



ST. MARY'S UNIVERSITY

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF BRAND IMAGE BENEFIT ON CUSTOMER
SATISFACTION: THE CASE OF ETHIO TELECOM**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER OF ARTS DEGREE IN MARKETING
MANAGEMENT**

BY:

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JULY, 2021

ADDIS ABABA

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**A THESIS PROPOSAL SUBMITTED TO ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATES IN PARTIAL FULFILLMENT FOR THE
REQUIREMENT OF THE DEGREE OF MASTERS OF MARKETING
MANAGEMENT**

JULY, 2021


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ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

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DECLARATION

I, The Undersigned, Declare That This Thesis “The effect of brand image benefit on customer satisfaction: The case of Ethio Telecom” is my original work, prepared under the guidance of Asfaw (PhD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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JULY 2021

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

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July, 2021

ACKNOWLEDGEMENT

First and for most, I would like to give my glory and praise to the almighty God for his invaluable cares and supports throughout the course of my life and helped me since the inception of my education to its completion and enabled me to achieve my career. And I would like to thank my family.

I would like to express my deepest gratitude to my thesis advisor Asfaw Yilma (PhD) for helping me throughout the thesis process. Without his guidance and assistance, the completion of this research would not have been possible.

Finally, I am grateful to appreciate the sales manager and customers of the company for their frank response to my questionnaires without which this paper wouldn't come to life.

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ACRONYMS

COVID 19

Corona Virus Diseases of 2019

EEP

Ethiopian Electric power

ABSTRACT

This study was conducted under a title called, “The effect of brand image benefit on customer satisfaction: The case of Ethio Telecom”. Satisfaction plays an important role in influencing the overall consumer reaction towards a brand image acceptance thus, discovering, and elaborating the importance of brand image from the perspective of brand image benefits on customer’s satisfaction is very essential. Hence, this study investigated on how brand image benefits could contribute to customer’s satisfaction in particular to Ethio telecom. This study used a Mixed research approach. It also implemented an explanatory research design. The sample size of the study was 385. This study concluded that the brand image attributes in terms of functional, symbolic and experiential benefit have significant and positive effect on customer satisfaction. All brand image benefit dimensions were found to be significantly and positively related to customer overall satisfaction. Based on the findings, the researcher recommends that the company should create good service quality, it result in the development of a strong brand image and hence customer satisfaction. Additionally, the company could periodically review the status or the level of customer satisfaction is advisable for its profitability.

Key Words: Brand image, Customer satisfaction and Ethio telecom.

CHAPTER ONE

INTRODUCTION

1.1 Background of The Study

The definitions of a brand are as diverse as the extensive amount of literature. In the classical definition, the brand is linked to the identification of a product and the differentiation from its competitors, through the use of a certain name, logo, design or other visual sign and symbols. The original meaning of the word 'brand' seems to derive from an 'Old Norse word brand', which meant 'to burn'. Yet in the etymology of the word, this idea of branding as "a permanent mark deliberately made with hot iron" now takes second place to goods of particular name or trademark (Hasan and Khan, 2011).

Brand image can be defined as "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993). Similarly, point-out that a brand image is an impression or an imprint of the brand developed over a period of time in the consumer's mindset. The concept of brand image play integral role as it is an accumulation of beliefs and views about that particular brand. Nevertheless, according to Na et al., (1999), "image cannot be measured by attribute measurements alone but must include measurements of consumers' perceptions of the value and benefits attainable from using the brand". This showed the significance of inspecting the impact of image construct benefits in light of functional, experiential, and symbolic elements. Previously, Keller (1993) described that this image benefits can be classified into functional, experiential and symbolic benefits, which was originally derived from the work of Park et al., (1986).

Zeithaml and Bitner (2000) defined customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Customer satisfaction can also be defined as the "customer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption". Some argued that customer satisfaction is not only linked with the view of customers but also on their experience with the service delivery process.

Customer satisfaction as an important concept in marketing and has been used as a benchmark to measure the performance of companies. Service quality can improve customer satisfaction and later on can encourage customer positive desires. High quality service can drive positive customer desires, and vice versa (Su, 2011). Kotler and Armstrong (2012) stated that customer satisfaction is the level of one's feelings after comparing products performance that gets along with his expectations. Satisfaction or dissatisfaction of consumers is a response to the evaluation of discrepancy or disconfirmation perceived between previous expectations and actual product performance that is felt after use.

1.2 Statement of the Problem

Brand image has critical influences on consumer product/service preference. According to Keller, (1993) brand image as summation of brand associations in the memory of consumer which leads him towards brand perception and brand association including brand attributes, brand benefits and brand attitude. Therefore, a consumer might have difference in attitude towards the brand; if the consumer have positive attitude as well association to the specific brand then the probability of preferring that brand is quite big.

Different researchers tried to prove the relationship between brand image and customer satisfaction in their research papers findings. Hagos (2017) concludes that there is a significant relationship between brand image benefits and customer satisfaction the case of Ethiopian insurance cooperation. Another case study on Ethiopian Airlines by Ibrahim (2014) concluded that Brand image highly affects the customer satisfaction. The results verified that experiential benefit of brand highly affects the customer satisfaction followed by the symbolic benefit. However, these studies are related to the service industry only. Zhang (2015), argue that a majority of researches related to brand image and customers satisfaction were conducted in a service industry, such as hotel, supermarket and bank, whether the results generated from the service industry can apply to other sectors remains to be examined.

Ethio telecom is the only local telecom provider in the country, which provides telecom services. But now days there are some gaps which are affecting the company's brand image and cause dissatisfaction on the company's customers. One of the gaps are customers are complaining by the service of the broadband internet service maintenance. Means after Wi-Fi or data internet is

disconnected most of the time, the maintenance takes above the maximum day (means for residential customers or for normal customers the maximum day for maintenance is 4 days, for major or for enterprise customers it is 3 days and for critical customers like banks, Ethiopian Airlines, EEP is 2 days.) and the service delays for more than the agreement days. Because of this customers are forced to the call to the call center repeatedly and wait to get the service longer than they deserve to wait. Customers have complained on on-time service, price, lack of contact with customers after the complaint is registered through the call center. So, these are some of the gaps which are affecting the company's brand image highly and these gaps are leading to customer dissatisfaction. Ethio telecom is a monopolized telecom company in the country. Despite the coronavirus (COVID 19) crisis, Ethiopia continues to work on plans to privatize its national telecommunications company. The government is now planning to sell 40% of Ethio Telecom's shares in order to retain the majority (www.ethiotelecom.et). Competitive environment is in near-terms and Ethio telecom should know how to fix these problems regarding to brand image and should know how to make its customers satisfied and loyal.

1.3. Research Questions

Consequently, based on the aforementioned problem, the following research questions are investigated under this study:

- 1 To what extent does functional benefit of brand image affects customers overall satisfaction?
- 2 To what extent does symbolic benefit of brand image affects customers overall satisfaction?
- 3 To what extent does experiential benefit of band image affects customers overall satisfaction?

1.4. Research Objectives

1.4.1. General objective

The main objective of this study is to identify the effect of brand image benefit on customer satisfaction: the case of ethio telecom.

1.4.2. Specific objective

- 1 To examine the effect of functional benefit of brand image on customer satisfaction.
- 2 To examine the effect of symbolic benefit of brand image on customer satisfaction.
- 3 To examine the effect of experiential benefit of brand image on customer satisfaction.

1.5 Significance of the Study

It is visible that the government has planned to privatize the telecom sector in Ethiopia in the coming few years. Thus, this research work would give Ethio telecom an in depth understanding of the current situation. And this will help the company to be more competitive in the market. Based on the gaps and opportunities identified by this research, the researcher also has put forward recommendation that would help the company to revise its relationship with its customers and give solution to the challenges. Finally, the study can be used as some reference materials for further studies by other investigators and companies that will be working on related researches.

1.6 Scope and Limitation of the Study

1.6.1 Scope of the Study

The study was delimited in Addis Ababa ethio telecom shops. The study was delimited to focus on how brand image benefit affects the outcome of customer satisfaction. The study was also delimited to the final customers of ethio telecom that uses broadband internet.

1.6.2 Limitation of the Study

The student researcher had faced a number of problems that due impact on the study. The lack of cooperation of the respondents and their commitment to complete filling the questionnaires and to devote their time to provide the researcher with the relevant information had seriously limited the outcome of the research. Since the study is based on questionnaires, these methods were not certain to clearly reveal real situations due to personal biased.

