each new product or feature rollout. So, how do you find out what your customers are thinking and feeling, and use those insights to turn your product into a valuable solution for different user types? Here are some methods you can use Do market research to achieve better product positioning and highlight your services.

Cook (2002) mentioned that the challenge for modern day business is to shift from product focused to customer focused. It poses a challenge for businesses to pursue this course because of how sophisticated, educated and well-informed customers. They concluded that even though

both price fairness and customer services had impact on customer satisfaction, price fairness carried more weight in determining customer satisfaction than price fairness.

Use LinkedIn to keep up to date with trending industry topics and experts; check out popular market trends or statistics on Statista; or read competitor analysis and customer reviews on G2 to dive deep into your competitors, their audience, and what attracts them to the product or brand. Survey and interview customers to better understand your product's real use cases. Ask them what they like or dislike or how you could improve their product experience. Spot patterns in user behavior: use customer analytics software or tools like Woopra to gather diverse insights throughout entire customer journeys based on hashtag use, social media activity, and website traffic. Develop your ideal customer profile (ICP) by analyzing key user insights. Analyze trends in customer behavior, characteristics, pain points, and demographics like job title and geographic location.

Therefore, as to the knowledge and understanding of the researcher, a study has not been conducted in the area of telecom with regard to effects of customer satisfaction on sales performance. As this is the observed gap by the researcher, the research is expected to provide its own contribution by having conceptual and empirical evidence on effects of customer satisfaction on sales performance.

These problems motivated the researcher to undertake the research on the regions grand point of sales to address the observed problems in relation with the sales performance.

### **1.3. Objective of the Study**

The main objective of the study was to assess the satisfaction level on fixed broad band internet subscriber in Ethio telecom at shashemene Grand shop. In line with this general objective, this study was to achieve the following specific objectives

- To examine service, the effect of provisioning of FBB subscriber on the level of customer satisfaction.
- To examine the effect of pricing mechanism of FBBI subscribers on the level customer satisfaction.
- To analyze the effect of FBBI subscribers 'satisfaction level with regard to the quality of service delivered.

- To examine the effect of FBBI subscribers 'satisfaction level with regard to the security while using FBBI.
- To analyze the effect of customer satisfaction FBBI subscribers 'satisfaction level with regard to the after sales support service.

#### **1.4. Research hypothesis**

The researcher develops the following hypotheses for the study was test

- **Ho1** provisioning of service has no statistically significant effect on customer satisfaction in ethio telecom shashemene Grand shop.
- **Ha1** provisioning of service has statistically significant effect on customer satisfaction in ethio telecom shashemene Grand shop
- **Ho2-** price of service has statistically no significant effect on customer satisfaction in ethio telecom shashemene Grand shop.
- **Ha2-** price of service has statistically significant effect on customer satisfaction in ethio telecom shashemene Grand shop.
- **Ho3-** quality of service has no statistically significant on customer satisfaction in ethio telecom shashemene Grand shop.
- **Ha3-** quality of service has statistically significant on customer satisfaction in ethio telecom shashemene Grand shop.
- **Ho4-** After sales service has no statistically significant effects on customer satisfaction in ethio telecom shashemene grand shop.
- **Ha4-** After sales service has statistically significant effects on customer satisfaction in ethio telecom shashemene grand shop.
- **Ho5-** security or privacy has no statistically significant effects on customer satisfaction in ethio telecom shashemene grand shop.
- **Ha5-** security or privacy has statistically significant effects on customer satisfaction in ethio telecom shashemene grand shop.

### **1.5. Significance of the Study**

It is known that, any useful study is conducted to serve a particular purpose. Customer satisfaction assessment is now widely recognized as a vital input to any strategy for customer focused business performance improvement. Based on this fact, this study was significant on the study help the organization formulating effective service delivery strategy and that can increase the satisfaction level of its FBBI subscribers. The results of this study was implications for managers in enhancing their understanding regarding factors affecting customer satisfaction level of FBBI service and take measures accordingly. In addition, the study has the benefit to company to alter resources in areas that have greater influence on customer satisfaction. Moreover, the results of this paper can be an input for further investigations in the area by other researchers also the study was benefits and important for the organization, policy maker and customer based improvement depending on customer satisfaction. Other hand the researchers who have an interest in the area may use this paper to fill the gap that they may observe. That means, they could use this paper to investigate further issue in the subject area or to investigate facts to establish, or further revise a theory. Researchers may again adopt this research outcome to build a plan of action based on the facts discovered. In general, the research potentially serves as a stepping-stone for further research in the area.

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

The researcher was focused on the scope that are Geographically, methodologically, and conceptually.

**Geographically** Due to a shortage of time and budget the study was focuses on customer of ethio telecom in shashemene grand shop and no seems all customers.

**Methodologically** the researcher was used descriptive and exploratory research design to describe the existing customer satisfaction in the shop. The study was conducted by using probability of systematic sampling method in addition to this the study was focus only to products of FBBS rather than dealing Variety products and service of ethio telecom like Fixed line, mobile voice and data due to time and financial constraints.

The research paper was limited to assess the satisfaction level of Ethio telecom FBBI subscribers in shashemene grand shop Narrow band and wireless types of broadband internet connections are not included in this study. In addition, the paper focus only in ethio telecom

shashemene Grand shop which eighty percent of FBBI subscribers found. Thus, the study does not incorporate all FBBI users who are in the other regions of the country.

**Conceptually** the research only test and studies only variable like price, quality, security, after sales service and service provisioning of the FBB Service

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

**Price:** - the amount of money expected, required, or given in pay for FBB tariff and modem.

**Quality:** - Quality can be defined as “fitness for use,” “customer satisfaction,” “doing things right the first time,” or “zero defects, quality of network, equipment.

**Security:** - the states of being free from danger or threat when use internet.

**Service provisioning:** - an activity that has starting and registering of FBB service.

**After sales service:** - definition is the set of actions you take to follow up with your customers after they’ve made a purchase.

**Broadband:** - ITU describe broadband as recent Internet connections that range from 5 times to 2000 times faster than earlier Internet dial-up technologies and it combines connection capacity (bandwidth) and speed.

**Enterprise Customers:** - are those legally registered enterprises who subscribe telecom services to support the day-to-day activities of their business.

**Key Account Customers:** - are those enterprise customers having more than 50 employees with one million birr or above capital.

**SOHO/SME Customers:** - are those enterprise customers having less than 50 employees with below a million-birr capital.

## **1.8. Organization of the Study**

The research is organized under five chapters, Chapter I: Introduction: explains the research background, statement of the problem, objective of the study, research questions, hypothesis, significance of the study, scope of the study, limitation of the study and organization of the study. Chapter II: Review of Literature: This chapter deals with the review of literature. The literature survey includes theoretical and empirical studies as well as the conceptual framework. All theories tending to support this study are incorporated in the review of literature. Chapter III: Research Methodology: It deals with research design and methodology, specifically, it incorporates; data types, sources of data, the study population, sampling design, methods of data collection, data collection procedures, methods of data analysis, validity and reliability of the survey instrument & ethical consideration. Chapter IV: Results & Discussion: This chapter has empirically analyzed the collected data in order to arrive at the findings, which are inferred or generalized, to the entire population. Data were analyzed to find out relationships or differences between variables. Chapter V Summary of Findings, Conclusions, Recommendations, and presents summary of the study, major findings and suggestions.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

This chapter gives an overview of literatures that are related to the research problem presented in the previous chapter. This chapter introduces the theoretical literature concepts of broadband internet connection, benefits of broadband connection, customer satisfaction, measurement of customer satisfaction, determinants of customer satisfaction and other empirical studies done related to broadband.

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

customer satisfaction is a relative concept, and is always judged in relation to a standard. Consequently, in the course of its development, a number of different competing theories based on various standards have been postulated for explaining customer satisfaction. The theories include the Expectancy-Disconfirmation Paradigm (EDP), the Value-Precept Theory, the Attribution Theory, the Equity Theory, the Comparison Level Theory, the Evaluation Congruity Theory, the Person-Situation-Fit model, the Performance-Importance Understanding.

customer satisfaction theory is crucial that may help you save your business if you are in the middle of a crisis resulting from a decline in customer satisfaction. It lays down important steps you can use to solve the problem that will bring back your customer base and prevent you from losing your business to competitors who have higher customer satisfaction than you do. Olander, (1977). The models are Dissonance theory, contrast theory, comparison theory, Value percept theory, Attribution theory, Equity theory and evaluative theory. (Olander, (1977)

#### **2.1.1 Dissonance Theory**

Dissonance Theory (also known as dissonance reduction theory) is a term used in psychology that refers to the mental stress experienced by someone who simultaneously holds two or more contradictory beliefs, ideas, or values. In other words, they find themselves in conflict. It also suggests that a person who expected a high-value product and received a low-value product would recognize the disparity and experience cognitive dissonance. That is, the disconfirmed expectations create a state of dissonance or psychological discomfort. Dissonance Theory can explain our present experience of cognitive dissonance when a customer experiences the physical manifestation of a company's brand promise but does not receive the level of customer

service he or she expected. For example, you purchase an expensive pair of headphones from a well-known brand. You take them home and find that the headphones are defective. When you contact the customer service department about this problem, your call is routed to a voice mailbox where you're told to leave a message and will be contacted within 24 hours. You never receive a call back so you call again several times over the next several days Olander, (1977).

### **2.1.2 Contrast Theory**

It is another well-known theory of customer satisfaction. Contrast Theory suggests the opposite of the Dissonance Theory. According to this theory, when actual product performance falls short of the consumer's expectations about the product, the contrast between the expectation and outcome will cause the consumer to exaggerate the disparity. It implies that the negative impact of actual product performance on customer satisfaction is greater than the positive impact of higher performance over lower performance. Contrast Theory states that, when the expectation of a product is high and the actual product performance is perceived to be low, the consumer will exaggerate the difference between the expectation and the outcome. Contrast theory proposes that we do not judge qualities on the basis of absolute standards, but rather on the basis of how they compare with other qualities. Olander, (1977).

### **2.1.3 Comparison Level Theory**

According to the HLT, satisfaction is not the evaluation of a product or service after it has been consumed. Instead, it is the comparison level, or the degree to which a product or service is better than any of the other options that are available in the market. The theory suggests that consumers set a comparison level in their minds with respect to several aspects while they begin evaluating a product or service. These aspects include: The price at which the product was purchased, the expectations pertaining to quality, the expectations pertaining to performance, the expectations pertaining to features and functionalities of the product, the expectations pertaining to features and functionalities of the product, the comparison level set by an individual's peers, family members, and friends, the comparison level was set by all other customers who bought the same brand. The extent to which a product meets or exceeds the comparison level (CL) is the basis of customer satisfaction. The comparison-level theory is a branch of marketing theory that states that consumers evaluate their level of satisfaction based on an implicit comparison to an internal standard, rather than the outcome they actually

experienced. Critics of this theory suggest that it is nuanced and that it is incomplete. One of the main criticisms made of CLT is that it does not take into account other important determinants of customer satisfaction, such as relevance and quality (Yi, 1990).

#### **2.1.4 Value Percept Theory**

Value percept is a popular theory on customer satisfaction. This can be seen clearly in many of the recurrent types of cases, such as cases involving brand switching, cases involving the failure of trial products, and cases involving the purchase of services. A common characteristic in such cases is that consumers base their evaluations on products, services, and brands that are absent from their initial perceptions. Value-Percept Disparity theory has also been applied to explain why consumers value some brands, products, and services over others, even if these other brands, products, and services are more highly expected (Westbrook 1992). The Value-Percept theory explains customer satisfaction by two factors that are central to customer perception of value Actual Value (AV) and Ideal Value (IV). AV is the actual quality or performance of a product that is perceived by a customer. IV is the “ideal” quality or performance of a product that a customer expects before purchasing the product. The difference between AV and IV can be named Perceptual Discrepancy (PD). (Olander, (1977)

#### **2.1.5 Attribution Theory**

The Attribution theory has been mostly used in dissatisfaction/ complaining behavior models than in satisfaction models. According to this theory of the customer satisfaction model, consumers are regarded as rational processors of the information who seek out reasons to explain why a purchase outcome, for example, dissatisfaction, has occurred. These reasons may include the product itself, the service, the price, and even the person who sold the product. Frequently these reasons are highly core, related to each other, a state of affairs we refer to as inter-correlated attributions. In that case, we can use a simpler model that attributes the “blame” to one of these reasons. The most frequently occurring reason is then called the primary cause. Fritz Heider, Dorwin Cartwright, developed the attribution theory in the domain of social psychology and Leonard Bostwick in a publication entitled “The Psychology of Judgment”. In this publication, the authors pointed out that people are rational in their judgment processes and that there are conditions under which their judgment is rational. These researchers argued that there are three criteria for attribution to be made: consistency, consensus, and coherence or

correspondence. The consistency criterion includes the notion that when an outcome occurs, people need to find reasons to account for it. Business Research method, 8<sup>th</sup> edition. Canada.

### **2.1.6 Equity Theory**

Equity theory in customer satisfaction is the idea that individuals require consistency between what was expected and what was experienced. Consistency between both sides of this equation is key to providing customers with a positive customer experience. Learning how to manage expectations and consistently deliver an experience that meets and exceeds them builds goodwill and trust, which leads to strong customer satisfaction. From my understanding, equity theory in customer satisfaction applies to any kind of purchase. The buyer has a sense of how the product or service is going to turn out, with what to expect from the business or brand. When that buying decision takes place, the seller needs to make sure that the experience is consistent with the seller's promise of what is to be received. If not, then the buyer has been provided with an uneven or inequitable exchange of money for goods or services. This causes dissatisfaction. When I think of equity theory applied to customer satisfaction, I think of it from a transactional point of view. Business Research method, 8<sup>th</sup> edition. Canada.

### **2.1.7 Evaluative Congruity Theory**

Evaluative congruity theory (sometimes abbreviated as EC theory) is a dual-process model of attitude formation and change. The goal of EC theory is to explain the formation and change of attitudes, although it has a broader application as well. The EC theory posits that attitudes are formed from two different types of evaluations: "incorporating" evaluations and "social comparison" evaluations. It assumes that incorporating evaluations are automatically processed whereas social comparison evaluations require additional effort to process. Evaluative Congruity describes the extent to which a consumer's emotions with respect to the evaluative beliefs and attitudes he or she holds about the consumption experience. It can be applied to all types of services such as hospitality, retail, leisure, and healthcare. Evaluative congruity has also been extended to other areas such as organizational behavior, marketing, and management, the Dissonance, and the Contrast Theory Olander, (1977).

## **2.2 Benefits of Broadband Internet Connection**

There is no doubt we are living in an information society, and broadband puts all types of information within a few clicks away. Whether there is training for a new skill, a new language,

or completing an online course, broadband facilitates the access of information in many different forms. The internet has now become the means by which many people have found how to live their lives. But those who do not have broadband access wonder why so much emphasis is placed on availability and why internet access is so important. Just like the saying, you don't know what you don't know, broadband non-adopters don't see the relevance of the internet to their lives, and don't see a need to subscribe. This is particularly true in rural areas where they don't understand the benefit of broadband internet. ([www.ethiotelecom.et](http://www.ethiotelecom.et))

Different bodies declare the importance of broadband internet differently but they all argue that broadband is becoming the necessity of life. The following paragraphs present the benefits of broadband internet as discussed by different groups.