1.7 Organization of the Study

This thesis is organized into five chapters. The first chapter is an introduction part which consist background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope and limitation of the study, and organization of the study. The second chapter addresses the review of related literature which consists of the theoretical reviews, empirical reviews, conceptual frameworks and ethical considerations of the study. Chapter three focuses on research methodologies. The fourth chapter consists of data presentation, analysis and interpretation. Finally, chapter five focuses on summary, conclusions and recommendations of the study.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 Theoretical Review

2.1.1 Brand

Curiously, one of the hottest points of disagreement between experts is the definition of a brand. Each expert comes up with his or her own definition, or nuance to the definition. The problem gets more acute when it comes to measurement: how should one measure the strength of a brand? What limited numbers of indicators should one use to evaluate what is commonly called brand equity? In addition there is a major schism between two paradigms. One is customer-based and focuses exclusively on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and rebuy based on beliefs of superiority and evoked emotions). The other aims at producing measures in dollars, euros or yen. Both approaches have their own champions (Kapferer, 2008).

For centuries brands have been used as a means for distinguishing the goods of a producer from the others. According to AMA (American Marketing Association), a brand is defined as “a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Keller, 1993). A brand adds dimensions to a product in order to “differentiate it from the other products, designed to satisfy the same need”. The aim is to have “branded products” instead of “commodity products”, in order to reduce the dependence from price and to create an alternative basis for differentiation (Aaker, 1991). Brand is Intellectual property that distinguishes one product from another. Branding strategy refers to the ways that firms mix and match their brand's name on their products.

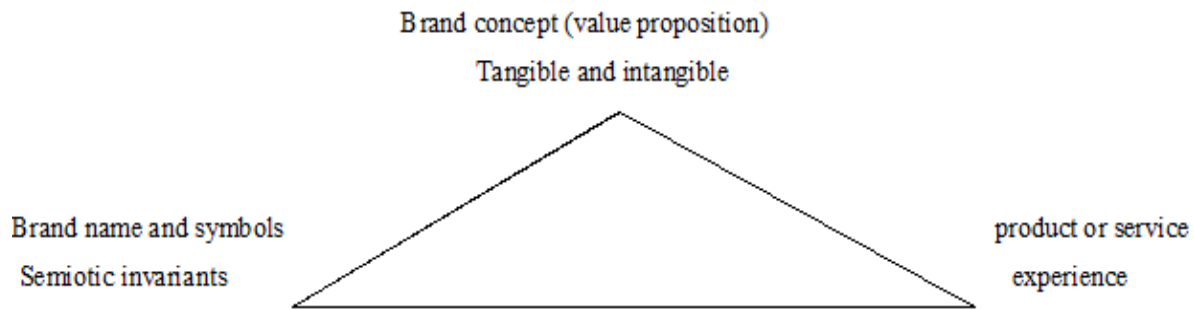


Figure 1 The brand system (source, Kapferer 2008)

Strong, differentiated brands cannot be built on the basis of product or service features or attributes alone. Every outstanding brand rests its foundations on a moment of truth when a customer recognizes that the brand has understood and addressed his or her values. Brands are defined by the values of the people who buy them. These values determine both the functional benefits customers seek from products and services and the emotional attributes and associations they look for in brands (Andreas Bauer, et al 2006).

2.1.2 Brand knowledge

Brand knowledge is what consumers learned, felt, saw, heard, and experienced over time. The differential effect of brand knowledge is reflected in consumer perceptions, preferences, and behavior related to all aspects of the marketing of a brand. The power of a brand lies in the customer mind set. It provides detailed data on the level of awareness, recall, and understanding of the brands. (Kotler, 2001)

Consumer brand knowledge all about descriptive and evaluative brand-related information, which was individualistic inference about a brand stored in consumer memory. It encompass brand associated concepts, brand awareness, and brand image that relates various information such as awareness, attributes, benefits, images, thoughts, feelings, attitudes and experiences to a brand constitutes brand knowledge and directly affect consumer responses Keller (1993,2003).

2.1.3 Brand Image

Dobni and Zinkhan (1990), have define brand image as the sum of the total perceptions (reasoned or emotional) attached by consumers to specific brands. According to Park et al. (1986), brand image “is the understanding consumers derive from the total set of brand-related

activities engaged in by the firm". As per American Marketing Association, brand image is defined as a perception of a brand in the minds of people. Brand image further defined as an insight of a brand that is reflected by the brand associations in customers' memory Keller (1993). Keller states that brand associations are formed by brand attributes, brand benefits and brand attitudes. Islam & Rhaman(2016) mention Aaker, (1997), Consumers are more likely to create stronger emotional bonds with those brands whose image is congruent with the consumer's self-concept.

Keller affirms that brand associations are formed by brand attributes, brand benefits, and brand attitudes. In addition, Aaker (1991), explain brand image as a set of associations, usually organized in some meaningful way. Ibrahim (2014), quotes Dobni and Zinkhan(1990), stating that brand image is not inherent in the technical, functional, or physical concerns of the product/service or brand. Rather, it is influenced and shaped by marketing activities, by context variables, and by the characteristics of the perceiver. A brand image is the understanding of consumers, originated from brand- related activities performed in by the firm, which should not be alone as a perceptual phenomenon affected, by the company's activities Aaker (1991).

According to Park, Jaworski and MacInnis (1986), if a company, its product or service, constantly holds a favorable brand image among the public, it will certainly gain a good position in the market, sustainable competitive advantage and increase market share and performance. In conclusion, an effective brand image makes it feasible for buyers to decide the requirements that the brand satisfies and separate the brand from the competitor.

2.1.4 Brand Image Benefits

Park, Jaworski, & MacInnis, (1986), states that based on their correlation, brand benefits are classified in to functional benefits, experiential benefits, and symbolic benefits. Functional benefits are related to physiological and safety needs that are designed to solve externally generated consumption needs. Symbolic benefits are internally generated needs related to non-product-related attributes. Park, et al. (1986), further explain that experiential benefits, is a desire for product that provide Sensory pleasure, variety, and cognitive stimulation to use the product. Keller (1993), also expresses that image benefits can be classified into functional, experiential, and symbolic benefits, supporting Park et al. (1986). Functional benefits are the intrinsic advantages of product or service consumption and usually correspond to the product-

related attributes. Keller mention Maslow (1970), that these benefits often are linked to fairly basic motivations, such as physiological and safety needs, Experiential benefits relate to what it feels like to use the product or service and also usually corresponds to the product-related tributes. He also explained that these benefits satisfy experiential needs such as sensory pleasure, variety, and cognitive stimulation. Symbolic benefits are the more extrinsic advantages of product or service consumption. They usually correspond to non-product-related attributes and related to underlying needs for social approval or personal expression and outer-directed self-esteem.

2.1.5 Brand image Measurement

According to Driesener, C & Romaniuk, J (2006:683) there are three brand image measurement techniques are:

1. A Likert rating technique (Scaling),
2. A ranking technique (Scaling), and
3. A Pick- any technique (sorting). When rating brands, respondents are typically asked to respond on a 5- or 7-point scale, which ranges from strongly agree to strongly disagree (Likert, 1932).

The score gauges the extent to which the respondents feel the brand is associated with a certain attribute. The second type of measure (ranking) is where brands are ranked relative to competitors according to their association with an attribute meaning that if brand ranked 'first' the brand is most associated with/ strongest on the attribute of the choice set. The key difference between rating and ranking approaches is that while two brands cannot be afforded the same rank, they can be afforded the same rating. Third measure is the 'pick-any' measure, where respondents are asked which brands, if any, they associate with each attribute. Respondents can name any, all or none of the brands. As with the other techniques, brand names can be provided in a list or recalled from memory. The key difference between this measure and the others is that the pick-any measure is a response indicating association with the brand, rather than the degree of association. With this technique, therefore, multiple brands can be associated with the same attribute, but there is no discrimination between those brands as to the degree of association with the attribute by that individual. These measures thus differ on three criteria. The first is whether the technique is scaling or sorting (Joyce 1963). Rating and ranking measures require the

respondent not only to show whether or not there is an association but also to indicate the strength of that association.

These are therefore scaling techniques. In contrast, the pick-any measure requires the respondent only to indicate whether they perceive the brand and attribute to be associated. The second criterion is that for some measures brands are not directly compared, whereas others explicitly require a direct comparison of the brands. Ranking is considered to be a comparative measure, while rating and pick-any approaches are not (Joyce 1963).