ITU in its 2003 publication classified the benefits of broadband into three. The first one is broadband speeds are significantly faster than previous technologies, making it faster and more convenient to access information or conduct online transactions using the Internet. The speed of broadband service has also enhanced existing services, such as online gaming, and enabled new applications, like downloading music and videos. Secondly depending on the type of technology deployed, there can be economic gains associated with broadband. For example, with DSL, users can use a single standard phone line for both voice and data services. Barbara Everitt.Bryant.,1996

This enables them to surf the internet and call a friend at the same time—all using the same phone line. Previously, passionate internet users may have installed an extra phone line in their homes for internet access; but with broadband, two phone lines are no longer necessary. The last benefit of broadband is it enhances existing internet applications, while paving the way for new solutions, which were too expensive, inefficient or slow to consider in the past. This may include everything from new e-government services, such as electronic tax filing, to online health care services, e-learning and increased levels of electronic commerce.

The communication workers of America (2009) describe that access to broadband has become as essential to individual and community economic prosperity as electricity was a need in 1930s and roads.

From rural to urban areas and everywhere in between, all people stand to benefit economically from a national high-speed internet network. In line with the above input, they placed their suggestion that broadband internet can benefit the society via education, employment and wealth creation, maintaining public health, fire and emergency services, police and national security, accelerate business development by providing new opportunities for innovation, expansion and e-commerce.

Whereas the Federal Communication Commission of America (2010) indicated in its national broadband plans that broadband can provide access to a wide range of resources, services, and products that can enhance the life of the society in a variety of ways. These resources, services, and products include, but are not limited to the following:

- Broadband can overcome geographical and financial barriers to provide access to a wide range of educational, cultural, and recreational opportunities and resources.
- Broadband can facilitate provision of medical care to underserved populations through remote diagnosis, treatment, monitoring, and consultations with specialists
- Broadband can promote economic development and revitalization through electronic commerce (e-commerce) by creating new jobs and attracting new industries, providing access to regional, national, and worldwide markets.
- Electronic government can help streamline people 's interaction with government agencies, and provide information about government policies, procedures, benefits, and programs.
- Broadband can help protect the public by facilitating and promoting public safety information and procedures, including, but not limited to:
  - Early warning/public alert systems and disaster preparation programs.
  - Remote security monitoring and real time security background checks.
  - Backup systems for public safety communications networks.

Even though the degree varies Ethiopia shares the benefits of broadband discussed above since it adopts broadband internet. In line with the above importance, currently in Ethiopia there are

universities that educate their students at a distant jointly with their partners abroad; medical specialists are getting consultations and remote diagnosis with the help of video conference. Even though there is no electronic payment adopted in Ethiopia, many businesses are advertising and selling their products and services on the web. Banks and insurances were providing online service with the help of broadband.

In addition, the government of Ethiopia is using broadband as a means of people 's interaction via woreda net (which is implemented to support the good governance system), school net (to support the national education system via plasma TV), agree-net to support the agriculture related work and recently a net is implemented to facilitate the housing development program and other significant government purposes.

Today every company is becoming dependent on broadband to be effective and efficient in their service delivery. In general, broadband can help to enhance the society with the above mentioned and other several methods.

### **2.3 Customer Satisfaction**

In today 's competitive business environment marketing managers are more influenced from customer expectation and meeting the demand for customer satisfaction is becoming very important for them. Every organization must define customer satisfaction regarding their market. So customer satisfaction could not be defined as only standard or quality of product. Customer satisfaction is about relationships between the customer and product or service and the provider of a product or service. Barbara Everitt.Bryant.,1996

A number of related but important concepts are frequently used interchangeably with satisfaction, although they are actually distinct from satisfaction despite the fact that they may be related to satisfaction in various ways. Khan and Afsheen (2012) discussed that though different researchers explain satisfaction in different ways, previous researches have given significant importance to customer satisfaction. In addition, satisfaction can be defined as a features or characteristics that can full either a need or want of a consumer in better way than competitors. If a company provides a product according to the requirements of their customers it will lead the satisfaction of those customers. While Mihelis, Grigoroudis, Siskos, Politis and Malandrakis (2019) discuss customer satisfaction as a modern approach for quality in

enterprises and organizations and serve the development of a truly customer-focused management and culture.

Gerson cited in Mihelis et.al. (2001) include modern management science 's philosophy considers customer satisfaction as a baseline standard of performance and a possible standard of excellence for any business organization. To reinforce customer orientation on a day-to-day basis, a growing number of companies choose customer satisfaction as their main performance indicator. Although definition of customer satisfaction has been widely debated as organizations attempt to measure it, definition of customer satisfaction could be defined as follows.

*<<In his study Oliver (1981) has defined customer satisfaction as the consumer 's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment.>>*

Besides the above definition, Oliver (1981) discussed the most widely accepted model, in which satisfaction is a function of disconfirmation, which in turn is a function of both expectations and performance. To enrich the idea, disconfirmation, also known as expectancy disconfirmation, is the result of a comparison between what was expected and what was observed. In current satisfaction parlance, it more commonly refers to an expectation-performance discrepancy. Consumers would describe this concept in terms of performance being better than, worse than expected with regard to a product, or service. Barbara Everitt.Bryant.,1996

The first component of disconfirmation, expectation, is a predisposing prediction- sometimes stated as a probability or likelihood of an attribute or product performance. Performance itself is the perceived amount of product or service attribute outcomes received, usually reported on an objective scale bounded by good and bad levels of performance (e.g., courteous/discourteous service). This is often confused with quality, a judgment of performance excellence. Although frequently substituted for satisfaction, the concepts are separate and distinct. In their book, Kotler and Keller (2012) define satisfaction as a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations.Parasuraman, Zeithaml and Berry (1988

If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted. Similarly, Tse and Wilton (1988) defined satisfaction as the consumers' response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption. Parasuraman, Zeithaml and Berry (1988) found that customer satisfaction is thought to result from the comparison between predicted service and perceived service, whereas service quality refers to the comparison between desired service and perceived service Parasuraman, Zeithaml and Berry (1988).

However, affective states and perceived performance have been shown to be strong and direct determinants of both customer satisfaction and service quality of the service encounter. Customer satisfaction is the degree to which a customer perceives that an individual, firm or organization has effectively provided a product or service that meets the customer 's needs in the context in which the customer is aware of and/or using the product but is a socially constructed response to the relationship between a customer, the product and the product provider/maker. To the extent that a provider/maker can influence the various dimensions of the relationship, the provider can influence customer satisfaction

As many of the authors discussed above, expectation exerts significant influence on customer satisfaction. Thus understanding what customers expect from a service giving organization is necessary to achieve customer satisfaction. For an organization that desires to keep its customers loyal, needs a continuous expectation assessment and should narrow those gaps. Barbara Everitt.Bryant.,1996

#### **2.4. Customer Satisfaction Measurement**

After defining and delineating satisfaction and related concepts, the next discussion proceeds to customer satisfaction measurement more generally. Customer 's overall satisfaction with the services of the organization is based on (or a function of) all the encounters/experiences of the customers with that organization. Similar to service quality, customer satisfaction can occur at multiple levels in an organization, e.g. satisfaction with the contact person, satisfaction with the core service and satisfaction with the organization as a whole. According to Kotler and Keller (2012) many companies are systematically measuring how well they treat customers,

identifying the factors shaping satisfaction, and changing operations and marketing as a result. Kotler and Keller (2012)

Wise firms measure customer satisfaction regularly, because it is one key to customer retention. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new and upgraded products, talks favorably to others about the company and its products, pays less attention to competing brands and is less sensitive to price, offers product or service ideas to the company, and costs less to serve than new customers because transactions can become routine. Furthermore, Kotler and Keller (2012) discussed that periodic surveys can track customer satisfaction directly and ask additional questions to measure repurchase intention and the respondent's likelihood or willingness to recommend the company and brand to others. In addition, Cengiz (2010) discussed that customer satisfaction and measurement issues have vital roles for businesses in providing and maintaining a competitive advantage. Cengiz (2010)

It is recognized that the businesses forming components of marketing mix by acknowledging the customer's expectations, receive customer loyalty and profit in return. Through measuring customer satisfaction, organizations do not only have customer knowledge also have competitors' knowledge in the market. To realize customer satisfaction, everyone within an organization should consider continuous improvement as something normal. As part of the strategy, it is important to define the product or service and the customer's needs, making an inventory of customer's data and complaints, and selecting processes which cause most of the complaints. The central questions in this case are, which products or services do, we produce? Who are our customers? What do they want, what are their requirements? Is it measurable? Which critical processes need improvement? By answering these questions continuously, the customer will be better understood and the product or service will be better in tune with the market demand (Mahdavinia, 2008).

In the service quality literature, perceptions of service delivery are measured separately from customer expectations, and the gap between the two, P (Perceptions) E (Expectations), provides a measure of service quality and determines the level of satisfaction. Derek Lewis. (2015)

Measuring customer satisfaction is about profit and competitive advantage. To achieve long term success in the market, firm should monitor the customer satisfaction signals regarding product, service and relationship. Measuring customer satisfaction provides a comprehensive

insight to the customer pre and post purchase behavior. Without this approach understanding, improving and developing better customer services could not be possible. Customer satisfaction assessment is part of a process of understanding customers and their needs; understanding that is essential to the long-term satisfaction of their needs and business relationship with them. For the managers of specialist functions looking for change, some concepts from the field of service management provide a useful starting point to assess customer satisfaction (Jones, 1996). The following four basic questions can serve as a guide to measure customer satisfaction:- Identifying who the customers are? Identifying what, do they need? Do they meet their needs? How do they feel about the services provided? (Jones,1996).

Customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. Customer satisfaction measurement allows an organization to understand the issues, or key drivers, that cause satisfaction or dissatisfaction with a service experience. When an organization is able to understand how satisfied its customers are, and why, it can focus its time and resources more effectively (BMRB Social Research and Henley Centre, 2007).

According to this center, customer satisfaction measurement may also enable an organization to understand the extent to which satisfaction with a service is influenced by factors outside of its control (such as the media) and to differentiate between what people say influences, how satisfied they are, and what is really driving their satisfaction during a service experience. Customer satisfaction measurement can help an organization understand what it can and cannot control. Most importantly, customer satisfaction measurement helps an organization focus on its customers, and should galvanize service owners, customer facing staff, policy, strategy and research staff, as well as senior management, around the aim of improving the customer experience. Schiffmsn, G.1Sndl.lkanuk, (2018).

Ethio telecom as a service provider used to prepare customer focused events in Addis Ababa and other regions of the country to measure, understand the satisfaction level of its subscribers in general, and fixed broadband subscribers in particular. In addition, the company prepare questionnaire for enterprise customers to assess their satisfaction level.

## **2.5. Concept of FBBI Customer Satisfaction**

The determinants of FBBI customer satisfaction come from a variety of activities performed by a firm. In case of FBBI, the major gains in customer satisfaction are likely to come from improvements in service provisioning, price, service quality; service features; and customer complaint handling procedures. Reed et al, (2010) indicate that factors affecting customer satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand.

According to Khan and Afsheen (2012) price fairness, customer services and coverage are major factors, which can highly affect the customer satisfaction. In addition, Laheem (2012) found that price and quality of broadband service have significant relevance to the customers 'satisfaction. Khan and Afsheen (2012)

Whereas, Syakir and Rafi (2011) found that price, speed and stability have no significant relationship with broadband services customer satisfaction. The above justifications indicate that customer satisfaction depends on many factors depending on the situation. Besides the above factors, in this study the researcher identified service provisioning, price, quality, security and after sales support as relevant variables for customer satisfaction. Here under briefing was made about the concepts of these points before using them in the data analysis. Syakir and Rafi (2011)

### **2.5.1. Concept of FBBI Service Provision Service**

Service Provisioning is the process describing the method and sequence in which service operating systems work and how they link together to create the service experiences and outcomes that customers will value. In telecommunication, provisioning is the process of preparing and equipping a network to allow it to provide new services to its users. FBBI service provisioning process may include many steps depending on the connection technology requested.

FBBI service provisioning start from getting customer request, on site survey for feasibility check and modem set up, server side remote set up, and providing installation information. The provisioning system operates effectively as a mediation device between operator's business processes (i.e. marketing, sales, customer care and billing, etc.) and network technology.

The provisioning system receives non-technical service orders from the sales personnel through service management systems, and then converts them into equipment specific sequences of configuration commands and responses. A proper and on-time service provisioning has greater importance in achieving customer satisfaction while a delay and/or a gap in integration among the business processes during provisioning could dissatisfy the customers. Thus, as discussed above the effectiveness and efficiency level of service provisioning have its own impact on customer satisfaction level and telecom companies have to give due care for service provisioning. Schiffmsn, G.1Sndl.lkanuk. (2018).

### **2..5.2. Concept of FBBI Price**

ITU (2012) in its telecommunication development sector report indicate that the affordability and accessibility of broadband services are largely determined by the prices that are charged for those services. The regulation of prices can thus be a very tempting prospect for policymakers and regulators who want to increase the adoption and use of broadband services at the earliest time. One of the key determinants of affordability, adoption and usage of fixed broadband is pricing. Pricing at both retail and wholesale levels can also influence the broadband investment and product decisions of network operators and service providers.

Fixed broadband internet access is often sold under an unlimited or flat rate pricing model, with price determined by the maximum data rate chosen by the customer, rather than a per minute or traffic based charge. Per minute and traffic based charges are common for mobile broadband internet access. According to ITU, broadband internet price might be a key industry factor in promoting broadband internet demand. It is assumed that lower prices can contribute for higher broadband adoption and in return higher prices may bring lower broadband adoption. In general, lower prices can contribute to higher broadband adoption.

Through statistical analysis of approximately 100 countries, Garcia-Murillo (2005) found fixed broadband price and competition have been influential factors of fixed broadband adoption. Biggs and Kelly (2019) discussed that pricing strategy has major implications for the development of markets in terms of subscriber growth, online behavior, market transparency and choice of provider. Options available to broadband providers to differentiate their service offering regarding price include an installation fee, equipment charges, monthly access fees (the

flat rate element), additional thresholds by megabyte or time limits, and additional service fees may be levied. Garcia-Murillo, (2005)

### **2.5.3. Concept of Service Quality**

There are many different concepts used to understand and define Quality Moreover, the quality definition can be changed according to the people view and criteria it will be used. Taylor and Huneter (2002) cited in Laeheem (2012) believed that the perceived service quality contributes to positive business outcome as greater level of customer satisfaction, and by extension, favorable marketing, behaviors, such as repurchases and positive word-of-mouth behaviors of customers. While some researchers used SERVQUAL instrument which are developed by Parasuraman, Zeithaml, and Berry to examine consumer perceived service quality. DrAvashShahin., 2019

SERVQUAL is an empiric model used to compare service quality performance with customer service quality needs. It is used to do a gap analysis of an organization service quality performance and the service quality needs of its customers. That is why it is called the gap model. It takes into account the perceptions of its customers to the relative importance of the service attributes. The main aspects of service quality raters are reliability, assurance, tangibles, empathy and responsiveness. Unlike prices, which users can easily compare across carriers, the telecommunications industry rarely publicizes quality of service (QoS). To address this gap, national regulatory agencies (NRAs) in many countries have introduced QoS programs. Even though there is no clear standard, in Ethiopia the service quality for fixed broadband internet is assumed to be measured by the speed of broadband internet connection to upload and download and as to how the service is used consistently whenever and wherever you like.