2.1.6 Customer Satisfaction

Businesses always start and close due to customers and hence customers must be treated as the King of the market since business enhancements, profits, status and image of the organization depends on customers. Customer judge the services provided or the product delivered by making a very subjective value judgment which many times do not reflect in reality and only customers can evaluate service in light of their unique expectations. Besides, the current stiff competition and sophisticated marketing environment has urged service organizations to shift focus from profitability to customer satisfaction. Customer satisfaction has business leader attention, as it is the basis for ensuring sustainability in a business. In this regard, the International Engineering Consortium (2005) spells out the ability to be flexible in managing customers, enables the business to reap the benefits of good customer satisfaction and this is because customer satisfaction is closely linked to quality in recent years.

According to American Marketing Association (AMA) customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation and it is also the number of customers or percentage of total customers, whose reported experience with a firm's products or services exceeds specified satisfaction goals. In this regards, Negel (2007) explained that customer satisfaction measures how products and services supplied by a company surpasses their expectations. Customer satisfaction is also the state of mind that customers have about a company when their expectation have been met or exceeded over the life time of the product or service. Customers' satisfaction depends on also the product's perceived performance in delivering value relative to a buyer's expectations. If the products' performance falls short of expectation, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied of delighted

(Kotler & Armstrong, 2012). According to Berry & Chicago (2010) customer satisfaction is discussed in terms of ten dimensions of satisfaction which include quality, value, timeless, efficiency, ease of access, environment, interdepartmental team work, frontline services, behavior, comment to the customer and innovation.

Satisfied customers are also less on price sensitive and remain in that company for a long period. They buy again and/or additional products over time as the company introduce related products or improvements. And they talk favorably to others about their good expectations of the company and its products. Satisfied customers will tell others about their experiences, increasing the likelihood that those consumers will then buy the product. And customers tend to spend more on the brand with which they are satisfied when they make purchases in that product category (Hayer & Macinnis, 2010). However, dissatisfied customers often switch to competitors and criticize the products to others (Kotler & Armstrong, 2012; Kotler et.al 2005). Contrary to the above premises, Taylor (1998:41) stated that "companies began to notice that they often were losing customers despite high satisfaction" and Reichheld (1994) argued that satisfied customers are not necessary loyal.

On the other hand, clearly defining and understating customer satisfaction can help any company identify opportunities for product and service innovation, and serve as the basis for performance appraisal and reward systems and in a competitive market place where business compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy and it will be competitive advantage for the company. In addition to this, customer satisfaction provides customer value and as a result customers become loyalty, be brand loyal and be committed to the product (Hoyer & Macinnis 2010).

According to Edty (2000) customer satisfaction is the process through which business ensure customer loyalty and non-defection of customers to the competitors. This means highly satisfied customers produce several benefits for the company and are more likely to be loyal customers, and loyal customers are more likely to give the company a larger share of their business which in turn results in better company performance (Kotler et.al 2005).

2.1.7 Customer Satisfaction Dimensions

Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations (Kotler & Armstrong, 2012). According to Kaplan & Norton (1996) customer satisfaction measures provide feedback on how well the company is doing. These authors say that assessing the satisfaction level of customer is based on specific performance criteria within the value propositions.

The three classes of attributes of the customers' value propositions are: product and service attributes like functionality, quality; customer relationship like quality of purchasing experience and personal relationship, and image and reputation (Kaplan & Norton, 1996). The first attribute which is product and service attributes encompasses the functionality of the product/ service, its price, and its quality. This customer satisfaction dimensions can be measured by safe, engineering service, minimum revision of submitted procedure, clean facility, standard of input provided, innovativeness to reduce cost, money value and others. The second attribute that is customer relationship dimension includes the delivery of the product/ service to the customer, including the response and delivery time dimension, and how customers feel about purchasing from the company. It is measured by speedy service, friendly helpful employees. Finally, the last attribute which is image and reputation dimension refers to the intangible factors that attract a customer to a company.

2.1.8 Customer Satisfaction and its Measurement

As County,K. (2010:10) study report, principles for customer satisfaction measurement that inform and guide departments' customer service performance measurement are:

- The ultimate goal for all customer service should be “service excellence”.
- A good way to find out what your customers care about and what their experiences are is to ask them.
- Customer satisfaction results are important to understand service delivery, will be used by management and employees to improve services, and will be reported to the public along with changes made based on the results.
- Whenever possible, leverage existing information and build on existing surveys and customer-focused work.

- Differences in programs, services, and customer populations may require differences in data collection procedures, measures, and strategies for improvement.
- Customer satisfaction measurement should focus on the entire customer experience, not just the final result or decision.
- Every program should strive to obtain scientifically representative and valid data, even though the degree to which this is achieved may vary based on resource availability, types of customers, and products/services offered.
- Customer satisfaction data collection efforts should be adapted to and modified for diverse customer populations
- Customer satisfaction measurement should be proximal, or close in time, to the time of service or interaction. Assess customer satisfaction when a customer's experience is fresh.
- Measurement should reflect the various ways (channels or methods) customers access the service. Besides, according to Cengiz (2010), measuring customer satisfactions provide 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 measures allow business to know how well the business process is working, to know where to make changes to create improvement if changes are needed, and to determine if the changes led to improvement. In light of this, Ostrom and Iacobucci (1995) thought that there were many dimensions in measuring customer satisfaction, including (1) price of goods, (2) service efficiency, (3) attendant attitude, (4) overall performance of the company, and (5) the closeness to the ideal company.

Moreover, Anisor & Luciana (2015:197) measuring the customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets.

2.2 Empirical Review

2.2.1. Relationship between Brand Image and Customer Satisfaction

Some researchers try to show the relationship between brand image and customer satisfaction in their research papers findings. Lin Chien-Hsiung (2011) pointed out that, with the construction of good brand image, customers were likely to increase the satisfaction of usage, and would like to recommend to others. A survey conducted by Thakur & Singh (2012), investigates the impact of five brand image benefits consisting of functional, social, experiential, appearance enhances and symbolic benefits on customer satisfaction and resulted that only the first four items are positively related to overall satisfaction. Which means is that social brand image benefits have no significant effect on customer's satisfaction. They also indicated that overall satisfaction dose influence customer's loyalty. Neupane (2015) also supports this finding; conclude that overall brand image has significant positive effects on customer satisfaction.

According to this study, the dimensions that will be considered are summarized the findings of some researchers in the table 2.1 below.

Author and year	Title	Country	Findings
Chen,C. F. (2015)	The effect of higher education brand images on satisfaction and lifetime value from students' Viewpoint.	Taiwan	Brand image affected customer satisfaction
Thakur & Singh (2012)	Brand image, customer satisfaction and loyalty intention: A study in the context of cosmetic product among the people of central India	India	Functional, social and appearance enhance are positively and significantly related to customer satisfaction and loyalty intention. And experimental and symbolic has positive and significant relationship with customer satisfaction and loyalty
Juhana, Manik, Febrinella, & Sidharta (2015)	Empirical study on patient satisfaction and patient loyalty on public hospital in Bandung, Indonesia	Indonesia	Brand image influence on customer satisfaction.
Lada, Rizal, William, Suki, Rahman & Tanakinjal (2018)	Brand image and Satisfaction on: Role of Symbolic, Functional, Social and Experiential Benefits	Malaysia	symbolic, functional, and experiential benefits are significant determinant of golfers sense of satisfaction Experiential benefits are the most significant predictor towards satisfaction. Symbolic benefits negatively influence golfers' sense of satisfaction.
Nazir, Ali & Jamil (2016)	The impact of brand image on the customer retention: A mediating role of customer satisfaction in Pakistan	Pakistan	Customer satisfaction is linked with brand image and positively related with each other.
Neupane (2015)	The effects of brand image on customer satisfaction and loyalty intention in retail supermarket chain UK.	London	There is positive relationship among brand image, customer satisfaction and customer loyalty. Brand image has significant effects on customer satisfaction.
Malik, Ghafloor & Iqbal (2012)	Impact of brand image, service quality and price on customer satisfaction in Pakistan telecommunication sector	Pakistan	Brand image is correlated to customer satisfaction. Improvement in brand image has resulted in increased customer satisfaction.

Source: Cited form S.Hagos (2017) and R.Mamo (2019)

Many scholars have confirmed that brand image would be an important antecedent of customer satisfaction and loyalty (Wu, 2011). Marketing literature and empirical supports have confirmed that image does influence satisfaction positively (Yu, Chin, and Hsiao, 2011; Zeithaml et al., 2006). However, the relationship between brand image and customer satisfaction still should be reviewed and tested for a more complete validation.