If subscribers of FBBI get the amount of bandwidth they subscribe and that is consistent, such kind of service is assumed as a good quality service. Besides the definition the relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. But the nature of the exact relationship between service quality and customer satisfaction is still uncertain. DrAvashShahin., 2019

#### **2.5.4. Concept of Security**

Security in broadband services refers subscribers feeling of safety while accessing the internet. In addition, it is the view that the subscribers of FBBI feeling of safety in the information they are sending and/or receiving were not hacked by the service provider or any other body. It is easy to be confused by all the technical jargon around broadband, especially when it relates to your security. Actually it is not complicated, especially when you know what everything means and you are aware of what measures you can take to protect yourself. DrAvashShahin., 2019.

The reason that risk from viruses and hackers when you are online being the fact that the internet is a free flow of information. While this means that other people can access your personal data by manipulating the open ports on your computer. This is particularly relevant to broadband which is an always-on 'connection since people could access your information even when you are not surfing the web. The continuous escalation of cybercrimes, the involvement of various criminal groups in them and soaring revenues and profits generated by similar business practices are serious threats, for both organizations and enterprises, as well as for the public sector. DrAvashShahin., 2019.

#### **2.5.5. Concept of After Sales Support**

In a world where telecommunications companies find it more and more difficult to differentiate themselves from competitors, improved after-sales service can offer real benefits. The after sales support includes periodic or as-required maintenance or repair of equipment, complaint handling issues, bill settlement, consultation and related issues. Potluri and W/Hawariat (2019) discussed that customers often find it difficult to evaluate services in advance of purchase. Potluri & W/Hawariat, (2019)

After a customer has purchased a service, marketers need to examine usage behavior through customers' interactions with service facilities and personnel. Assessing after-sales service helps focus attention on major areas such as personnel efficiency, service delivery responsiveness, billing accuracy, maintenance speed, and complaint handling process. By supporting the above idea Fazlzadeh (2019) explained that an understanding of the effect of after sales services in satisfaction and post behavioral intentions is important to services marketing managers because it allows them to differentiate their offering substantially, in a way that strengthens the relationship with their client in the short as well as in the long run. And after performing a path

analysis their finding shows that after sales service quality affect satisfaction, which in turn affects behavioral intentions.Fazlzadeh,(2019

Hence, after sales service affects the overall offering and thus, the quality of the relationship with customers. Providing high quality after-sales service is not an easy task, especially for large global companies. The very complexity of the logistics and communication processes involved in picking up, repairing, and returning devices can easily increase turnaround times, while poorly aligned systems create yet more waiting time between steps in the process. But a successful delivery of after sales service can mean greater customer satisfaction, higher revenues, and significantly lower costs. In addition, it helps to meet customer demand for a product or service. Dr AvashShahin., 2019.

## **2.6. Empirical Literature**

Even though the sectors are different, there are many studies conducted on customer satisfaction. Among others the following studies were believed to relate with this study. Santouridis and Trivellas (2021) conducted a research to investigate the impact of service quality and customer satisfaction on customer loyalty in mobile telephone in Greece. In addition, the mediation effect of customer satisfaction on the service quality and customer loyalty relationship also to be examined. The research took field research and questionnaire as a data collection method and the research took residential non-business mobile phone users as a sample. Finally, the research found that Customer service, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction, which in turn has a significant positive impact on customer loyalty. DrAvashShahin., 2019.

The mediation role of customer satisfaction on the service quality and customer loyalty relationship has also been confirmed. In contrary to the above finding, Syakir and Rafi (2021) conducted a research to identify the determinants of customer satisfaction of broadband services in Malaysia with regards to price, speed and stability. The research was conducted based on random sample of broadband users in Malaysia by using a questionnaire survey. Altogether 150 respondents in Klang Valley were surveyed for this study. And the findings show that price, speed and stability of the service had no significant relationship with customers 'satisfaction level on broadband in Malaysia. However, there are associations between education level and

stability factors, monthly income and price factors, nationality ad price factors, gender and acceptable price level, monthly income and internet broadband usage period and gender and speed.

In a different view Zaim, Turkyilmaz, Tarim, Ucar&Akkas (2019) conducted a research on measuring customer satisfaction in Turk Telecom Company taking European Customer Satisfaction model as the reference and Turk Telekom customer satisfaction model. The study used structural equation modeling technique customer expectation, customer value, perceived quality, and image of the company, on the customer satisfaction. Their results revealed that customer satisfaction was significantly related to loyalty. In a similar vein, a strong and positive relationship has also been found between perceived qualities and perceived value.Tarim, Ucar&Akkas (2019)

Image of the company, perceived value and perceived quality have positive and significant impact on customer satisfaction. Image of the company has the highest impact on customer satisfaction. By focusing on the importance of monitoring customer satisfaction Pizam and Ellis (1999) conducted a research on customer satisfaction and its application to the hospitality and tourism industries and they found that if properly designed, administered and analyzed, the process of monitoring customer satisfaction can be beneficial to any hospitality enterprises and make a difference between offering a mediocre product and an excellent, quality product.Pizam and Ellis (1999)

Laeheem (2020) also conducted a research on the determinants of customer satisfaction towards broadband services in Songkhla province using a randomly selected 100 respondents which focused business group. The researcher mentioned that factors influencing between internet service of all broadband service providers in Songkhla province in Thailand is quality, speed of internet and price are influential for the decision making process of the customers to select the broadband service providers.

The results of the study found that the price and quality of broadband services providers have significant relevant to customer's satisfaction whereas the stability, education, and monthly income have no relevance to the customers' satisfaction in Songkhla province in Thailand. Between June 22 and August 14, (2019), Connect Minnesota conducted random digit dial telephone surveys of 1,200 adults across the state. Of the 1,200 respondents randomly contacted

statewide, 202 were called on their cellular phones, and 998 were contacted via landline telephone. Thailand. Between June 22 and August 14, (2019),

To ensure a representative sample, quotas were set by age, gender and country of residence (rural and non-rural), and the results were weighted to coincide with 2010 United States Census population figures. The findings of the survey show that Minnesotans that subscribe to home broadband service or use mobile internet are generally satisfied with the overall services. The aspect of service that is rated the highest among home and mobile internet is reliability of the service.

Although, the monthly price paid for the service is least satisfied with aspect of service among home broadband subscribers and download speed is the least satisfied aspect among mobile internet users. Customer satisfaction is an important piece of ensuring the continued adoption and use of broadband service. Thus home broadband subscribers require attention to ensure sustainable adoption of the services.

Chaudhuri and Flamm (2019) prepare a paper to be presented at The Future of Broadband: Wired & Wireless? Conference and found that the own-price elasticity of broadband demand is statistically significant but has a small coefficient value. The cross-price sensitivity of broadband demand with respect to dialup price is also statistically significant, and supports the notion of the two services being substitutes. These results have important policy implications for deepening broadband penetration: first, the small magnitudes of the impacts of own price suggest that untargeted price subsidies may not be a very effective tool. Second, while lower dialup prices (as have been observed in the market recently) increase Internet use, they diminish broadband demand. This study shows that broadband pricing will have an impact on the demand and being substitutable by the narrowband technologies Chaudhuri and Flamm (2019).

Recently Potluri and W/Hawariat (2019) conducted a research on assessment of after-sales service behaviors of Ethiopia Telecom customers. The research was conducted on telecom customers who are in Addis Ababa using self-administered questionnaires sent to a sample of 450 respondents. In addition to this, interviews were conducted with managers and selected employees to provide supporting data. The research found that lack of clarities of bills and delays in making decisions on complaints as some of the main reasons for their dissatisfactions. Potluri and W/Hawariat (2019)

Other reasons include telephone interruptions during rainy seasons, old cables and networks, and damaged and stolen cables, which combined, increase the frequency of faults and interruptions. In general, out of 450 respondents, nearly 40 percent of respondents have negative assessments of the role of employees in delivering good quality after-sales service. Since after sales support have significant influence on the overall customer satisfaction level, this study could benefit in identifying the satisfaction level of FBBI customers.

In addition, on the same year Potluri with Mangnale (2021) conducted a research on assessment of Ethiopian telecom customer satisfaction taking 400 customers as a sample. The researcher used structured questionnaire and in-depth personal interviews and customers were asked about their opinions on service interaction, service delivery process, customer complaint handling procedure, overall satisfaction levels and also customers 'opinion on improvement on telecom service provider 's ability in the last five years.Potluri with Mangnale (2021)

The analysis showed that 41% customers of ETC were dissatisfied with employees 'interaction skills. Furthermore, another 47% of the customers were also disappointed with customer service delivery system and 70% customers were not pleased with the complaint handling procedure and its outcome. And 57% of the customers expressed overall dissatisfaction on the services provided by ETC. Furthermore 90% respondents robustly acknowledged ETC is improving tremendously in providing all kinds of services in the last five years. An overall assessment of satisfaction measures of customer satisfaction in all services. But the finding of this study can be an input for the study to be conducted on FBBI customers 'satisfaction level.

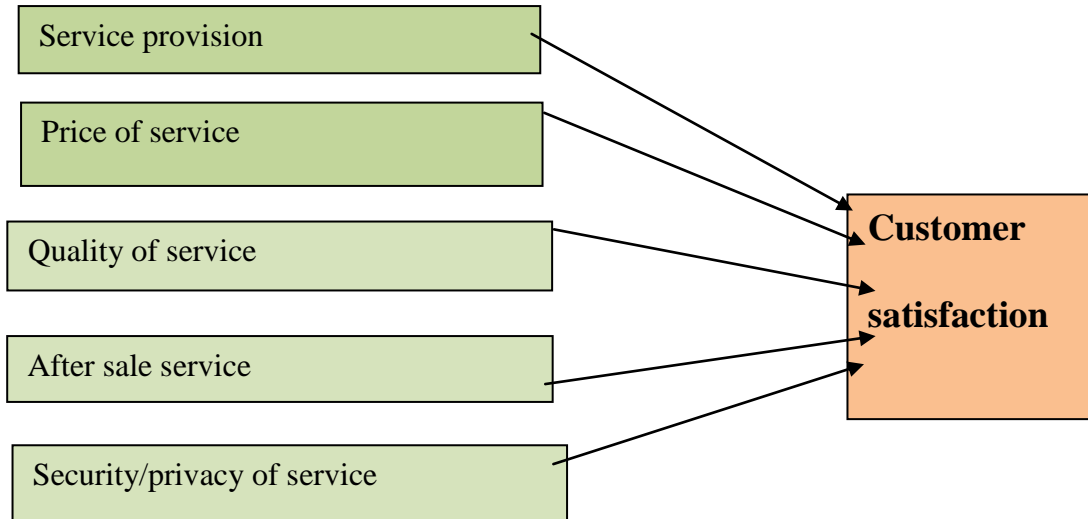
## **2.7. Conceptual Framework of the study**

After having reviewed different articles, researches and writings on organizational customer satisfactionThe researcher carefully studied the information to address in Ethio telecom shashemene shop so as to create relevant variables and respond the on current satisfaction related issue. As part of the conceptual frame work, this study included five independent and one dependent variable which is level of customer satisfaction. The Independent variables are selected based on the overall the company current organizational status and sought need. There are different models and dimensions that can be used to measure organizational customer satisfaction.

**Figure 2.1 Conceptual Framework of the study**

Independent variable

*Dependent variable*



Source: Adopted from Shoham et al., (2008) and modified by the researcher, 2023 for his study.

## CHAPTER THREE

### RESEARCH METHODOLOGY

In the previous chapter, various literatures concerning the determinants of customer satisfaction were discussed. From the insights, there will be appropriate research designs, sampling techniques and data analysis methodologies were drawn out. This chapter focuses on the following four sections; Research Design, Sample and Sampling Techniques, Data Collection techniques and Data Analysis.

#### 3.1 Description of study area

The study was conducted on FBBI subscribers of Ethio Telecom shasehemene Grand shop. the company's enterprise customers both key account, small and medium enterprises/SMEs and residential customers. it is located in Oromia regional state west Arsi zone which is 25 k.m from Hawassa city to north direction and 220 k.m from Addis Abeba in south direction. few meters breaking south that located Hawassa get on highway road Addis Ababa to Moyle. The total compound area is 10,000 M<sup>2</sup> and was secured from the late Oromia regional state lease bureau for 99 years on lease basis. The official establishment of the plant dates back to June 5, 1998 when the cornerstone was laid-down at the current site.

*Figure 3.1. Map of the study*



So

Source: -taken from Google map 2023

### 3.2 Research Design

This research thesis was applying descriptive research design and exploratory in order to obtain pertinent and precise information concerning fixed broad band internet customer satisfaction and draw conclusions from the facts discovered. Both qualitative and quantitative methods were employed with the view of assessing FBBI customer satisfaction. Qualitative methods were used to assess service delivery mechanism of the company and describe the categories of information while quantitative method used to show the satisfaction level of fixed broad band customer in shashemene grand shop. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts and describes the data collection. It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution.

### 3.3 Types and source of data

**Table 3.1 Types of data**

The number of the total customer that used to FBB internet in ethio telecom shashemne grand shop 1200 of fixed broad band customer. To determine sample size, the study was used sample size determination by Department and different category of customer.

No.	Department	Total
1	General manger Office	3
2	Total other staff	30
3	Key account customer	30
4	SOHO	357
5	Residential customer	400
6	SME	332
7	NGO	10
8	Government organization	25
9	Other customer	13
Grand Total		1200

Source: - Human resource and number of customer Annual report 2023

### 3.4 Sampling Techniques and sample size determination

As defined in the scope, the study assessed the satisfaction level of FBBI subscribers that is found in ethio telecom shashemene Grand shop. This entails that the total population taken for

this study includes all Shashemene Grand shop enterprise and residential FBBI subscribers that account 1200 (as of March 2022Ethio telecom report).

Hence, out of the total population of 1200 FBBI subscribers, a sample size 290 was taken. A simple random sampling technique were also adopting to select these 290 representatives from each subgroup at six different Keeble and area like Agosto, Mobile, Alelewo,81,Arada and Noc.

### 3.5 Sample size

For this research, the sampling frame were considered from the list of employees working in Ethio telecom shashemene grand shop and customers has determined by Kothari formula (2004).

$$n = \frac{z^2 p * P (q) N}{e^2 (N-1) + z^2 p * P (q)}$$

Where

P=sample proportion estimated

N=total population i.e. total number of customer and employee =1200

n= total sample size

e= error (5%=0.05). Acceptable error

q=1-p

Z= value on standard normal distribution curve corresponding to the level of significance; (the level usually is 5 % and the corresponding Z value is 1.96)

$$\frac{1.96^2 * 0.5(1-0.5)1200}{(0.05)^2 * (1200-1) + 1.96^2 * 0.5 * (1-0.5)}$$

$$= \frac{3.8416 * 0.25 * 1200}{0.0025(1199) + 3.8416 * 0.25}$$

$$= \frac{3.8416 * 0.25 * 1200}{0.0025(1199) + 3.8416 * 0.25}$$

$$= \frac{1152.48}{3.9579} = 290.$$

Therefore, the required sample size for this study has 290.