Accordingly, this study had following research hypothesis:

H1 - Functional benefit has positive and significant effect on customer satisfaction.

Functional brand image benefits are the intrinsic advantages of product or service consumption and usually linked to the product-related attributes. Besides, it is associated with physiological and safety needs Keller (1993). Brand functional value has to do with the brand's ability to satisfy consumer functional needs and wants Keller (2001). Park et al., (1986), also define it that functional brand image concepts are designed to solve externally generated consumption needs.

H2- Symbolic benefit has positive and significant effect on customer satisfaction

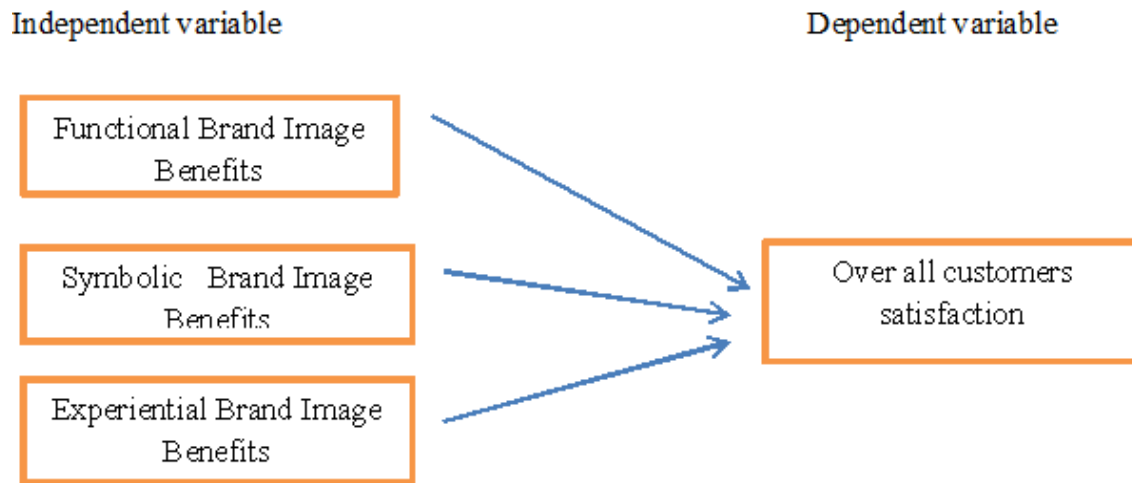
A symbolic brand benefit is one that is designed to associate the individual with a desired group, role, or self-image Park et al., (1986). Thus, symbolic benefits are intended to connect the person with the group that the person preferred to be associated with. Jeon (2017), mention McCracken, (1990); Park et al.,(2010) , Brands with symbolic benefits have the potential to not only express brand-self associations but also to reinforce and strengthen them, thus enhancing customers' willingness to exert effort and invest resources towards sustaining their relationship with the brand. That means symbolic benefit upgrades customer's readiness towards enduring their association with the brand.

H3- Experiential benefit has positive and significant effect on customer satisfaction

Experiential brand image benefits according to Park et al., (1986), are designed to fulfill the internally generated needs for stimulation and variety. Delgado-Ballester & Sabiote (2015), also stated that it is a benefit emphasizing on non-functional product characteristics such as brand-related stimuli (e.g. colors, shapes, slogans, background design elements, music). As Keller (1993), defines it, It is a benefits relate to what it feels like to use the product or service. Therefore, experiential brand image benefits are associated with the customer's sensation to utilize the product or the service.

2.3. Conceptual Framework

Some researchers' findings in their research pointed out that there is relationship among brand image and customer satisfaction. Chien-Hsiung (2011) and Yulianti & Tung (2013) mentioned that brand image had positive influence to customer satisfaction. Thus, based on the theoretical and empirical review of the study, the researcher drives the following conceptual framework.



Source: Researchers survey Based on the adaptation of Keller(1993) brand knowledge model.

Figure 2 Conceptual Framework

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design

The research design constitutes the blueprint for the collection, measurement, and analysis of data and research design is the plan and structure of investigation so conceived as to obtain answers to research questions. According to Saunders, Lewis and Thorn hill (2000 as cited by Farahadi (2009) classified the research design as exploratory, descriptive and explanatory. Accordingly, exploratory research does not have a formalized set of objectives, sample plan, or questionnaire. The authors further defined exploratory research as a design which has primary objective to insight in to and understanding of problem situation and descriptive research as type of research that has a purpose to describe something. Moreover, if the research is considered with learning of why (i.e. how one variable produce changes in another) the research is said to be explanatory. The purpose of this study is to explain the effect of brand image benefits on customer satisfaction. An explanatory research goes beyond description and strives to explain the cause for the occurrence that the descriptive study only observed. When the focus is on cause-effect relationships, the study can be explanatory explaining which causes produce which effects Yin (1994).

3.2. Research Approach

Creswell (2003) classified scientific research approaches into three: quantitative, qualitative, and mixed research. Quantitative research is an approach for testing objective theories by examining the relationship among variables, which can be measured and analyzed using statistical procedures. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Whereas, mixed research approach involves collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a single study Creswell (2014). The quantitative research is critical to show the cause and effect relationship between dependent and independent variables. To address the research question and investigate the cause and effect relationship between brand image benefits and customer satisfaction the study employed mixed type of research approach.

3.3 Target Population

All the items under consideration in any field of inquiry constitute a population. According to Sekeran (1992), a population is “the entire group of people, events, or thing of interest that the researcher wishes to investigate”. The target populations of the study are the final customers of the company.

3.4 Sample Size determination

The sample size for this study was determined by using the estimation formula developed by Cochran (1963, p.75). The reason for choosing this formula is that the population of customers is infinite. Accordingly, the sample size for customers is computed as follows:

$$n = \frac{z^2(p)(q)}{e^2}$$

Where:

- n- Sample size
- z- Standard deviation given a corresponding confidence level of 95%
- p- Estimated proportion of incidence (success rate = 0.5)
- q- (1 –p) or assumed failure rate (0.5)
- e- Proportion of sampling error or error margin in a given situation (5%)

$$n = \frac{z^2(p)(q)}{e^2} = \frac{(1.96)(0.5)(0.5)}{(0.05)^2} = 385$$

3.5 Sampling technique

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are two types of sampling techniques divided as probability and non-probability.

Probability sample is a sampling procedure in which each element of the population has a fixed probabilistic chance of being selected for the sampling. This requires not only a precise definition of the target population, but also a general specification of the sampling frame (Malhotra 2005). It includes samples based on simple random sampling, systematic sampling, stratified sampling, cluster/area sampling (Kothari, 2004). In contrast, non-probability does not use chance selection procedure, but rather rely on the personal judgment of the researcher. As to Kothari (2004, p.15), “non-probability samples are those based on convenience sampling, judgmental sampling and quota sampling techniques. Convenience sampling is technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Anol 2012).

Thus, the study used non probability sampling technique which is convenience sampling technique because the population is too large and it is impossible to include every individual and the respondents are included based on their convenient accessibility and proximity to the researcher.

3.6 Data sources

Basically, there are two types of sources of data: Primary and secondary sources of data. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Secondary data are data that are collected for some purpose other than the problem at hand. In the course of analyzing the problems, both primary and secondary data collection procedures will be employed.

3.7 Methods of Data Collection

Questionnaire is one of the most important research instruments and for collecting primary data, a structured close ended questionnaire was used as a primary source of data in this study. The questionnaire employed for this study was arranged into a five-point Likert scale ranging from 1 for “Strongly Disagreed” to 5 for “Strongly Agreed”. The questionnaire is made up of two sections. The first section is made up of general information questions aimed to capture information related to customers of Ethio telecom. The second section is comprised of questions aiming to address the basic research questions headed by three constructs, functional, symbolic and experiential as independent variables and customer satisfaction as the dependent variable.

The questionnaires drafted in English language were translated into Amharic language by one of legally operating translation offices since they have the experience and proficiency in translation. The Amharic version of the questionnaire was intended for those respondents who have low proficiency in the English language.

3.8 Data Analysis and interpretation Methods

The primary information for this research was collected with the help of questionnaire and to make a thorough analysis of the responses from the sample population. Following to the data collection, the researcher had been entered data to and analyzes it by the use of statistical package for social science (SPSS version 20). Both descriptive and inferential statistics were applied in the analysis of the data.