### **3.5.1 Sampling Technique**

After determining the sample size, the respondents have to be selected in proper ways to avoid biases. Hence, the researcher intends to use systematic random sampling since the employees of the company as well as customer under different categories are systematically sorted by human resource section and customer management section. Therefore, the selection was based on the  $k^{\text{th}}$  element and  $k$  is calculated as;

$K = N/n = 1200/290 = 4$ . Hence, the selection of respondents was start from the forth employee and customer continuous with multiples of 4 until the required sample size is reached.

Where  $K$ =systematic sampling interval

$N$ = total population

$n$ = sample size

### **3.6 Data Collection method**

#### **3.6.1 Questionnaires**

The researcher use questions assigned to bring out silent aspects of the research, which is not covered in interviews. Questionnaires were being distributed to those respondents who can read and answer on their own. Standardized questionnaires were adopted in this study. The respondents have a period of one week to fill and return the questionnaires to the researcher

#### **3.6.2. Interviews**

The researcher uses this as it is important for collection of primary data. The interview was being chosen randomly from the sample selected from different departments especially customer service Department and employee. It was important as it allowed immediate response as compared to questionnaires.

### **3.7 Types and source of data**

Having decided up on the research approaches, the next step was being collect the data. In order to collect the primary information from selected respondents, self-administered questionnaires were designed in a well-organized manner and distributed to customers personally by the researcher and with the help of ethio telecom sales executives and representatives. The

researcher took the sample both when customers visit ethio telecom shop and through enterprise sales executive contact persons. The researcher first gets the consent of the participants and assured them about the confidentiality of the information in order to get accurate information.

The survey questionnaire was consisting of five items, namely service provisioning/delivery, price, quality, security and after sales support was employed. A five-point Likert scale ranging from very dissatisfied to very satisfied was employed to get adequate responses from subscribers related to their satisfaction level on the FBBI service. Using a questionnaire helps the researcher to clearly see the respondents view concerning the issue.

In addition to the questionnaire, the researcher made a face-to-face interview with ethio telecom managers, employee and customers regarding the parameters that were identified to measure customer satisfaction. The research was also supported by some other secondary sources of company reports and external studies done about the issue. A review of relevant literature was conducted to assess the previous research studies conducted by other researchers and some statistical reports related to the topic of the study was also reviewed. In addition, review of various books, journals, articles, and notes from the internet pertaining to the study were also conducted.

### **3.8 Method of Data analysis**

The purpose of data analysis is to organize, provide structure to, and elicit meaning from research data and descriptive method of analysis were implemented and whereas investigating the surveys for correctness and completeness, coding and entering data into a database. Data collected from open ended questionnaires and interviews was reported following the responses. The scaled data that were collected from the questionnaire was summarized using statistical package for social science (SPSS) version 23 and Microsoft excel by means of statistical methods such as tabulation, percentage charts and frequency count, in a way that can show the level of customer satisfaction.

$$Y(x) = B_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$CSA = SPR + PRI + QUL + ASS + SEC$$

Where as

CSA= customer Satisfaction.

$B_0$  = y-intercept and constant.

$b_1x_1$ =(SPR) Service provisioning.

$b_2x_2$  = (PRI) price of the service.

$b_3x_3$  = (QUL) Quality of service.

$b_4x_4$  = (ASS) After sales service.

$b_5x_5$  = (SEC) security of the service

$e$  = error (0.05) (confidence level)

### **3.9 Reliability test**

Reliability were used to show an attribute in which data collection procedures could be repeated with the same results. According to Kothari (2004), measuring instrument was reliable providing that it offered consistent results. During the preparation of the questionnaires, researcher was applying advisor suggestions and comments to improve questions reliability. The researcher was also being compared and contrasted the respondents' answers with the organization and reports, plans and document sources. In addition to this, the researcher provided explanations about the purpose of study and the content of questions for the respondents before they had been given answer for questionnaire.

The researcher was confirmed questionnaire instrument, which were understood by the respondent using reliability test. A total of 290 questionnaires were distributed to the respondents the participant was selected from organization by systematic sampling. Then returned the data collections from sample respondents was coded and a Cronbach's Coefficient Alpha test were employed by SPSS Version 23 t is the average correlation between all values on a scale. In other words, the value of Cronbach's alpha coefficient is between 0 and 1, with a higher number indicating better reliability. Finally, Cronbach's alpha coefficient should be higher than 0.70; that scale has good internal validity and reliability.

### **3.10 Validity test**

Validity referred to the extent to which the instrument measures what the researcher(s) actually wish to Measure (Kothari, 2004). Validity is the most critical criterion and indicates the degree to which an instrument measures what were supposed to measure. In order to ensure the quality of this research, content of the research questionnaires was who looks into other researchers were content Validity one since it is another way of checking the appropriateness of questions. Previous developed standard questionnaires are used by both adopting and adapting. Validity Test of the instrument before dispatching the questionnaire to gather information its validity and reliability was checked. This partially close and open ended questionnaire were given to expert and manager to check the content validity.

### **3.11 Ethical consideration**

Some of the expected tenets (principles) of ethical behavior that are widely accepted within the scientific community are: voluntary participation and harmlessness, anonymity and confidentiality, disclosure, analysis and reporting (Bhattacharjee, 2012). Therefore, the researcher of this thesis attempted to consider these issues in respect of each as follows.

**Voluntary participation and harmlessness:** Subjects in a research project must be aware that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non-participation in the thesis. To this effect, the researcher gave freedom to the respondents and they exercised freely on the given questionnaire.

**Anonymity and confidentiality:** to protect subjects' interests and future well-being, their identity must be protected in a scientific study. This is done using the dual principles of anonymity and confidentiality. Anonymity implies that the researcher or reader of the final research report or paper cannot identify a given response with a specific respondent.

**Confidentiality** means the researcher can identify a person's responses, but promises not to divulge (reveal) that person's identifies in any report, paper, or public forum.

In both cases, the researcher in such a way has confirmed this that there was no need to fill their name on the questionnaire. Even if there were face-to-face interview questions, they were

assured that their identity would not be disclosed. Hence, much trust was developed between the researcher and sample respondents.

Disclosure: usually, the researcher has an obligation to provide some information about his/her study to potential subjects before data collection to help him/her decide whether or not they wish to participate in the study. For instance, who is conducting the study, for what purpose, what outcomes are expected, and who will benefit from the results. Guided by this ethical principle, the researcher has disclosed about the content and purpose of the study. Moreover, the benefit of the research after finalization has been well-disclosed to the respondents.

Analysis and reporting: it has been evident that the researcher also has ethical obligations to the scientific community on how data is analyzed and reported in the study. Accordingly, genuine information has been forwarded not to mislead the scientific community.

## CHAPTER FOUR

### METHOD OF DATA ANALYSIS

#### 4.1 Presentation of the data

This chapter presents on the breakdown of data gathered from the customers of ethio telecom shashemene Grand shop and the data is presented in table and diagram, then analyzed. The data were gather through questionnaires. 290 questionnaires were distributed to customers served in ethio telecom under shahsemene grand shop, Abosto kiosk shop and 01 medium shop, and 270 questionnaires were filled up and returned the rest 20 quaternary are not returned. Relevant documents have been reviewed and the data analysis has been presented in two sections. The first section has deal with the customers over all demographic information and the second section part has data presents about the service quality dimensions and their effects on customer satisfaction.

#### 4.2 Demographic characteristics of the respondents.

A total of 290 questionnaires were distributed to three main ethio telecom branches located in Shashemene.270 of questionnaires were filled and returned which are used for the analysis. The questionnaire seeks basic personal information such as gender, age, customer type Information, educational background, marital status and occupation.

**Table 4.1theDemographicinformationofcustomers**

<b>Gender</b>	Frequency	Percent
Male	163	60.4
Female	107	39.6
Total	270	100
<b>Age</b>		
below 25	67	24.8
26-35	99	36.7
36-45	79	29.3
Above 45	25	9.3
Total	270	100.0
<b>Marital status</b>		
Single	96	35.6
Married	168	62.2
Other	6	2.2
Total	270	100.0
<b>Educational category</b>		
Below high school	28	10.4

High school complete	61	22.6
Diploma	98	36.3
BA degree	69	25.6
MA degree and above	14	5.2
Total	270	100.0
<b>Occupation</b>		
Self employed	37	13.7
Government employee	162	60.0
Non-government employee	30	11.1
Other	41	15.2
Total	270	100.0
<b>Customer category</b>		
Residential Customer	194	71.9
Enterprise Customer	76	28.1
Total	270	100.0

Source: SPSS output of the survey, 2023

As table 4.1 indicates that gender of respondents who participated in the questionnaire. The total number of respondents participated in the research, among them 107 respondents that is 39.6% of them were female respondents and the rest 60.4% which are 163 respondents were male. This shows that among the respondents the number of male respondents is greater in number.

#### **4.2.1 Age of respondent**

The above table 4.1 shows also age of respondents. 24.8 % of them which are 67 in number are aged below 25. Among the participants 99 which are 36.7% of them are ranged in 26 to 35 from the participants 29.3 % were aged 36 to 45 and 73 in number. From 270 respondents 24 of them which are 9.3% were aged above 45. This indicates that from the overall 270 respondents the greater number of respondents is fall under the age 26 to 35, which 36.7 % from the all respondents. The second largest age group is 36 to 45, which is 29.3%; of the respondents; the remaining 24.8 % of respondents are fall age below 25 and 9.3% age above 45.

#### **4.2.2 Customer type**

As observed from the above table 4.1 the total customer type that are participated in the questionnaire are Among the total 270 respondents 71.9 % of them are residential customers and the rest 28.1 % are enterprise customers, this shows that residential customers are many in number. The basis of respondent election is that customers has greater in number category can

provide a better information than others. on this regards residential customers are exceeding almost two times than that of enterprise customers accordingly.

#### **4.2.3 Educational background**

As the above Table 4.1 clearly discussed in the researcher surveyed education level of respondents by dividing five categories. Accordingly, 28 (10.4%), and 61 (22.6%), are below and high school completed respectively, 98(36.3%) respondents are Diploma, 69 (25.6%), of the respondents are degree level educated and 14 (5.2 %). This implies that most of the respondents have education level of diploma and under. Anyway, they can read, understand and write responses to the questionnaire sent to them.

#### **4.2.4 Marital status of the respondent**

According to surveyed data in table 4.1, majority of the respondents 168 (62.2%) are married and 106(35.6%) unmarried and 6 (2.2 %). This implies that the married couples require generating more income highly sticking to their business.

#### **4.2.5 Status of the respondents in their occupations**

According to table 4.1 here above, 37 (13.7%) of the respondents are self-employed, On the other hand, 162 (60.0%) and 30 (11.1 %) are government employed and non-government employed respectively and 41(15.2%). From this, it can be implied that most of the respondents are government employed in the study area.

#### **4.2.6 Reliability Measurement and Analysis**

Reliability measure helps to determine the extent to which the items in the questionnaire are related to each other, and get an overall index of the repeatability or internal consistency of the scale as a whole, and also to identify problem items that should be excluded from the scale. This analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. Cronbach 's alpha was used to measure reliability among the scales.

#### **4.2.7 Cronbach's Alpha**

Cronbach 's alpha is a tool for assessing reliability scale which normally ranges between 0 and 1. The closer Cronbach 's alpha coefficient is to 1.00, the greater the internal consistency of the

items in the scale. George & Mallory (2003) cited in Gandhi (2012) provides the following techniques of measuring reliability.

**Table 4.2 Reliability Scale**

Alpha Value	Reliability Scale
0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
<0.50	Unacceptable

George & Mallory (2003) cited in Gandhi (2012)

The data were generated for the parameters used to measure the customer satisfaction. Furthermore, those items used to measure customer satisfaction were constructed based on researcher 's judgment and evaluation. instrument where alpha was computed for the six independent variables as well as the overall assessment Since surveys and tests are like any other measurement tool, first it needs assessment whether the data are reliable. From the survey questionnaire distributed and collected from FBBI subscribers, the following alpha values as in the below table.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.862	6

Source: SPSS output of the survey, 2023

**Table 4.3 reliability out put**

Target Variable	Number of item	Cronbach's Alpha if Item Deleted
SP	5	.898
PS	4	.773
QS	5	.778
SEC	3	.898
ASS	7	.810
CS	4	.792

Source: SPSS output of the survey, 2023

As shown in the above table 4.3 the reliability of the scale was determined by Cronbach's alpha method According to Kotari (2004), the Cronbach's alpha result of 0.7 and above implies acceptable level of internal reliability. The researcher has independently checked the reliability test for each independent variable as the result shows above, each independent variable reliability test has resulted in a 00 more than 0 .777. In addition, the overall result of the questionnaire was tested and the result indicates that questionnaire actually represents the reality of what the researcher has intended to measure with an alpha result of 86.2 percent.

#### **4.3 Descriptive analysis of data using mean and standard deviation**

According to Burns & Bush (2006), descriptive analysis represents the transforming of raw data into a form that enables researcher to understand and interpret easier in terms of rearranging, ordering and manipulating data in order to provide descriptive information.

Calculating averages, frequency, mode, percentages and standard deviations are commonly used to summarize the data. The mean, range, and standard deviation were calculated for the interval scale of independent and dependent variable.

As described earlier, the questions related to both the dependent and independent variables were prepared using a Likert scale. That means, from each perspective questions were prepared in the form of ordinal scale. As per Harry (2012), to properly analyze Likert data, one must understand the measurement scale represented by each numbers assigned to Likert-type items expressing a "greater than" relationship; however, how much greater is not implied. Because of these conditions, Likert type items fall into the ordinal measurement scale. Descriptive statistics recommended for ordinal measurement scale items include a mode or median for central tendency and frequencies for variability. Additional analysis procedures appropriate for ordinal scale items include the chi-square measure of association (Kendall Tau B, and Kendall Tau C).

Likert scale data, on the other hand, are analyzed at the interval measurement scale. Likert scale items are created by calculating a composite score (sum or mean) from four or more type Likert-type items; therefore, the composite score for Likert scales should be analyzed at the interval measurement scale. Descriptive statistics recommended for interval scale items include the mean for central tendency and standard deviations for variability.

Additional data analysis procedures appropriate for interval scale items would include the Pearson's correlation (r), t-test, ANOVA and regression procedures. While making interpretation of the results of mean and standard deviation, the scales were reassigned as follows to make the interpretation easy and clear (Al-Sayaad, Rabea, & Samrah, 2006 as cited by Bassam, 2013). As a result, the following table can be used as a key for interpretation simplicity.

**Table 4.4 Five Scaled Likert Criterion**

No.	Mean range	Response Option
1	[1 to 1.80)	Strongly disagree
2	[1.8 to 2.6)	Disagree
3	[2.6 to 3.4)	Neutral
4	[3.4 to 4.20)	Agree
5	[4.2 to 5.00)	Strongly Agree

**Source: Al-Sayaad et al. (2006) as cited by Bas**

#### 4.4 Descriptive statistics

##### 4.4.1 service provisioning.

**Table 4.5 service provisioning issue.**

1. Service provisioning issue	Category	Measures of data			
		No	%	mean	S. Deviation
1.1 I get clear information and consultation from customer service staffs about FBBI before I subscribe the service.	S. dissatisfied	57	21.1		
	Dissatisfied	119	44.1		
	Average	17	6.3		
	Satisfied	56	20.7		
	S. Satisfied	21	7.8		
Total		270	100.0	2.50	1.249
1.2 The means of requesting FBBI is easy and flexible	S. dissatisfied	55	20.4		
	Dissatisfied	122	45.2		
	Average	16	5.9		
	Satisfied	57	21.1		
	S. Satisfied	20	7.4		
Total		270	100.0	2.50	1.237
1.3 The requirements used to subscribe FBBI are convincing	S. dissatisfied	62	23.0		
	Dissatisfied	117	43.3		
	Average	15	5.6		
	Satisfied	56	20.7		

	S. Satisfied	20	7.4		
Total		270	100.0	2.46	1.254
1.4 FBBI is accessible and everyone can subscribe the service.	S. dissatisfied	61	22.6		
	Dissatisfied	113	41.9		
	Average	18	6.7		
	Satisfied	55	20.4		
	S. Satisfied	23	8.5		
Total		270	100	2.50	1.275
1.5 The number of days it takes to get the service is reasonable	S. dissatisfied	50	18.5		
	Dissatisfied	127	47.0		
	Average	17	6.3		
	Satisfied	52	19.3		
	S. Satisfied	24	8.9		
Total		270	100.0	2.53	1.242

Source: SPSS output of the survey, 2023

In item 1.1, the respondents were asked their level of satisfaction about clear information and consultation from customer service staffs about FBBI before I subscribe the service, then as shown in table in Table 4.5, 57(21.1%) are strongly dissatisfied, 119(44.1%) are dissatisfied, 17 (6.3%) are average, 56(20.7%) are satisfied and 21(7.8%) are strongly satisfied , From the result of the study showed the mean score of 2.5 with a standard deviation of 1.249, which falls within the range of 1.8 to 2.6. This implies that most of the respondents disagreed on the statement in item 1.1 for that clear information and consultation from customer service staffs about FBBI before I subscribe the service.

In item 1.2, the respondents were asked their level of satisfaction about the means of requesting FBBI is easy and flexible, then as shown in table in Table 4.5, 55(20.4%) are strongly dissatisfied, 122(45.2%) are dissatisfied, 16 (5.9%) are average, 57(21.1%) are satisfied and 20(7.4%) are strongly satisfied, From the result of the study showed the mean score of 2.5 with a standard deviation of 1.237, which falls within the range of 1.8 to 2.6. This implies that most of the respondents disagreed on the statement in item 1.2 for that the means of requesting FBBI is easy and flexible.

In item 1.3, the respondents were asked their level of satisfaction about the requirements used to subscribe FBBI are convincing, then as shown in table in Table 4.5, 62(23. %) are strongly dissatisfied, 117(43.3%) are dissatisfied, 15 (5.6%) are average, 56(20.7%) are satisfied and

20(7.4%) are strongly satisfied, From the result of the study showed the mean score of 2.46 with a standard deviation of 1.254, which falls within the range of 1.8 to 2.6. This implies that most of the respondents disagreed on the statement in item 1.3 for that the requirements used to subscribe FBBI are convincing.

In item 1.4, the respondents were asked their level of satisfaction about the means of requesting FBBI is easy and flexible, then as shown in table in Table 4.5, 55(20.4%) are strongly dissatisfied, 122(45.2%) are dissatisfied,16 (5.9%) are average, 57(21.1%) are satisfied and 20(7.4%) are strongly satisfied, From the result of the study showed the mean score of 2.5 with a standard deviation of 1.237, which falls within the range of 1.8 to 2.6. This implies that most of the respondents disagreed on the statement in item 1.4 FBBI is accessible and everyone can subscribe the service.

In item 1.5, the respondents were asked the number of days it takes to get the service is reasonable e, then as shown in table in Table 4.5, 50(18.5%) are strongly dissatisfied, 127(47%) are dissatisfied,17 (6.3%) are average, 52(19.3%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed the mean score of 2.53 with a standard deviation of 1.242, which falls within the range of 1.8 to 2.6. This implies that most of the respondents disagreed on the statement in item 1.5 The number of days it takes to get the service is reasonable.

#### 4.4.2 Price of service

Table 4.6 price of the service

2. Price of the service	Category	Measures of data			
		No	%	Mean	S. Deviation
2.1The subscription and installation fee for FBBI service is fair.	S. dissatisfied	55	20.4		
	Dissatisfied	119	44.1		
	Average	21	7.8		
	Satisfied	51	18.9		
	S. Satisfied	24	8.9		
Total		270	100.0	2.52	1.255
2.2The usage charge (monthly fee) for the service is rational.	S. dissatisfied	48	17.8		
	Dissatisfied	128	47.4		
	Average	24	8.9		
	Satisfied	46	17.0		
	S. Satisfied	24	8.9		
Total		270	100.0	2.52	1.219

2.3 I am getting better service compared to the payment I made	S. dissatisfied	52	19.3		
	Dissatisfied	123	45.6		
	Average	25	9.3		
	Satisfied	45	16.7		
	S. Satisfied	25	9.3		
Total		270	100.0	2.51	1.237
2.4 The pricing scheme encourages subscribers to subscribe higher bandwidth	S. dissatisfied	49	18.1		
	Dissatisfied	132	48.9		
	Average	17	6.3		
	Satisfied	51	18.9		
	S. Satisfied	21	7.8		
Total		270	100.0	2.49	1.209
2.5 I get the right price of Modem	S. dissatisfied	53	19.6		
	Dissatisfied	125	46.3		
	Average	15	5.6		
	Satisfied	56	20.7		
	S. Satisfied	21	7.8		
Total		270	100.0	2.51	1.237

Source: SPSS output of the survey, 2023

In item 2.1, the respondents were asked the subscription and installation fee for FBBI service is fair, then as shown in table above Table 4.6, 55(20.4%) are strongly dissatisfied, 119(44.1%) are dissatisfied, 21 (7.8%) are average, 51(18.9%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed the mean score of 2.52 with a standard deviation of 1.255, which falls within the range of 1.8 to 2.6 this implies that most of the respondents disagreed on the statement in item 2.1 the subscription and installation fee for FBBI service is fair.

In item 2.2, the respondents were asked the usage charge (monthly fee) for the service is rational , then as shown in table above Table 4.6, 48(17.8%) are strongly dissatisfied, 128(47.4%) are dissatisfied, 24 (8.9%) are average, 46(17%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed the mean score of 2.52 with a standard deviation of 1.219, which falls within the range of 1.8 to 2.6 this implies that most of the respondents disagreed on the statement in item 2.2 usage charge (monthly fee) for the service is rational.

In item 2.3, the respondents were asked I am getting better service compared to the payment I made , then as shown in table above Table 4.6, 52(19.3%) are strongly dissatisfied, 123(45.6%)

are dissatisfied,25 (9.3%) are average, 45(16.7%) are satisfied and 25(9.3%) are strongly satisfied, From the result of the study showed the mean score of 2.51 with a standard deviation of 1.237, which falls within the range of 1.8 to 2.6 this implies that most of the respondents disagreed on the statement in item 2.3 I am getting better service compared to the payment I made.

In item 2.4, the respondents were asked the pricing scheme encourages subscribers to subscribe higher bandwidth, then as shown in table above Table 4.6, 49(18.1%) are strongly dissatisfied, 132(48.9%) are dissatisfied,17 (6.3%) are average, 51(18.9%) are satisfied and 21(7.8%) are strongly satisfied, From the result of the study showed that, the mean score of 2.49 with a standard deviation of 1.237, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 2.4 The pricing scheme encourages subscribers to subscribe higher bandwidth.

In item 2.5, the respondents were asked I get the right price of Modem then as shown in table above Table 4.6, 53(19.6%) are strongly dissatisfied, 125(46.3%) are dissatisfied,15 (5.6%) are average, 56(20.7%) are satisfied and 21(7.8%) are strongly satisfied, From the result of the study showed that, the mean score of 2.51 with a standard deviation of 1.237, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 2.5 I get the right price of Modem.

#### 4.4.3 Quality of service

Table 4.7 Quality of service

3. Quality of the service	Category	Measures of data			
		No	%	Mean	S. Deviation
3.1 ET has consistent speed of FBBI service	S. dissatisfied	46	17.0		
	Dissatisfied	136	50.4		
	Average	11	4.1		
	Satisfied	55	20.4		
	S. Satisfied	22	8.1		
Total		270	100.0	2.52	1.222
3.2 I often access the actual bandwidth I subscribed for.	S. dissatisfied	51	18.9		
	Dissatisfied	125	46.3		
	Average	18	6.7		
	Satisfied	54	20.0		
	S. Satisfied	22	8.1		
Total		270	100.0	2.52	1.234

3.3 ET use up-to-date equipment to make the service reliable	S. dissatisfied	47	17.4		
	Dissatisfied	131	48.5		
	Average	13	4.8		
	Satisfied	57	21.1		
	S. Satisfied	22	8.1		
Total		270	100.0	2.54	1.230
3.4 The FBI service that ET provides has less interruption.	S. dissatisfied	52	19.3		
	Dissatisfied	121	44.8		
	Average	15	5.6		
	Satisfied	59	21.9		
	S. Satisfied	23	8.5		
Total		270	100.0	2.56	1.259
3.5 I am getting reliable service based on the SLA.	S. dissatisfied	49	18.1		
	Dissatisfied	126	46.7		
	Average	21	7.8		
	Satisfied	53	19.6		
	S. Satisfied	21	7.8		
Total		270	100.0	2.52	1.215

Source: SPSS output of the survey, 2023

In item 3.1, the respondents were asked ET has consistent speed of FBI service then as shown in table above Table 4.7, 46(17%) are strongly dissatisfied, 136(50.4%) are dissatisfied, 15 (5.6%) are average, 56(20.7%) are satisfied and 21(7.8%) are strongly satisfied, From the result of the study showed that, the mean score of 2.52 with a standard deviation of 1.222, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item

In item 3.2, the respondents were asked I often access the actual bandwidth I subscribed for then, as shown in table above Table 4.7, 51(18.9%) are strongly dissatisfied, 125(46.3%) are dissatisfied, 18 (6.7%) are average, 54(20%) are satisfied and 22(8.1%) are strongly satisfied, From the result of the study showed that, the mean score of 2.52 with a standard deviation of 1.234, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 3.2 I often access the actual bandwidth I subscribed for. In item 3.3, the respondents were asked ET use up-to-date equipment to make the service reliable then, as shown in table above Table 4.7, 47(17.4%) are strongly dissatisfied, 131(48.5%) are dissatisfied, 13 (4.8%) are average, 57(21.1%) are satisfied and 22(8.1%) are strongly satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of

1.230, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 3.3 ET use up-to-date equipment to make the service reliable.

In item 3.4, the respondents were asked The FBBI service that ET provides has less interruption then, as shown in table above Table 4.7, 52(19.3%) are strongly dissatisfied, 121(44.8%) are dissatisfied,15 (5.6%) are average, 55(21.9%) are satisfied and 23(8.5%) are strongly satisfied, From the result of the study showed that, the mean score of 2.56 with a standard deviation of 1.259, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 3.4 The FBBI service that ET provides has less interruption.

In item 3.5, the respondents were asked I am getting reliable service based on the SLA then, as shown in table above Table 4.7, 52(19.3%) are strongly dissatisfied,121(44.8%) are dissatisfied,15 (5.6%) are average, 55(21.9%) are satisfied and 23(8.5%) are strongly satisfied, From the result of the study showed that, the mean score of 2.56 with a standard deviation of 1.259, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 3.5 I am getting reliable service based on the SLA.

#### 4.2.4 security issue of service

**Table 4.8 security issue of service**

4. Security Issue	Category	Measures of data			
		No	%	Mean	S. Deviation
4.1. I feel secured when I use the service	S. dissatisfied	50	18.5		
	Dissatisfied	123	45.6		
	Average	20	7.4		
	Satisfied	53	19.6		
	S. Satisfied	24	8.9		
Total		270	100.0	2.55	1.245
4.2 The information I send and receive using this connection is confidential	S. dissatisfied	48	17.8		
	Dissatisfied	128	47.4		
	Average	19	7.0		
	Satisfied	54	20.0		
	S. Satisfied	21	7.8		
Total		270	100.0	2.53	1.215
4.3 I fell free when I broth the internets	S. dissatisfied	54	20.0		
	Dissatisfied	120	44.4		
	Average	17	6.3		
	Satisfied	55	20.4		
	S. Satisfied	24	8.9		
Total		270	100.0	2.54	1.263

Source: SPSS output of the survey, 2023

In item 4.1 the respondents were asked I feel secured when I use the service then, as shown in table above Table 4.8, 50(18.5%) are strongly dissatisfied, 123(45.6%) are dissatisfied,20(7.4%) are average, 53(19.6%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed that, the mean score of 2.55 with a standard deviation of 1.245, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 4.1 I feel secured when I use the service.

In item 4.2 the respondents were asked The information I send and receive using this connection is confidential then, as shown in table above Table 4.8, 48(17.8%) are strongly dissatisfied, 128(47.4%) are dissatisfied,19(7%) are average, 54(20%) are satisfied and 21(7.8%) are strongly satisfied, From the result of the study showed that, the mean score of 2.53 with a standard deviation of 1.215, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 4.2 The information I send and receive using this connection is confidential.

In item 4.3 the respondents were asked I fell free when I broth the internet's then, as shown in table above Table 4.8, 54(20%) are strongly dissatisfied, 120(44.4%) are dissatisfied,17(6.3%) are average, 55(20.4%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of 1.263, which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 4.3 I fell free when I broth the internet's

#### 4.2.5 After sales Support

**Table 4.9**After sales support

5. After sales Support Issue	Category	Measures of data			
		No	%	mean	S. Deviation
5.1 When I face a problem, I can get sufficient information to solve it.	S. dissatisfied	51	18.9		
	Dissatisfied	121	44.8		
	Average	22	8.1		
	Satisfied	54	20.0		
	S. Satisfied	22	8.1		
Total		270	100.0	2.54	1.233
5.2 Employees are professional and respond to customer request promptly	S. dissatisfied	50	18.5		
	Dissatisfied	124	45.9		
	Average	17	6.3		
	Satisfied	57	21.1		
	S. Satisfied	22	8.1		

Total		270	100.0	2.54	1.239
5.3 How do you rate the time it takes to get your problem solved?	S. dissatisfied	52	19.3		
	Dissatisfied	126	46.7		
	Average	15	5.6		
	Satisfied	55	20.4		
	S. Satisfied	22	8.1		
Total		270	100.0	2.51	1.240
5.4 The company request bill for only active connections.	S. dissatisfied	52	19.3		
	Dissatisfied	122	45.2		
	Average	16	5.9		
	Satisfied	59	21.9		
	S. Satisfied	21	7.8		
Total		270	100.0	2.54	1.242
5.5 The automated phone system made the customer service experience more satisfying	S. dissatisfied	49	18.1		
	Dissatisfied	128	47.4		
	Average	17	6.3		
	Satisfied	53	19.6		
	S. Satisfied	23	8.5		
Total		270	100.0	2.53	1.233
5.6. How do you rate the process for getting your concerns resolved?	S. dissatisfied	52	19.3		
	Dissatisfied	116	43.0		
	Average	22	8.1		
	Satisfied	57	21.1		
	S. Satisfied	23	8.5		
Total		270	100.0	2.57	1.253
5.7. ET gives warranty if it has been made damage of modem	S. dissatisfied	50	18.5		
	Dissatisfied	129	47.8		
	Average	17	6.3		
	Satisfied	49	18.1		
	S. Satisfied	25	9.3		
Total		270	100.0	2.52	1.243
5.8. Overall, how happy are you with the FBBI service you subscribe?	S. dissatisfied	55	20.4		
	Dissatisfied	112	41.5		
	Average	23	8.5		
	Satisfied	58	21.5		
	S. Satisfied	22	8.1		
Total		270	100.0	2.56	1.256
6. Customer satisfaction	Category	Measures of data			
		No	%	mean	S. Deviation
6.1. There is good Willingness to help customers in telecom service.	S. dissatisfied	52	19.3		
	Dissatisfied	131	48.5		
	Average	17	6.3		
	Satisfied	45	16.7		
	S. Satisfied	25	9.3		

Total		270	100.0	2.48	1.237
6.2 Dependability in handling customer service problem	S. dissatisfied	56	20.7		
	Dissatisfied	114	42.2		
	Average	25	9.3		
	Satisfied	50	18.5		
	S. Satisfied	25	9.3		
Total		270	100.0	2.53	1.263
6.3 Employees understand the need of their customers in well	S. dissatisfied	52	19.3		
	Dissatisfied	120	44.4		
	Average	22	8.1		
	Satisfied	51	18.9		
	S. Satisfied	25	9.3		
Total		270	100.0	2.54	1.254
6.4 Ethio telecom gives attention to customers individually.	S. dissatisfied	54	20.0		
	Dissatisfied	111	41.1		
	Average	22	8.1		
	Satisfied	59	21.9		
	S. Satisfied	24	8.9		
Total		270	100.0	2.59	1.272
6.5 Making customers feel safe in their service deliveries	S. dissatisfied	52	19.3		
	Dissatisfied	116	43.0		
	Average	12	4.4		
	Satisfied	65	24.1		
	S. Satisfied	25	9.3		
Total		270	100.0	2.31	1.191

Source: SPSS output of the survey, 2023

In item 5.1 the respondents were asked When I face a problem, I can get sufficient information to solve it. then, as shown in table above Table 4.9, 51(18.9%) are strongly dissatisfied, 121(44.8%) are dissatisfied, 22(8.1%) are average, 54(20%) are satisfied and 22(8.11%) are strongly satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of 1.233 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.1 When I face a problem, I can get sufficient information to solve it.