Firstly, descriptive statistical tools are used in the data analysis to summarize the demographic characteristic of respondents. Particularly, descriptive statistical tools such as frequencies, percentages, mean, standard deviations, and cross tabular presentation that helps the data to be as accurate as possible are employed in order to describe and interpret the demographic and other related information of the respondents. Cronbach's Alpha tests were used to assure reliability of the items. Pearson correlation analysis was made to see the relationship between independent variables and the dependent variable. In addition, multiple linear regression analysis of all the variables was studied to investigate how the independent variables have influence on the dependent variable.

The regression equation or model specification for the effect of brand image benefits on customer satisfaction in the case of Ethio telecom.

$$Y_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \Sigma$$

Where, Y= Customer Satisfaction

α = Y intercept/constant

β_1 = Coefficient of Functional Benefit

β_2 = Coefficient of Symbolic Benefit

β_3 = Coefficient of Experiential Benefit

X1= Functional Benefit

X2= Symbolic Benefit

X3 = Experiential Benefit

Σ = sum of residuals or error terms

3.9 Validity and Reliability

3.9.1 Validity

Validity: According to Field (2009), validity evidence that a study allows correct inferences about the question aimed to answer or that a test measures what it set out to measure conceptually. Saunders et. al.,(2003), also defines validity as the extent to which data collection method or methods accurately measure what they were intended to measure. Which means it is to check that the questions evaluate what it is planned to measure. This study utilized content validity that is the extent to which the measurement device, which is the questioner, provides adequate coverage of the investigative questions Saunders et. al., (2009). Content validity of the measurement instrument was confirmed as per the literature reviewed related to the subject .The advisor of this research also verified the appropriateness of the questions and the scales of measurement.

3.9.2 Reliability

Reliability refers to consistency. For a questionnaire to be valid, it must be reliable (Saunders et. al., 2009). Reliability is a means that a measure or a questionnaire should consistently reflect the construct that it is measuring (Field, 2009). A reliability test has been carried out on the questionnaire using the Cronbach's alpha test. It is a coefficient of reliability used to measure its consistency of the scale; it represents as a number between 0 and 1. According to Field (2009) scales with coefficient alpha between 0.6 and 0.7 or higher are considered adequate to determine reliability.

Table 3.1 Reliability Analysis of the Variables

Variables	No. of Items	Cronbach's alphas
Functional Benefit	5	.847
Symbolic Benefit	5	.714
Experiential Benefit	5	.837
Customer satisfaction	5	.814
Reliability	20	.859

Source: Own result (2021)

As it is shown on, the above (*Table 3.1*) the alpha coefficients of dependent and independent variables was conducted and found to be more than 0.70. Hence, it can be concluded that all the items in the measurement instrument are internally consistent.

3.10 Ethical Consideration

The intention of this research is to explain for the respondents in the preliminary part of the questioner. Data were collected from voluntary participants and for confidentiality purpose; respondents was not required to write their names. Additionally the researcher guarantees that the responses are used for this research purpose only.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Data Presentation

4.1.1 Demography of respondents rate

The survey questionnaires had been distributed to customers of Ethio telcom in Addis Ababa. Out of the 385 distributed questionnaires, 68 were incomplete. Hence, a total of 317 complete questionnaires were being used for the study with 82.3 % response rate. Coding of data is necessary for transferring and editing data in SPSS. The questions and possible answers were corresponded in the order of the actual questionnaire and coded for further analysis using SPSS.

4.1.2 Descriptive Analysis

To provide a clear picture regarding the study participants' demographic characteristics and their responses for the given questionnaires, descriptive analyses of respondents' profile and their respective perceptions on brand image have been described below.

Table 4.1: Demographic Profiles of Respondents

		Frequency	Percent
Gender	Male	203	64.0
	Female	114	36.0
	Total	317	
Age	18-30	119	37.5
	31-40	107	33.8
	41-50	48	15.1
	More than 50	43	13.6
	Total	317	
Education Level	Certificate	85	26.8
	Diploma	108	34.1
	Degree	91	28.7
	Masters and above	33	10.4
	Total	317	
Occupation	Student	36	11.5
	Government employee	69	21.8
	Private employee	109	34.4
	Self-employee	73	23.0
	Retired	30	9.5
	Total	317	
Experience years) (in	< one year	36	11.4
	1 - 5 years	53	16.7
	6 - 10 years	92	29.0
	11- 15 years	77	24.3
	> 15 years	59	18.6
	Total	317	

Source: Own Survey (2021)

The analysis of the data collected revealed that male 203(64.0%) of respondents were male and the rest 114(36.0%) accounted for female counterparts. This implies that male respondents were relatively higher than female.

Regarding their age, 119(37.5%) was found within the range of 18-30 years followed by 107(33.8%) from 31-40 years. While those in the range of 41-50 years and >50 years accounted for 48(15.1%) and 43(13.6%) respectively. This implies that respondents within range from 31-40 years were relatively higher than other age groups.

Education status of respondents shows that 108(34.1%) were diploma holders followed by 91(28.7%) were degree holders. the rest 85(26.8%) and 33(10.4%) were certificate and masters

and above respectively. This implies that respondents that hold diploma were relatively higher than other educational status respondent groups.

Occupation shows that 109(34.4%) were private employee, 73(23.0%) were self-employee, 69(21.8%) were government employee, 36(11.4%) were student and 30(9.5%) were retired. This indicates that private employees are relatively higher than other occupation status respondent groups.

Regarding to experience with the company 92(29.0%) respondents have from 6-10 years of experience followed by 77(24.3%) have 11-15 years of experience next 59(18.6%) have more than 15 years' experience, 53(16.7%) 1-5 year and 36(11.4%) were less than one year experience. This indicates that regarding to experience with the company respondents from 6-10 years of experience were relatively higher than other groups.

4.1.3 Attributes of brand image

Customer satisfactions are influenced by Functional, Symbolic and Experiential brand image attributes. Likert scale was used to measure the contribution of attributes for customer satisfaction. On a five-point scale, respondents were asked to choose the number that best represented their point of view. The degree of agreement towards each attributes was set from 1 to 5 (where 5 is the highest/ strong agreement, and 1- is the highest/ strong disagreement). Accordingly, the translation of level ranking is analyzed based on the following criteria of customer satisfaction (Best, 1977). The mean scored value within the range of 1.00 – 1.80 is considered as the lowest satisfaction, 1.81 – 2.80 low satisfaction, 2.81– 3.40 average satisfaction, 3.41 – 4.20 good (high) satisfaction, and 4.21 – 5.00 mean very good (highest) satisfaction. The results of the analyses presented as follows.

4.1.3.1 Functional benefit

Referring Table 4.2, the respondents agreed that the brand easily accessible (mean 3.83), brand has all product that I want (mean 3.71) and count on products of the brand (mean 3.91). They neither agreed nor disagreed on that the brand provides good quality with affordable price (mean 2.79). However, they denied that the brand gives on- time service (mean 3.14). This implies that the company fails on providing quality service what customers expected with affordable price and giving right service at right time.

Table 4.2. Descriptive statistics of Functional Benefit

Descriptive Statistics			
	N	Mean	Std. Deviation
The brand is easily accessible	317	3.83	1.795
The brand has all products that I want	317	3.71	1.762
The brand gives me on-time service	317	2.79	1.766
The brand provides good service quality with affordable price	317	3.14	1.805
I can count on the products of this brand always working well	317	3.91	1.752
FUB	317	3.4751	1.39956
Valid N (listwise)	317		

Source: Own Survey (2021)

4.1.3.2 Symbolic Benefit

The results in Table 4.3 show that majority of respondents agreed on brand helps customers to connect with the rest of the world (mean 3.99). They neither agreed nor disagreed on believe the brand will be competitive in the market for the future (mean 3.34). On the other hand, they denied that the brand is leading adequately (mean 2.73), brand symbol come to mind quickly (mean 2.71) and feel confident (mean 2.79). It implies that the brand is not performing well regarding to customer awareness and makes customers to feel confident and trust to enhance customer brand image as well as customer satisfaction.

Table 4.3. Descriptive statistics of Symbolic Benefit

Descriptive Statistics			
	N	Mean	Std. Deviation
The brand is leading the telecom service adequately	317	2.73	1.783
The brand helped me to be connected to the rest of the world	317	3.99	1.275
The brand's symbol comes to my mind to quickly	317	2.71	1.848
I feel confident with the brand	317	2.79	1.755
I believe the brand will be competitive in the market for the future	317	3.34	1.605
SYB	317	3.1142	1.13793
Valid N (listwise)	317		

Source: Own Survey (2021)

4.1.3.3 Experiential Benefit

The results revealed that the respondents agreed that brand service dependable and have quality (mean 4.14) and the employees are willing and happy to give the service (mean 4.12). but respondents disagreed on the company provide adequate support all time (mean 2.79) and company have regular contact with customers (mean 2.78). It has an implication of the company lacks on support their customers and regular follow of customers to know their opinion regarding to the service provided by the company.

Table 4.4 Descriptive statistics of Experiential Benefit

Descriptive Statistics			
	N	Mean	Std. Deviation
The company provides adequate support at all time	317	2.79	1.839
The company have a regular contact with customers	317	2.78	1.748
This brand service is really dependable and have quality	317	4.14	1.576
The service is very secure and standard	317	3.40	1.818
The employees are willing and happy to give the service	317	4.12	1.419
EXB	317	3.4473	1.31377
Valid N (listwise)	317		

Source: Own Survey (2021)

However, they show their disagreement on overall service satisfaction

4.1.4 Customer Satisfaction

The results, Table 4.5, shows that the respondent agreed on there is difference between expected and perceived service (mean 3.56) and feel regret in using the service of the company (mean 4.00). But they were indifferent regarding the choose the company for future (mean 3.18) and knowledgeable staff to introduce (mean mean 2.57). It can be concluded that the overall customer satisfaction was found to neutral implying that the company brand image or the service given by the company in use requires improvement.

Table 4.5 Descriptive statistics of Customer Satisfaction

Descriptive Statistics			
	N	Mean	Std. Deviation
There is positive difference between expected and perceived service	317	3.56	1.459
I choose Ethio telecom for the future	317	3.18	1.454
The company staff is knowledgeable to introduce and explain all services that I want	317	3.26	1.282
Overall I am satisfied with the service	317	2.57	1.438
I feel regret in using product & services of the company	317	4.00	1.317
CUS	317	3.3123	1.05387
Valid N (listwise)	317		

Source: Own Survey (2021)

4.2 Inferential Analysis

4.2.1 Correlation Analysis

To examine the relationship between independent and dependent variable Pearson correlation was used to examine the relation between functional benefits, experiential benefits and symbolic benefits of brand image as independent variables and customer satisfaction as dependent variables. The calculated value of the correlation coefficient ranges from -1 to 1, where -1 indicates a perfect negative relation (the relationship is perfectly linear) and 1 indicates a perfectly positive relationship. A correlation coefficient of 0 indicates that there is no correlation (Kothari, 2004). As per the guideline suggested by Field (2009), the strength of relationship 0.1 to .29 shows weak relationship; 0.3 to 0.49 is moderate; >0.5 shows the strong relation between the two variables.

Table 4.6 Correlation Analysis of Variables

		Correlations			
		FUB	SYB	EXB	CUS
FUB	Pearson Correlation	1	.447**	.361**	.639**
	Sig. (2-tailed)		.000	.000	.000
	N	317	317	317	317
SYB	Pearson Correlation	.447**	1	.384**	.561**
	Sig. (2-tailed)	.000		.000	.000
	N	317	317	317	317
EXB	Pearson Correlation	.361**	.384**	1	.591**
	Sig. (2-tailed)	.000	.000		.000
	N	317	317	317	317
CUS	Pearson Correlation	.639**	.561**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	317	317	317	317

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

Source: Own Survey (2021)

Table 4.6 above indicates that the correlation between the benefits of brand image and customer satisfaction. The results of the relation test show that there is a strong and positive and significant relationship with customer satisfaction. Functional benefit ($r = 0.639$), Symbolic benefit ($r = 0.561$) and Experiential benefit ($r = 0.591$). It is concluded that all independent variables has positive relationship with the dependent variable.

4.2.2 Assumption Test for Regression Analysis

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent (Kothari,2004). It is also used to understand by how much each independent variable (functional benefits, experiential benefits and symbolic benefits) explain the dependent variables (customer satisfaction). An assumption such as normality, multicollinearity and linearity for regression analysis used in this study is discussed for the individual variables. In the following paragraphs, each assumption is explained.

4.2.2.1 Multi-Collinearity Test

Multicollinearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive power. When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. One should check for the problem of multicollinearity which is present if there are high correlations between some of the independent variables. The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model.

Table 4.7 multicollinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	FUB	.759	1.318
	SYB	.743	1.345
	EXB	.808	1.238

a. Dependent Variable: CUS
 Source: Own Survey (2021)

As can be seen from table above, regarding this study the tolerance level of all independent variables are greater than 0.1 and the VIF value of all the independent variables are also less than 10. This confirms the absence of multi-collinearity.

4.2.2.2 Normality Test

Normality is used to determine where the data set is modeled for normal distribution. To evaluate the normality graphical and statistical evaluation methods can be used. Graphically it can be evaluated using Histograms and normality plot. Statically it can be evaluated using two numerical measures of shape, which is skewness and kurtosis. To test the normality of residuals, we must look at the histogram and normal probability plot. The histogram should look like a normal distribution (a bell-shaped curve) Field, (2005).

Table 4.8 Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
FUB	317	-.729	.137	-.810	.273
SYB	317	-.006	.137	-.873	.273
EXB	317	-.270	.137	-1.177	.273
CUS	317	-.193	.137	-.403	.273
Valid N (listwise)	317				

Figure 3: Normal Point Plot of Standardized Residuals

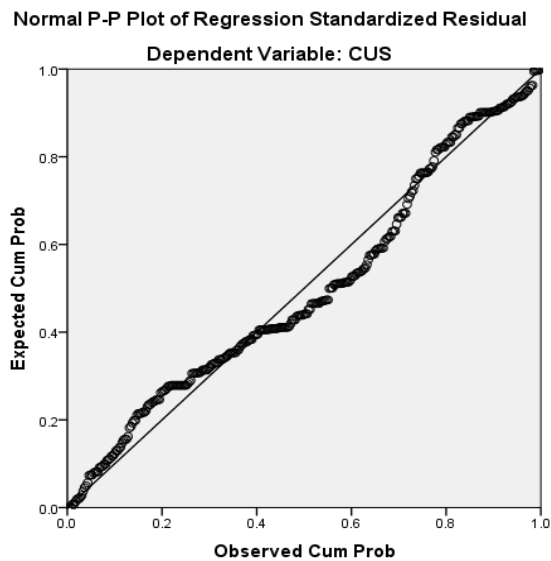
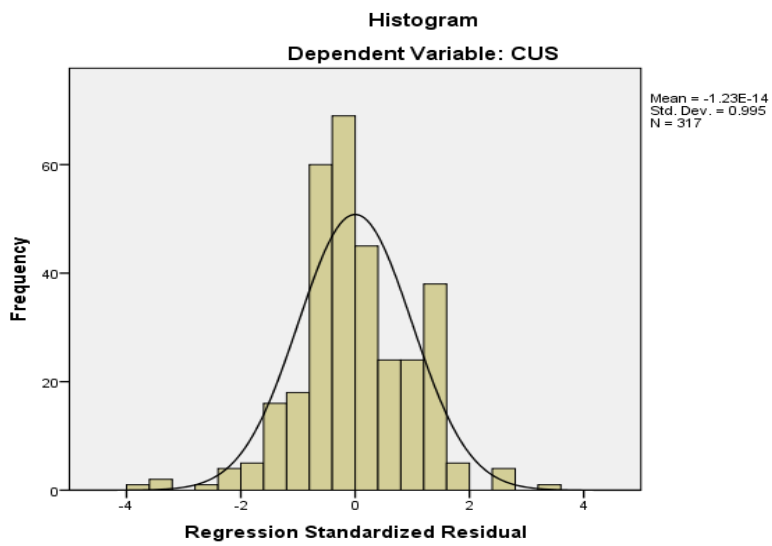


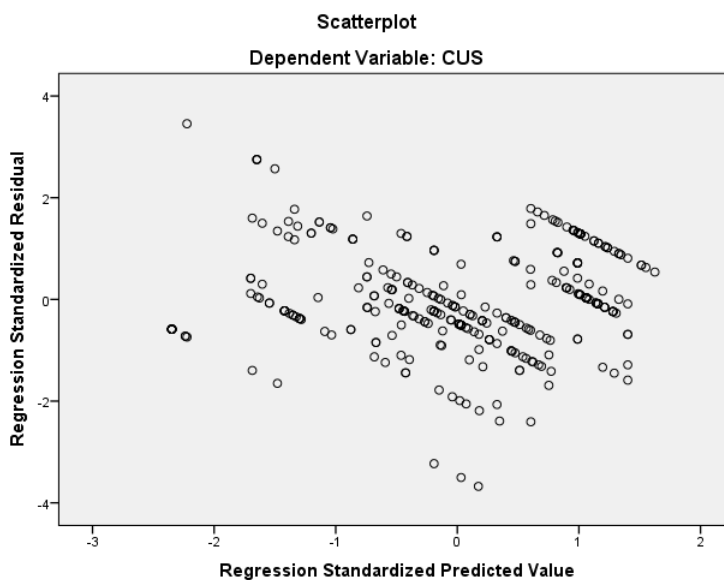
Figure 4: Frequency Distribution of Standardized Residuals



4.2.2.3 Linearity

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). Linearity means that there is a straight line relationship between the independent variable and the dependent variable. To test the linearity between brand image benefit and customers overall satisfaction the scatter plot of standardized residuals versus the fitted values for the regression models were visually inspected.