In item 5.2 the respondents were asked Employees are professional and respond to customer request promptly then, as shown in table above Table 4.9,50(18.5%) are strongly dissatisfied, 124(45.9%) are dissatisfied, 17(6.3%) are average, 57(21.1%) are satisfied and 22(8.1%) are strongly satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of 1.239 which falls within the range of 1.8 to 2.6 this implies that, most of

the respondents disagreed on the statement in item 5.2 Employees are professional and respond to customer request promptly.

In item 5.3 the respondents were asked How do you rate the time it takes to get your problem solved? then, as shown in table above Table 4.9, 52(19.3%) are strongly dissatisfied, 126(46.7%) are dissatisfied, 15(5.6%) are average, 55(20.4%) are satisfied and 22(8.1%) are strongly satisfied, From the result of the study showed that, the mean score of 2.51 with a standard deviation of 1.240 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.3 How do you rate the time it takes to get your problem solved.

In item 5.4 the respondents were asked The company request bill for only active connections then, as shown in table above Table 4.9, 52(19.3%) are strongly dissatisfied, 122(45.2%) are dissatisfied, 16(5.9%) are average, 59(21.9%) are satisfied and 21(7.8%) are strongly satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of 1.242 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.4 The company request bill for only active connections.

In item 5.5 the respondents were asked The automated phone system made the customer service experience more satisfying then, as shown in table above Table 4.9, 49(18.1%) are strongly dissatisfied, 128(47.4%) are dissatisfied, 17(6.3%) are average, 53(19.6%) are satisfied and 23(8.5%) are strongly satisfied, From the result of the study showed that, the mean score of 2.53 with a standard deviation of 1.233 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.5 The automated phone system made the customer service experience more satisfying.

In item 5.6 the respondents were asked How do you rate the process for getting your concerns resolved? then, as shown in table above Table 4.9, 52(19.3%) are strongly dissatisfied, 116(43%) are dissatisfied, 22(8.1%) are average, 57(21.1%) are satisfied and 23(8.5%) are strongly satisfied, From the result of the study showed that, the mean score of 2.57 with a standard deviation of 1.253 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.6 How do you rate the process for getting your concerns resolved.

In item 5.7 the respondents were asked ET gives warranty if it has been made damage of modem then, as shown in table above Table 4.9, 50(18.5%) are strongly dissatisfied, 129(47.8%) are dissatisfied, 17(6.3%) are average, 49(18.1%) are satisfied and 25(9.3%) are strongly satisfied, From the result of the study showed that, the mean score of 2.52 with a standard deviation of 1.243 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.7 ET gives warranty if it has been made damage of modem.

In item 5.8 the respondents were asked Overall, how happy are you with the FBBI service you subscribe? then, as shown in table above Table 4.9, 55(20.4%) are strongly dissatisfied, 112(41.5%) are dissatisfied, 23(8.5%) are average, 58(21.5%) are satisfied and 22(8.1%) are strongly satisfied, From the result of the study showed that, the mean score of 2.56 with a standard deviation of 1.256 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 5.8 Overall, how happy are you with the FBBI service you subscribe.

In item 6.1 the respondents were asked There is good Willingness to help customers in telecom service then, as shown in table above Table 4.9,52(19.3%) are strongly dissatisfied, 131(48.5%) are dissatisfied, 17(6.3%) are average, 45(16.7%) are satisfied and 25(9.3%) are strongly satisfied, From the result of the study showed that, the mean score of 2.48 with a standard deviation of 1.237 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 6.1 There is good Willingness to help customers in telecom service.

In item 6.2 the respondents were asked Dependability in handling customer service problem then, as shown in table above Table 4.9, 56(20.7%) are strongly dissatisfied, 114(42.2%) are dissatisfied, 25(9.3%) are average, 50(18.5%) are satisfied and 25(9.3%) are strongly satisfied, From the result of the study showed that, the mean score of 2.53 with a standard deviation of 1.263 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 6.2 Dependability in handling customer service problem.

In item 6.3 the respondents were asked Employees understand the need of their customers in well then, as shown in table above Table 4.9, 52(19.3%) are strongly dissatisfied, 120(44.4%) are dissatisfied, 22(8.1%) are average, 51(18.9%) are satisfied and 25(9.3%) are strongly

satisfied, From the result of the study showed that, the mean score of 2.54 with a standard deviation of 1.254 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 6.3 Employees understand the need of their customers in well.

In item 6.4 the respondents were asked Ethio telecom gives attention to customers individually then, as shown in table above Table 4.9, 54(20%) are strongly dissatisfied, 111(41.1%) are dissatisfied, 22(8.1%) are average, 59(21.9%) are satisfied and 24(8.9%) are strongly satisfied, From the result of the study showed that, the mean score of 2.59 with a standard deviation of 1.272 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 6.4Ethio telecom gives attention to customers individually.

In item 6.5 the respondents were asked Making customers feel safe in their service deliveries then, as shown in table above Table 4.9, 52(19.3%) are strongly dissatisfied, 116(43%) are dissatisfied, 12(4.4%) are average, 65(24.1%) are satisfied and 25(9.3%) are strongly satisfied, From the result of the study showed that, the mean score of 2.31 with a standard deviation of 1.191 which falls within the range of 1.8 to 2.6 this implies that, most of the respondents disagreed on the statement in item 6.5Making customers feel safe in their service deliveries.

#### **4.5 Inferential Analysis**

The inferential analysis is concerned with the various tests of significance for testing hypotheses in order to determine whether to accept or reject the hypothesis. It is also concerned with the estimation of population values. It is mainly on the basis of inferential analysis that the task of interpretation (i.e., the task of drawing inferences and conclusions) was performed. Pearson's correlation and multiple linear regressions are the main inferential statistical methods employed in this study to analyze the relationships between the dependent variable and the independent Variables. Hinkle, Wiersma&Jurs (2003)

Correlations are the measure of the linear association between two variables. A correlation coefficient has a value ranging from -1 to +1. Values closer to the absolute value of 1 indicate that there is a strong relationship between the variables being correlated whereas values closer to 0 indicate that there is little or no linear relationship. It is extremely useful for getting an idea of the relationships between independent variables and the dependent variable, and for a

preliminary look for multi collinearity (Field, 2009). According to Hinkle, Wiersma and Jurs (2003), the rule of thumb for interpreting the size of a correlation coefficient is provided here below. Hinkle, Wiersma&Jurs (2003)

**Table 4.10 Rule of Thumb for Interpreting the Size of a Correlation Coefficient**

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive(negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

Source: Hinkle, Wiersma&Jurs(2003)

#### 4.6 Correlation analysis

**Table 4.11 Results showing correlation analysis table.**

S/N	Correlation analysis	CS	SP	PS	QS	SEC	ASS	P Value
1	Customer satisfaction	1	.689**	.887**	.814**	.781**	.849**	.000
2	Service provision	.689**	1	.736**	.711**	.687**	.721**	.000
3	Price	.887**	.736**	1	.880**	.888**	.788**	.000
4	Quality of service	.814**	.711**	.780**	1	.799**	.778**	.000
5	Security	.781**	.687**	.888**	.799**	1	.832**	.000
6	After sale services	.849**	.721**	.788**	.778**	.832**	1	.000
**. Correlation is significant at the 0.01 level (2-tailed).								
c. List wise N=270 Source: SPSS output of the survey, 2023								

The results in Table 4.10 indicated that, there is positive and significant relationship between five independent variables and customer satisfaction. Service provisioning issue with customer

satisfaction ( $r=.689^{**}$ ,  $p < 0.01$ ). price of service and customer satisfaction ( $r = .887^{**}$ ,  $p < 0.01$ ), quality of service and customer satisfaction ( $r = .814^{**}$ ,  $P < 0.01$ ), security and customer satisfaction ( $r=.781^{**}$ ,  $p < 0.01$ ), after sale service and customer satisfaction ( $r= .849^{**}$ ,  $P < 0.01$ ),

Based on the criteria on Table 4.10 all independent variables: - Service provisioning issue, price of service, quality of service, security and after sale service has high positive relationship with dependent variable of customer satisfaction.

A strong correlation indicates that there is only small amount of error and most of the points lie close to the regression line, a weak correlation indicates that there is a lot of error. Based (hair et al., 2006 cited in Mengistu 2016) the correlation coefficient between each pair of independent variables in the Pearson correlation should not exceed 0.9. This is because the data may be suspected to have serious collinearity problem if the correlation value exceed 0.90. In the table above the highest correlation coefficient is 88.7 percent that is between price of service and customer satisfaction, which is less than 0.90. Hence, it is assumed that there is no multi collinearity problem in this research.

As it is clearly indicated in the above Table 4.10, the first strong relationship was found between price of service and customer satisfaction ( $r = 0.887$ ,  $p < 0.01$ ), the second strong correlation exist between after sale service Factors and v ( $r = .849$ ,  $p < 0.01$ ), which are statistically significant at 95% confidence level. This implies that at 5 % level of significance, it was discovered that price of service and after sale service plays an important role in determining the customer satisfaction for Ethio telecom in shashemene district.

Moreover, the result on Table 4.10, above further indicates that, quality of service factor has third strong correlation with customer satisfaction ( $r = .814$ ,  $p < 0.01$ ) and. There is a substantial positive correlation between security factors and customer satisfaction ( $r = .781$ ,  $p < 0.01$ ), and service provisioning factors and customer satisfaction for Ethio telecom ( $r = .689^{**}$ ,  $p < 0.01$ ), which are statistically significant at 95% confidence level. This would imply that, the more price of service, after sale service, and quality of services has better value to create customer satisfaction in Ethio telecom internet broadband.

## 4.7 Multiple Linear Regression Analysis

Prior to running the analysis of multiple regression models, it is mandatory to assess whether the collected data violate some key assumptions of the standard linear regression models because an assumption violation can result in distorted and biased parameter estimates. The assumptions include sample size, normality, multi-collinearity, homoscedasticity, linearity, and independence of residuals crucial to confirm them.

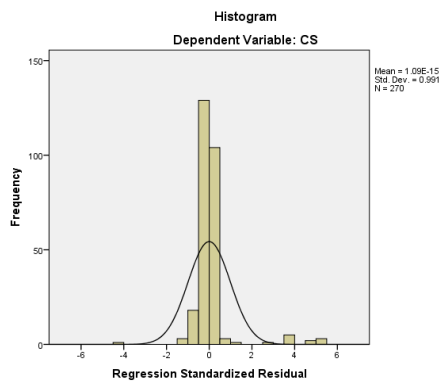
## 4.8 Assumption 1 – Sample Size

Regression analysis is often sensitive to sample sizes. The common rule of thumb floating about the sample size in standard linear regression is fifteen (15) cases of data per predictor (Field, 2023). According to (Green, 1991 as cited in Field 2023) to test the overall model the recommended minimum sample size of  $N=50+8k$ , where  $k$  is the number of independent variables. Taking into account the five (5) number of independent variables in the present study;  $50+8(5) = 90$  which is less than observed respondents/sample size/. i.e.  $50+ 8(5) = 90 < 290$ . Based on the criteria, the sample size exceeds the minimum to run the standard multiple linear regressions.

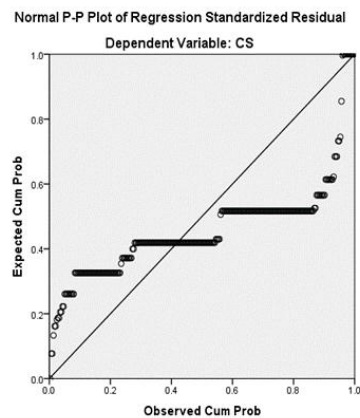
## 4.9 Assumption 2 – Normality Test

To check whether the residuals have a normal distribution, scatter plots of residuals against each independent variable and predicted dependent variable were analyzed (i.e. the normal probability plot or normal P-P of regression standard residual and histogram were used).

**Fig4.1 Normality test**



**Fig 4.2: Normality test**



This assumption for computing multiple regressions is testing of the linear relationships between dependent and the independent variables. The visual inspections of the scatter plot (P-P regression standard residual and histogram shows) their linear relationship between the predictors (service quality) and the predicted variable (customer satisfaction). This means that, a unit increase of the one or all predictors causes respective increments for the customer satisfaction of the Ethio telecom.

#### **4.10 Assumption 3 – Multicollinearity of the variables**

According to Field (2023) if there is perfect collinearity between predictors, it becomes impossible to obtain unique estimates of the regression coefficients because there are an infinite number of combinations of coefficients that would work equally well. Multi-collinearity can be controlled by two ways: tolerance values and values of variance of inflation factor (VIF). Any variable with tolerance below (0.10 or tolerance with a value above (10.0) would have a correlation more than 0.90 with other variables, indicative of the multi collinearity problem. The tolerance is calculated with an initial linear regression analysis. Tolerance is defined as  $T = 1 - R^2$  for the first step regression analysis. With  $T < 0.1$  there might be multi collinearity problem in the data. And the variance inflation factor of the linear regression is defined as  $VIF = 1/T$ . Similarly, with  $VIF > 10$ , there is signal that multi-collinearity problem exists. According to table 4.12, the present study reveals that the value of tolerance is more than 0.1 and the value of VIF is less than 10, this indicates the fitness of the model in explaining the service quality for customer satisfaction.

#### **4.11 Assumption 4 - Homoscedasticity (Equal Variance)**

At each level of the independent variables, the variance of the residual terms should be constant. This just means that the residuals at each level of the independent variables should most likely have the same variance (homoscedasticity). The scatter plots of residuals against each of the independent variables and predicted dependent variables were used to check homoscedasticity of residuals. The scatter plots of the residuals against the predicted or dependent variable values looks like a random array of dots evenly distributed around zero

**Assumption 4.12 - Linearity Relationship**

The fifth assumption for computing multiple regressions is testing of the linear relationships between dependent and the independent variables. As depicted in appendix, the visual inspections of the scatter plot show there exists a linear relationship between the predictors (independent variables) and the predicted variable (customer satisfaction). This means that, a unit increase of the one or all predictors causes respective increments for the sales performances of the company.

**Table 4.12 Results of multi-co linearity test**

Independent variables(From)	Dependent variable(To)	multi-Co linearity Statistics	
		Tolerance	VIF
Service provisioning issue	Customer satisfaction	.076	6.056
Prices of service	Customer satisfaction	.041	4.970
Quality of service	Customer satisfaction	.031	4.108
Security	Customer satisfaction	.037	5.375
After sale service	Customer satisfaction	.211	2.615

Source: SPSS V20 data analysis of Survey result, 2023.

According to the table 4.11, the tolerance for all independent variables is more than (0.10) and VIF for independent variables is less than the limited value (10.0). As a result, there is no multi collinearity problem between the independent variables in the model.

**Table 4.13 Model summary for Independence of Residuals**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933 <sup>a</sup>	.871	.869	.180
a. Predictors: Service provisioning issue, Price, Quality of service, Security, After sale service. b. Dependent Variable: Customer satisfaction				

Source: SPSS output of the questionnaire survey, 2023.

As it is clearly stated in the above, the six step-by-step pre-model fitting assumption tests were found to be satisfactory.

From the model summary in Table 4.12, the value ( $R=.933^a$ ) is the multiple correlation coefficients between independent and dependent variables. The Value of R squared is a measure of how much variability in the outcome is accounted for by the independent variables. The result shows that a value of R squared is .871, which implies that 87.1 percent variation was caused by the considered independent variables. .871 R squared value means that the total variation in the dependent variable is explained by 87.1 percent of the change (increase) in all independent variables. In other words, 12.9 percent of the variation in the dependent variable cannot be explained by the independent variables. Positivity and significance of all values show that the model summary is also significant and therefore gives logical support to the study model.

The value of adjusted R squared i.e. .869 gives some idea of how well the model generalizes and ideally one would like its value to be the same, or very close to, the value of R square. In the present study, the difference between the values of R square and the adjusted R square is  $.871-.869=.002$  (about 0.2percent). This decline means that if the model was derived from the population rather than from the sample, it would account for approximately 0.2 percent variance.

The standard error of the estimate is a measure of the variability of the multiple correlations. Therefore, as shown in the model summary for the regression analysis table above, the standard error of the estimate of this model is .18012. This implies that the variability of the multiple correlations is as much as this numeral which highly minimal.

Positive and significance of all values show that model summary is also significant and therefore gives logical support to the present study model. The model is statistically significant or the p-value for the model is less than (0.01). This means the fitness of the model in explaining the dependent variable in the study is influenced by the independent variables considered.

#### 4.11 Analysis of Variance (ANOVA)

**Table 4.14:-Analysis of Variance (ANOVA) of Regression Analysis.**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7.460	5	1.492	265.607	.000 <sup>b</sup>
Residual	.149	264	.001		
Total	7.608	269			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), service provisioning issue, price of the service, quality of the service, security, after sales service.

Source: Computed from survey data, 2023

Table 4.14, shows analysis of variance (ANOVA) of regression analysis between independent variables and a dependent variable. The ANOVA tells us whether the overall model results in a significantly good degree of prediction of the outcome variable (Field, 2023). The table shows that in regression, the value of the sum of squares is 7.608, the value of the degree of freedom (df) is 5, and the value of mean square is 1.492. The most important part of the table is the F-ratio, which is calculated using the below equation, and the associated significance value of that F-ratio. F-ratio is a measure of how much the model has improved the prediction of the dependent variable (customer satisfaction) compared to the level of inaccuracy of the model (Field, 2023).

The value of F-statistics is 265.607, which is significant at  $p < 0.001$  (because the value in the column labeled Sig. is less than .001). This result tells us that there is less than a 0.1 percent chance that an F-ratio this large would happen if the null hypothesis is true. The significant level in ANOVA table shows that the combination of the variables significantly predicts the dependent variable. On the other hand, in residual, the value of the sum of squares is 7.608, the value of Df is 264 and the value of mean square is 1.492.

According to Field, (2023), if a model is good, then we expect the improvement in prediction due to the model to be large and the difference between the model and the observed data or mean square residual to be small. In short, a good model should have a large F-ratio (greater than 1 at least) because the mean square regression will be bigger than the mean square residual.

According to Table 4.14, the ANOVA table result shows a relationship between the independent variables and the dependent variable of the study with F-statistic or F-ratio of 265.60

#### 4.12 Coefficient of Regression Analysis

Table 4.15: - Results showing coefficient of regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.(p.value)
		B	Std. Error	Beta		
1	(Constant)	.010	.021		.493	.000
	Service provisioning issue	.086	.037	.073	2.326	.000
	Price of the service	.399	.045	.375	8.791	.000
	Quality of the service	.113	.048	.115	2.355	.000
	Security	.340	.041	.374	8.354	.000
	After sale services	.057	.013	.084	4.511	.000

Source: Compiled from multiple regression model, 2023

##### 4.12.1 beta coefficient

To compare the different variables, it is important that you look at the standardized coefficients, not the unstandardized ones. ‘Standardized’ means that these values for each of the different variables have been converted to the same scale so that you can compare them. If you were interested in constructing a regression equation, you would use the unstandardized coefficient values listed as B (Pallant, 2016).

##### 4.12.2 Unstandardized Beta Coefficient

By recalling the model specifications of the variables from the chapter three of methodology part, it was said that the unstandardized coefficients ( $\beta_1$  up to  $\beta_5$ ) are the coefficients of the estimated regression model. Hence, the model of customer satisfaction can be written by including error term ( $\epsilon$ ), in the below form.

$$Y(x) = B_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$CS = B_0 + SPI + PS + QS + SEC + ASS$$

Where,

$B_0$  = y-intercept and constant

$b_1X_1$  = (SPI) Service provisioning issue

$b_2X_2$  = (PS) Price of the service

$b_3X_3$  = (QS) Quality of the service

$b_4X_4$  = (SEC) Security

$b_5X_5$  = (ASS) after sale services.

e = error (0.05) (confidence level)

X1 – X5 = independent variables

b1 – b5 = coefficients of independent variables

E = error term

Taking into consideration the results from Table 4.13, the regression equation for the study was as follows:

$$Y = B_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$Y = .010 + .086X_1 + .399X_2 + .113X_3 + .340X_4 + .057X_5 + .021$$

#### **4.12.3 Interpretation of Unstandardized Coefficients**

- ❖ For every one-unit increase on Service provisioning issue, the percentage of customer satisfaction for Ethio telecom internet broadband Increases by 8.6 percent.
- ❖ For every one-unit increase on prices of service, the percentage of customer satisfaction for Ethio telecom internet broadband Increases by 39.9 percent.
- ❖ For every one-unit increase on quality of service, the percentage of customer satisfaction for Ethio telecom internet broadband Increases by 11.3 percent.
- ❖ For every one-unit increase on Security, the percentage of customer satisfaction for Ethio telecom internet broadband Increases by 34.0 percent.
- ❖ For every one-unit increase on after sale service, the percentage of customer satisfaction for Ethio telecom internet broadband Increases by 5.7 percent. This variable is the most important variable of all.

From the regression equation, the constant value  $\beta_0 = .10$  implies that, if the independent variables for mentioned in this study are kept constant as they exist or make them unavailable, the customer satisfaction for Ethio telecom internet broadband would be 10%.

#### 4.12.4 Standardized Beta Coefficient.

The standardized coefficients are the coefficients, which explained the relative importance of explanatory variables. These coefficients are obtained from regression after the explanatory variables are all standardized. The idea is that the coefficients of explanatory variables can be more easily compared with each other as they are then on the same scale.

#### 4.12.5 Interpretation of standardized Coefficients

- ❖ A 1- unit standard deviation in standardized service provisioning issue is predicted to result in .073 standard deviations in standardized customer satisfaction for Ethio telecom internet broadband, holding constant the remaining variables.
- ❖ A 1-unit standard deviation in standardized Price of the service is predicted to result in .375 standard deviation increase in standardized customer satisfaction for Ethio telecom internet broadband holding constant the remaining variables.
- ❖ A 1-unit standard deviation increase in standardized ability to quality of the service is predicted to result in .115 standard deviation Increases in standardized customer satisfaction for Ethio telecom internet broadband holding constant the remaining variables.
- ❖ A 1-unit standard deviation increase in standardized access to appropriate technology is predicted to result in .374 standard deviation increase in standardized customer satisfaction for Ethio telecom internet broadband holding constant the remaining variables.
- ❖ A 1-unit standard deviation increase in standardized quality product is predicted to result in .084 standard deviation increase in standardized customer satisfaction for Ethio telecom internet broadband holding constant the remaining variables. The results of Table 13, can be summarized as regression equation given below

$$Y = .010 + .086X_1 + .399X_2 + .113X_3 + .340X_4 + .057X_5$$

Predicted customer satisfaction score = .010 + .086 (SPI) + .399(PS) + .113(QS) + .340(SEC) + .057(ASS)

Ha1: Service provisioning issue has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Ha2: Price of the service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Ha3: Quality of the service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Ha4: Security has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Ha5: After sale services has significant effect customer satisfaction in Ethio telecom internet broadband in the study area.

#### **4.13. Hypothesis testing**

Hypothesis testing is the method of testing whether claims or hypotheses regarding a population are likely to be true. The goal of hypothesis testing is to determine the likelihood that a population parameter, such as the mean, is likely to be true. Here there are two hypotheses: null ( $H_0$ ), and alternative ( $H_a$ ). The null hypothesis ( $H_0$ ), stated as the null, is a statement about a population parameter, such as the population mean, that is assumed to be true. The null hypothesis is a starting point. The researcher tests whether the value stated in the null hypothesis is likely to be true. An alternative hypothesis ( $H_a$ ) is a statement that directly contradicts a null hypothesis by stating that the actual value of a population parameter is less than, greater than, or not equal to the value stated in the null hypothesis.

The significance (sig.) value expresses a value to accept or reject the (null) hypotheses. It is also called the p-value. The p-value is the probability that the correlation is one just by chance. Therefore, the smaller the p-value, the better will be. The general rule is: reject  $H_0$  if  $p < .05$  and accept  $H_0$  if  $p \geq .05$  (Pallant, 2007).

H1: Service-provisioning issue has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area

Accept  $H_a$  if p-value is greater than  $\alpha$  –value. According to Table 4.13, there is a significant and high positive relationship between Service provisioning and customer satisfaction in Ethio

telecom internet broadband in the study area ( $r=.689^{**}$ ,  $p=0.00 < 0.01$ ). Hence, reject  $H_0$  and Accept  $H_a$ . As a result, Service provisioning issue has a significant effect on customer satisfaction in Ethio telecom internet broadband in the study area. According to Hinkle, Wiersma and Jurs (2003), if the magnitude of correlation is high, the relationship between the two variables becomes high.

H2: Price of the service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Accept  $H_a$  if p-value is greater than  $\alpha$  –value. According to Table 4.13 there is a significant and high positive correlation between Price of the service and customer satisfaction in Ethio telecom internet broadband in the study area ( $r=.887^{**}$ ,  $p=0.00 < 0.01$ ). Hence, we reject  $H_0$  and Accept  $H_a$ . As a result, Price of the service has a significant effect on customer satisfaction in Ethio telecom internet broadband in the study area. Hence, reject  $H_0$

H3: quality of the service has significant effect customer satisfaction in Ethio telecom internet broadband in the study area.

Accept  $H_a$  if p-value is greater than  $\alpha$  –value. According to Table 4.13, there is a significant and high positive relationship between quality of the service and customer satisfaction in Ethio telecom internet broadband in the study area ( $r=.814^{**}$ ,  $p=0.00 < 0.01$ ). Hence, reject  $H_0$  and Accept  $H_a$ . As a result, quality of the service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

H4: security has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Accept  $H_a$  if p-value is greater than  $\alpha$  –value. According to Table 13, there is a significant and high positive relationship between security and customer satisfaction in Ethio telecom internet broadband in the study area ( $r=.781^{**}$ ,  $p=0.00 < 0.01$ ). Hence, reject  $H_0$  and Accept  $H_a$ , as a result, security has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

H5: after sale service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.

Accept  $H_a$ , if p-value is greater than  $\alpha$  -value. According to Table 13, there is a significant and high positive relationship between after sale service and customer satisfaction in Ethio telecom internet broadband in the study area ( $r = .849^{**}$ ,  $p=0.00 < 0.01$ ). Hence, reject  $H_0$  and Accept  $H_a$ . As a result, after sale service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area

**Table 4.16 Summary of hypothesis test result**

No	Hypothesis	Tool	Result
$H_{a1}$	Service provisioning issue has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area	Regression	Accepted
$H_{a2}$	Price of the service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area	Regression	Accepted
$H_{a3}$	quality of the service has significant effect customer satisfaction in Ethio telecom internet broadband in the study area	Regression	Accepted
$H_{a4}$	Security has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.	Regression	Accepted
$H_{a5}$	After sale service has significant effect on customer satisfaction in Ethio telecom internet broadband in the study area.	Regression	Accepted

Source: Field survey (2023)

#### 4.15 QUALITATIVE ANALYSIS OF THE STUDY

Ricky (2007) explained that qualitative research helps in understanding a phenomenon more deeply by analyzing the reasons behind it, while as quantitative tools analyze the phenomenon itself, without bothering about the human perception of reason “why”.

Hence, so as to supplement the quantitative analysis, interviews were conducted manager, staff and customer. The manager said that Ethio Telecom had been trying to establish strategic partnership with the customer section manager for the last six years from those who were interested to work together with ET partly with some product & service like mobile service voucher card and handsets, but is has its own limitation which is ET did not outsource every product & service to satisfy the customer want and demand.

Regarding to the price, technology and equipment that related to FBB not attractive, to satisfy the customer want and demand so, Ethio Telecom was highly carriage to have strategic partnership, to establish providing quality equipment. The manager elaborated that, there is big gap on determined goal & objective between the customer satisfaction and Bing customer to be first & Ethio Telecom, activities and plan should be focuses only for their business that is why they did not care for the customer more, they found on price cut activities and provisioning and quality.

For the interview question how do you evaluate the commitment levels of customer satisfaction, days of provision, privacy and security for bright future and for the mutual benefits? The manager answered I don't think that customer satisfaction has align with Ethio Telecom strategic vision& plan, they are only thinking on how they can get business in short period of time & if they may get other attractive business than this they will terminate their relationship with the company. So they are committed for their business only not for the strategic partnership with customer that they establish with Ethio telecom.