Figure 5: Frequency Distribution of Standardized Residuals



4.2.2.4 Multi-Regression Analysis

Multiple regression estimates the coefficients of the linear equation when there is more than one independent variable that best predicts the value of the dependent variable. Brand image benefit dimensions namely functional, symbolic and experiential benefits are the independent variables. It is also used to understand by how much each independent variable (functional benefits, experiential benefits and symbolic benefits) explain the dependent variables, customer satisfaction.

4.2.2.5 Model Summary

The dependent variable is the outcome, while the independent variables are the instruments; we have to achieve those outcomes with. Customer satisfaction was used as the dependent variable while (functional, symbolic and experiential benefits) were used as the independent variables.

Table 4.9 Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 ^a	.602	.599	.66762	1.836

a. Predictors: (Constant), EXB, FUB, SYB

b. Dependent Variable: CUS

Source: Own Survey (2021)

The model summary table shows an R-Square value is 0.602 which means that 60.2% of the customer satisfaction was explained by the variation of the three variables. Namely (functional, symbolic and experiential benefits). In other words, this means that 39.8% of the dependent variable i.e. customer satisfaction cannot be explained by these the three variables and that there must be other variables that have an influence on the outcome.

4.2.2.6 ANOVA

The ANOVA table shows if the regression model is significant. The significance value of this regression model is 0.000, which equals $p < 0.05$, and ‘F’ equals 158.138, which means that the model reaches statistical significance implying that the variation explained by the model is not due to chance.

Table 4.10 ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.453	3	70.484	158.138	.000 ^b
	Residual	139.509	313	.446		
	Total	350.962	316			

a. Dependent Variable: CUS

b. Predictors: (Constant), EXB, FUB, SYB

Source: Own Survey (2021)

4.2.2.7 Coefficient Matrix

The coefficient refers to the amount of change that the different independent variables contribute to customer satisfaction given that one unit change in the value of the independent variable.

Table 4.11 Coefficients

Coefficients^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.579	.133		4.364	.000
	FUB	.303	.031	.403	9.839	.000
	SYB	.228	.038	.246	5.946	.000
	EXB	.282	.032	.351	8.854	.000

a. Dependent Variable: CUS

Source: Own Survey (2021)

The table shows the constant, beta, and significance level of each variable. It indicates that the three variable which are functional, symbolic and experiential brand image benefits influence customer satisfaction significantly at 95% confidence interval with a sig. level of 0.000, 0.000 and 0.000 respectively.

The regression model of this study can now be properly written in an equation as follows:

$$CUS = .579 + 0.303 FUB + 0.228 SYB + 0.282 EXB$$

The regression model from the above table shows that keeping other variables constant, a one-unit increase in functional benefit will bring a 0.303 unit increase in customer satisfaction, a one unit increase in symbolic benefit will bring a 0.228 unit increase in customer satisfaction, a one unit increase in experiential benefit will bring a 0.282 unit increase in customer satisfaction. all independent variables have significant effect on customer satisfaction. Amongst the predictors, Functional benefit took relatively the highest value ($\beta = .303$) followed by Experiential benefit ($\beta = .282$) and Symbolic benefit ($\beta = .228$). Hypotheses related to all attributes of brand image were Accepted.

Table 4.12 Research Hypotheses

Alternate	Hypothesis	Result	Reason
H1	Functional benefit has positive and significant effect on customer satisfaction	Accepted	$\beta=0.303, p<0.05$
H2	Symbolic benefit has positive and significant effect on customer satisfaction	Accepted	$\beta=0.228, p<0.05$
H3	Experiential benefit has positive and significant effect on customer satisfaction	Accepted	$\beta=0.282, p<0.05$

4.3 Discussion

The findings revealed that Functional benefit ($\beta = .303$) has relatively the highest significant and positive effect on customer satisfaction. This research finding is consistent with previous studies such as Lahap, et.al, (2016), Lada et.al, (2018), Ibrahim(2014).

Next to Functional benefit, Experiential has also relatively higher positive and significant effect on customer satisfaction ($\beta = .282$). This result also consistent with Lada et.al, (2018) in their findings mentioned that experiential benefits are the most significant predictor towards satisfaction.

Finally, Symbolic benefit ($\beta = .228$) has also positive and significant effect on customer satisfaction. The research finding by Thakur & Singh (2012) explained that experimental brand image benefits have positive and significant relationship with customer satisfaction.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Major Findings

This study examines the effect of brand image benefit on customer satisfaction: The case of Ethio Telecom. The result shows that 64.0% respondents were male. In terms of the age category of the respondents, 37.5% of respondents' age categorized under a range of 18-30 years. In terms of occupation 34.4% were private employee. In terms of experience of the respondents as customer, 29.0% range in 6-10 years.

Based on the research question of the study 20 items were provided in a 5-point Likert scale to the respondents. The gathered data were analyzed by inferential analysis using descriptive and inferential statistics. It considers three variables as independent. The analyses had been done based on the primary data collected through self-administered questionnaires from a total of 317 respondents.

Functional benefit

- Majority of the respondents are strongly believed that Brand easily accessible (mean 3.83) and count all products of the brand (mean 3.91).
- Functional benefit has positive and strong relation with customer satisfaction ($r = 0.639$) and relatively highest significant effect on customer satisfaction ($\beta = .303$).

Symbolic benefit

- Majority of respondents agreed that brand help to be connected to the rest of the world (mean 3.99).
- Symbolic benefit has positive and strong relation with customer satisfaction ($r = 0.561$) and relatively highest significant effect on customer satisfaction ($\beta = .228$).

Experiential benefit

- Majority of respondents agreed on service dependable and have quality (mean 4.14) and employee willing and happy to give service (mean 4.12)
- Experiential has positive and strong relation with customer satisfaction ($r = 0.591$) and relatively highest significant effect on customer satisfaction ($\beta = .282$).

Pearson correlation analysis indicates that each independent variable against each dependent variable correlation was analysed. These correlation analysis result shows that all independent variables individually have strong positive correlation with customer satisfaction.

Multiple linear regression analysis was carried out to determine the extent to which the predictor variables contributed for customer Satisfaction. Model summary indicates that brand image attributes is accounted 60.2 % of customer satisfaction. The variation of analysis (ANOVA) analysis confirmed a goodness of fit between brand image attributes and customer satisfaction with $P < 0.05$.

Regarding the comparison of their effect on the construct, beta values were analyzed. The results revealed that all attributes had positive and significant effect on the customer satisfaction, Functional benefit had highest influence ($\beta = .303$) followed by Experiential benefit ($\beta = .282$) and Symbolic benefit ($\beta = .228$).

5.2 Conclusions

On the basis of the major findings of this study, it revealed clear links between brand image attributes and customer satisfaction that helps to deeply understand the relationship and interaction between them. The findings support the assumption that brand image attributes can enhance the experience of customer's expectation for longer period and in turn increase repetitive use of the service. In these regards, the brand image attributes in terms of functional, symbolic and experiential benefit have significant and positive effect on customer satisfaction.

Functional benefit was found to be the first significant variable of Ethio telecom customer has significant effect on satisfaction of customers. Easily accessible brand and all products wanted have significant impact on satisfaction of customers.

Experiential benefit was the second factor influencing customer satisfaction. Consumers understand Ethio telecom has good implementation in providing dependable service, secure and standard service and willing employee.

Lastly, Symbolic benefit has significant effect on customer satisfaction Brand help its customers to connect with the world, this indicates that symbolic benefit has significant impact on customer satisfaction of Ethio telecom.

At the beginning, it was hypothesized that all the three brand image attributes have significant and positive effect on customer satisfaction. After the analysis was done, the major attributes, their significant causal relationship and level of effect on customer satisfaction were identified in the Ethio telecom. This study also found out that among the three brand image benefits, functional brand image benefit has been the most valued variable for customers followed by experiential and symbolic benefit. Thus, all the three proposed hypotheses were supported.