On the other hand, the manager told the problems faced from Ethio Telecom and channel members, regarding Ethio Telecom have different problem that affects the distributor's performance like: product distribution, controlling channel activity, dalliance of action on those violates price & territory, target allocation problem, delay on commission payment, and due to shortage of manpower the company is facing problems on training, channel support, and controlling activities. Regarding distributors: They have problems in keeping channel discipline, they participate on price & territory violation, financial capacity problem. Which affect them on target meeting, they did not work as per the pre-settled standard, and furthermore they did not provide information as required.

Concerning to sales strategy of the company the manager responded that, Ethio Telecom has best strategy on sales especially product and service for reach the customer, at the beginning lunch Ethio Telecom had only 6, Million FBB subscribers, but now after six years the company have more than 28 Million mobile subscribers. Furthermore, Ethio Telecom has good sales performance, it adjusts its activities according to the government's strategic plan, but the company should work intensively to achieve the given sales target while customer satisfaction has less.

Finally, the manager is asked what he recommends to improve customer satisfaction and to create smooth long-term and loyal customer Ethio telecom, and the manager recommended the following points.

- Ethio Telecom should work closely & support the customer request for better satisfaction.
- Ethio Telecom should improve and supply quality product and service.
- Ethio Telecom should improve time to take finish installment and requirement of FBB.
- Ethio Telecom should pay attention on timely response customer request.
- Ethio Telecom should work price and tariff in order to satisfy the customer.
- Ethio Telecom should motivate the staff that related to with sales FBB the distribution channels members.
- price& service provision has big impact on customer satisfaction with ET. So, give more attention those variable (Note: The interview guides are attached in appendix 2C).

## **CHAPTER FIVE**

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

#### **INTRODUCTION**

In this chapter consist of the end chapter and the result of the total study of summary and finding, which describes total summer of the study, conclusion and finally put the recommendation to the company which is help the company to change the way to customer handling.

#### **5.1. Summary of the Findings**

In the previous chapter, the discussions have been carried out accordingly to the objective of the study. In order to assess the satisfaction level satisfaction of FBBI subscribers, the researcher identifies six parameters namely service delivery/provisioning, pricing, quality, security, after sales support and overall satisfaction discussions were made using these parameters.

The total number of respondents participated in the research, among them 107 respondents that is 39.6% of them were female respondents and the rest 60.4% which are 163 respondents were male. This shows that among the respondents the number of male respondents is greater in number. total customer type that are participated in the questionnaire are Among the total 270 respondents 71.9 % of them are residential customers and the rest 28.1 % are enterprise customers, this shows that residential customers are many in number. The basis of respondent election is that customers has greater in number category can provide a better information than others. on this regards residential customers are exceeding almost two times than that of enterprise customers accordingly.

Service provisioning issue was measured using five basic questions and the finding of the study shows that customers are not satisfied with the service provisioning/delivery mechanism. In addition, using four basic FBBI questions, assessment was taken among enterprise and residential customers. It was found that customers are dissatisfied with the current pricing scheme employed by Ethio Telecom.

Price of the service was measured using five basic questions and the finding of the study shows that customers are not satisfied with the price mechanism. In addition, using four basic FBBI questions, assessment was taken among enterprise and residential customers. It was found that customers are dissatisfied with the current pricing scheme employed by Ethio Telecom.

Quality of a service was measured using five basic questions and the finding of the study shows that customers are not satisfied with the service quality.

After sale support was measured using eight basic questions and the finding of the study shows that customers are not satisfied with the after sales service. In addition, using basic FBBI questions, assessment was taken among enterprise and residential customers. It was found that customers are dissatisfied with the current pricing scheme employed by Ethio Telecom

As discussed in the literature part, users cannot easily compare quality of service among carriers. In this study five questions which focused on speed and quality of equipment used to measure customer satisfaction on quality. The finding shows customers are dissatisfied with the quality of FBBI. Regarding security, it is stated that customers are in average satisfaction.

In addition, it is stated that improved after sales service can offer real benefits. To measure after sales support issue, seven points were taken but it was found customers were dissatisfied with the after sales support.

## **5.2. Conclusion**

In conducting this research, the researcher has perceived the challenges of evaluating FBBI customer satisfaction level of broadband services in Ethiopia since there is no study conducted in Ethiopia earlier. As discussed on the empirical literature, most of the studies conducted to determine the factors which influence the level of customer satisfaction but this study focuses on assessing customer's satisfaction level regarding the parameters identified above.

Based on the assessment it is found that the service provisioning/delivery mechanism from giving clear information before subscribing FBBI to delivering the service to the customers was not good. It can be taken as a signal for proper design of service provisioning.

Likewise, the survey result revealed that customers still need the tariff to be more attractive to subscribe more. In addition, they need to get reliable service for the price they paid. It is also an indicator for the company to see its tariff structure.

Furthermore, customers were discontented with the quality of the service. As discussed in the literature review part, users cannot easily compare service quality across carriers but it has an inherent value for customer satisfaction.

Even though many of the studies did not take in to account security while using FBBI service, the current information spying activity suspected by many of the government bodies become a reason to take security as a parameter to measure customer satisfaction. Besides the above result it is found that customers feel indifferent with this specific parameter while subscribing FBBI service.

The study also found that FBBI subscribers were disappointed with the after sales support trend of Ethio telecom both from getting information about a problem and getting their problems solved. In addition, the study revealed that the after sales service is not trustworthy with the customers. This also gives clue for the company to design proper after sales support program.

A single measure assumed to comprehends also taken and found that the customers were not happy with the FBBI service delivered by ET. The overall satisfaction measure might take other parameters in to consideration.

### **5.3. Recommendation**

For a service organization, the collection, analysis and dissemination of customer satisfaction data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services. As a whole customer satisfaction can be taken as the measure of success for every organization.

Based on the discussion made above, the researcher recommends the following action items to be taken to improve the customer satisfaction tendency.

During service delivery/provisioning, the means of requesting the service must be expanded in a way that can be comfortable to the customer such as; via phone, email, partners, company websites, and other possible methods. This helps to increase the number of orders that will be generated. In addition, the company has to improve the service delivery after getting requests which may be improved by signing service level agreement (SLA) with the customers.

As shown above, after ET made tariff revision and price amendment, the number of subscribers was increasing from time to time. Though ET is a telecom provider in the country, the company has to deploy competitive pricing mechanism in order to get large pool of subscribers and increase the penetration ratio of FBBi in the country.

In order to improve the quality and reliability of FBBi service, the company has to use up to date equipment and good quality copper and fiber cables to reduce the signal loss. In addition, to reduce the interruption time, the company has to work closely with security agencies to reduce the vandalism and theft. Furthermore, the company has to evolve more on creating awareness about the use of the FBBi materials.

The company needs to work more on after sales support since it will have a major impact on the repurchase intention of subscribers. ET has to use its call center efficiently both in terms of quality and quantity to assist the process of after sales support. The company has to assign the right person when customers call for support in order to reduce the time it takes to reduce the time it takes to identify and solve the problem.

The current study provides insights to ET higher officials about the customer dissatisfaction areas in providing quality telecom services and should strive to meet and pass customers expectation with those areas of dissatisfaction.

Generally, the company has to see back its end to end service provisioning and design an integrated system from getting customer requests to supporting and billing the service after activation.

The researcher expects that this study can be used as an important input for future research. In addition, further research should be conducted in order to identify the influential factors of customer satisfaction by broadening the scope of the study since there may be different IT environment.

## **Suggestion for future researcher is: -**

- It is clear that the current study incorporated only the Ethio telecom shashemene Grand Shop Hence, other researchers or the company itself should consider conducting elaborated research in the area by increasing the study areas and the study population and the sample sizes.
- It is observed that there exist some levels of unwillingness of the respondents while filling the questionnaire. Even if the negligence's of respondents were seen and poor data handling of the company that could not able to use time series data in detail basis, hence other researcher might use time series data so as to analyses the study.
- Finally, according to the analysis show that, 87.1 percent was accounted by the considered independent variables included in this study the reaming 12.9 percent need future study in other variables Hence, other researchers should consider other factors and the company should enhance other researchers to find out such factors for better to analyze the study

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## **APPENDIX A: QUESTIONNAIRE**

**Hawassa University**

### **SCHOOL OF GRADUATE STUDIES**

**MBA marketing management program**

#### **QUESTIONNAIRE TO BE FILLED BY FIXED BROADBAND INTERNET (FBBI) SUBSCRIBERS**

This questionnaire is designed to collect information in order to assess the satisfaction level of Ethio telecom FBBI subscribers in shashemeneee. The information shall be used as a primary data in my research which I am conducting as a partial requirement of my study at Hawassa university for completing my MBA marketing management program.

This questionnaire is intended to secure relevant data to the study which is believed to come up with valuable recommendations for problems observed (if any). Therefore, your genuine, honest, and prompt response is a valuable input for the quality and successful completion of the project. Be assured that all information you provide will be confidential and it will be used only for research purpose.

#### General Instructions

- You are not required to write your name
- Open- ended questions are answered by writing on the space provided.
- Close- ended questions are answered by placing a tick () mark with in the box.

You can choose more than one option in this case.

Thank you in advance for your kind cooperation.

If you have any questions to ask please do not hesitate to contact me at any time through the following address:

Behailu Birhanu

Phone: 0916580712

Email:-behailubirhanu45@gmail.com

Thank you

## I. RESPONDENT'S PROFILE

Sex

Male     Female

2. Age

Below 25     26-35     36-45     Above 45

3. Marital status

Single     Divorced

Married     Other, please specify \_\_\_\_\_

Widowed

4. What is your highest formal education attended?

Below High school     High school complete     Diploma     First Degree  
 Master 's Degree and above

5. What is your Occupation?

Government employee     Self Employed

Non-government employee     Other, please specify \_\_\_\_\_

6. In which category of customer are you for Ethio telecom?

Residential/Individual Customer

Enterprise Customer

7. For what purpose do you use the FBBI you/your organization subscribed for?

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8. What is the amount of bandwidth you/your organization subscribe from ET?

Less than 3Mbps

3Mbps to 10Mbps

10Mbps to 50Mbps

More than 50Mbps

S. No.	Research Questions	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Average</i>	<i>Satisfaction</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>
A. Service Provisioning Issue							
	1. I get clear information and consultation from customer service staffs about FBBI before I subscribe the service.						
	2. The means of requesting FBBI is easy and flexible.						
	3. The requirements used to subscribe FBBI are convincing.						
	4. FBBI is accessible and everyone can subscribe the service.						
	5. The number of days it takes to get the service is reasonable.						
B. Price Issue							
	1. The subscription and installation fee for FBBI service is fair.						
	2. The usage charge (monthly fee) for the service is rational.						
	3. I am getting better service compared to the payment I made.						
	4. The pricing scheme encourages subscribers to subscribe higher bandwidth.						
C. Quality Issue							

1. ET has consistent speed of FBBI service.					
2. I often access the actual bandwidth I subscribed for.					
3. ET use up-to-date equipment to make the service reliable.					
4. The FBBI service that ET provides has less interruption.					
5. I am getting reliable service based on the SLA.					
D. Security Issue					
1. I feel secured when I use the service.					
2. The information I send and receive using this connection is confidential.					
3. I fell free when I broth the internets					

**II.** Based on your experience as a customer of ET FBBI service, please rank your perceptions of the service provided by Ethio telecom. To what extent do you agree with each of the following statements?

E. After sales Support Issue					
1. When I face a problem, I can get sufficient information to solve it.					
2. Employees are professional and respond to customer request promptly.					
3. How do you rate the time it takes to get your problem solved?					
4. The company request bill for only active connections.					
5. The automated phone system made the customer service experience more satisfying					
6. How do you rate the process for getting your concerns resolved?					
7. The after sales practice is trustworthy.					
F. customer satisfaction					
1.there is good willingness to help customer in telecom service					
2.Dependability handling customer service problem					
3.Employees understand the need of their customer in well					
4.ethio telecom gives attention to the customer individually.					

**III.** Please write on the below free space what you feel about the questions.

1. Where do you think need to improve most?

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2. Any other comments on the service,

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#### APPENDIX B: INTERVIEW QUESTIONS

1. What are the preconditions and requirements needed to subscribe FBBI?
2. Can you clarify the way of requesting FBBI and do you think those requested the service could get the service?
3. Do you think the number of days it will take to install everything is reasonable?
4. Do you think the pricing for FBBI is competitive if other operators were in place?
5. Do you think customers get the amount of bandwidth they subscribe consistently?
6. How could you see the quality of FBBI and do you have SLA with your customers?
7. What type of technologies do you think ET uses to provide the service?
8. How confidential is the information to be sent and receive using the FBBI?
9. How do you perform after sales support? Do you think the automated phone system is performing well to support the after sales?
10. Do you think employees were professional and respond to customer requests promptly?
11. Are you charging bill for only active connections?
12. How do you rate the end to end process of Service provisioning of FBBI?

#### APPENDIX C: SPSS RESULTS

1-Reliability Statistics for the parameters used to measure customer satisfaction

### 1-Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

Source: SPSS output of the survey, 2023

Target Variable	Number of item	Cronbach's Alpha if Item Deleted
SP	5	.898
PS	4	.773
QS	5	.778
SEC	3	.898
ASS	7	.810
CS	4	.792

Source: SPSS output of the survey, 2023

### 2 Results of multi-co linearity test

Independent variables(From)	Dependent variable(To)	multi-Co linearity Statistics	
		Tolerance	VIF
Service provisioning issue	Customer satisfaction	.076	6.056
Prices of service	Customer satisfaction	.041	4.970
Quality of service	Customer satisfaction	.031	4.108
Security	Customer satisfaction	.037	5.375
After sale service	Customer satisfaction	.211	2.615

Source: SPSS V20 data analysis of Survey result, 2023.

### 3. Analysis of Variance (ANOVA) of Regression Analysis.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7.460	5	1.492	265.607	.000 <sup>b</sup>
Residual	.149	264	.001		
Total	7.608	269			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), service provisioning issue, price of the service, quality of the service, security, after sales service.

Source: Computed from survey data, 2023

### 4. Demographic characteristics of the study.

Gender	Frequency	Percent
Male	163	60.4
Female	107	39.6
Total	270	100
Age		
below 25	67	24.8
26-35	99	36.7
36-45	79	29.3
Above 45	25	9.3
Total	270	100.0
Marital status		
Single	96	35.6
Married	168	62.2
Other	6	2.2
Total	270	100.0

Source: Computed from survey data, 2023

### 3. Correlation analysis

S/N	Correlation analysis	CS	SP	PS	QS	SEC	ASS	P Value
1	Customer satisfaction	1	.689**	.887**	.814**	.781**	.849**	.000
2	Service provision	.689**	1	.736**	.711**	.687**	.721**	.000
3	Price	.887**	.736**	1	.880**	.888**	.788**	.000
4	Quality of service	.814**	.711**	.780**	1	.799**	.778**	.000
5	Security	.781**	.687**	.888**	.799**	1	.832**	.000
6	After sale services	.849**	.721**	.788**	.778**	.832**	1	.000
**. Correlation is significant at the 0.01 level (2-tailed).								
c. List wise N=270 Source: SPSS output of the survey, 2023								

### 4. Regression analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.(p.value )
		B	Std. Error	Beta		
1	(Constant)	.010	.021		.493	.000
	Service provisioning issue	.086	.037	.073	2.326	.000
	Price of the service	.399	.045	.375	8.791	.000
	Quality of the service	.113	.048	.115	2.355	.000
	Security	.340	.041	.374	8.354	.000
	After sale services	.057	.013	.084	4.511	.000

Source: Compiled from multiple regression model, 2023