5.3 Recommendation

Based on the findings of the study and conclusions made, the following points are forwarded as recommendations so that Ethio telecom can enhance the return it gains from brand image practices it experiences to improve customer satisfaction.

- ❖ The company emphasis the improvement of brand image that will help building and supporting positive relationships with its customers and segment customers by their impact on the collection of premium and treat them as required.
- ❖ The management should give on time service as well as provides good service quality with affordable price will result in the development of a strong brand image to increase satisfaction level of customers.
- ❖ The company could periodically review the status or the level of customer satisfaction giving adequate support all time is advisable for its profitability.
- ❖ Work on creating good brand symbol to make customers easily recall comes to mind this enhance customers to feel confident.
- ❖ The company make sure that its brand image is more familiar to existing customer and especially to new potential customers through different means of advertising it helps to understand Ethio telecom was leading the telecom service adequately.
- ❖ As brand image and customer satisfaction have strong correlation among each other, it is advisable to give pay attention to them because they will be used for comparative advantage.
- ❖ As the effect of brand image on customer satisfaction is positively significant, the company would strength the status of it brand in order to enhance its market share.
- ❖ It is important for the company to measure customer satisfaction time to time in order to analyze their product, services, and brand image of the product from the customer point of view for a satisfied customer would recommend the product and services to other potential customers.

5.4 Further Research

As this research was confined to Ethio telecom other interested researcher may conduct research on customers by using conclusions above. In addition, the future research may also be directed to analyse the effect of brand image on customer satisfaction of bank, manufacturing and service industries by adding other dimensions of brand image benefits to overcome the short coming of this study.

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APPENDICES

ANNEX-I

St. MARY'S UNIVERSITY

SCHOOL OF BUSSINES

DEPARTEMENT OF MARKETING MANAGEMENT

Questionnaires to be filled by Customers of ethio telecom

Dear Respondents;

This questionnaire is developed by a graduating student for the in partial fulfillment of the requirements for the award of Master of Arts degree in marketing management. The purpose of this study is strictly academic and any information that you provide for the study will be kept strictly confidential. The research focuses on ethio telecom with the research title “The effect of brand image benefit on customer satisfaction: The case of Ethio Telecom ”. Hence, to gather information, I kindly seek your assistance in responding to the questions listed below. Your cooperation and prompt response will be highly appreciated. I thank you for providing me with the information that is necessary and important for my research by taking a little of your precious time!!

N.B:

- Writing your name or any identification is not necessary
- Put “√” for your choice in the box provided

Part I: General Information of Respondents

1. Gender

Male Female

2. Age

18-30 31-40 41-50 More than 50

3. Educational level

Certificate Diploma Degree Master or higher

4. Occupation

Student Government employee Private employee Self-employee
Retired

5. For how many years have you been contacting with the company?

< One year 1-5 years 6-10 years 11-15 years >15 years

Part II: Questions Directly Related with the Study

Respondent's level of agreement on the issues below: This part is kindly requires you to express your view on the issue being asked appropriately; 5 = Strongly Agree, 4=Agree, 3= Neutral, 2= Disagree, 1 = Strongly disagree.

No.	Items	(1)	(2)	(3)	(4)	(5)
Functional Brand Image Benefits						
1	The brand is easily accessible					
2	The brand has all products that I want					
3	The brand gives me on-time service					
4	The brand provides good service quality with affordable price					
5	I can count on the products of this brand always working well					
Symbolic Brand Image Benefits						
6	The brand is leading the telecom service adequately					
7	The brand helped me to be connected to the rest of the world					
8	The brand's symbol comes to my mind to quickly					
9	I feel confident with the brand					
10	I believe the brand will be competitive in the market for the future					
Experiential Benefits						
11	The company provides adequate support at all time					
12	The company have a regular contact with customers					
13	This brand service is really dependable and have quality					
14	The service is very secure and standard					
15	The employees are welling and happy to give the service					
Customer Satisfaction						
16	There is positive difference between expected and perceived service					
17	I choose Ethio telecom for the future					
18	The company staff is knowledgeable to introduce and explain all services that I want					
19	Overall I am satisfied with the service					
20	I feel regret in using product & services of the company					

Finally, If you have further comments please indicate in the space provided below.

የቅድስት ማርያም ዩኒቨርሲቲ

ቢዝነስ ት/ቤት

የማርኬቲንግ ማናጅመንት ዲፓርትመንት

በኢትዮ ቴሌኮም ደንበኞች

የሚሞላ መጠይቅ

ውድ መላሽ:

ይህ መጠይቅ የተዘጋጀው በ ማርኬቲንግ ማናጅመንት የሁለተኛ ዲግሪ ተመራቂ ተማሪ ሲሆን መጠይቁ የተዘጋጀው የድርጅቱን የንግድ ምልክት አሰራር በደንበኞች የአገልግሎት እርካታ ላይ ያለውን ጥቅም ለማጥናት ነው። የጥናታዊ ፅሁፍ ውጤት በድርጅቱ ዙሪያ ችግሮችን በመፈለግ የመፍትሄ ሀሳቦችን ለመስጠት ነው። በሚሰጡት መረጃ እንዲተማመኑ እየጠየኩ የሚሰጡትም መረጃ ለትምህርታዊ አገልግሎት ብቻ የሚውል መሆኑን እገልጻለሁ።

መመሪያ

- ስምዎንም ሆነ ሌላ የግል መረጃ መጻፍ አያስፈልግም
- ምላሽዎን በተሰጠው ሳጥን ውስጥ የራይት ምልክት ያድርጉ።

ምዕራፍ አንድ- አጠቃላይ መረጃ

1. ያታ

ወንድ ሴት

2. እድሜ

18-30 31-40 41-50 50 በላይ

3. የትምህርት ደረጃ

10/12 ያጠናቀቀ ሰርተፊኬት ዲፕሎማ ዲግሪ ማስተርስ እና ከዚያ በላይ

4. ስራ

ተማሪ የመንግስት ሰራተኛ የግል መስሪያቤት ሰራተኛ የግል ስራ ጡረታ

5. ለስንት አመታት የኢትዮ ቴሌኮም አገልግሎትን ተጠቅመዋል?

ከ አንድ አመት በታች ከ 1-5አመታት ከ6-10አመታት ከ11-15አመታት

ከ 15 አመታት በላይ

6. የኢትዮ ቴሌኮም አገልግሎትን እንዴት ያዩታል?

በጣም አርኪ አርኪ መካከለኛ የማይረካ በጣም የማይረካ

ምዕራፍ ሁለት፡ ከጥናቱ ጋር በቀጥታ የሚያያዙ ጥያቄዎች

ከታች የተዘረዘሩትን ጥያቄዎች 5. በጣም እስማማለሁ 4. እስማማለሁ 3. ገለልተኛ 2. አልስማማም

1. በጣም አልስማማም በማለት ይመልሱ።

መመሪያ፡ በሰንጠረዥ ዉስጥ የራይት ምልክት ያስቀምጡ።

ተ.ቁ	ዝርዝር ጥያቄዎች	1	2	3	4	5
ተግባራዊ ጥቅሞች (Functional Benefits)						
1	የድርጅቱ ደንበኛ በመሆኔ የምፈልገውን አገልግሎት በቀላሉ አገኛለሁ					
2	በድርጅቱ የምፈልጋቸው አገልግሎት ሁሉ አለው ብዬ አምናለሁ					
3	ድርጅቱ ወቅቱን የጠበቀ እና ቀልጣፋ አገልግሎት ይሰጣል					
4	ድርጅቱ በተመጣጣኝ ዋጋ ጥራት ያለው አገልግሎት በመስጠት ላይ ነው					
5	በድርጅቱ አገልግሎት የደህንነት ስሜት ይሰማኛል					
መገለጫዊ ጥቅሞች (Symbolic Benefits)						
6	ኢትዮ ቴሌኮም ገበያውን በ ጥሩ መልኩ በመምራት ላይ የሚገኝ ድርጅት ነው					
7	የድርጅቱ ደንበኛ በመሆኔ ከሌላው አለም ጋር በቀላሉ እንድቀላቀል አግዘኛል					
8	የድርጅቱ የንግድ ምልክት በቶሎ ወደ አእምሮዬ ይመጣል					
9	የኢትዮ ቴሌኮም ደንበኛ በመሆኔ በራስ መተማመኔን አሳድጎታል					
10	ኢትዮ ቴሌኮም ወደፊት ከሚመጡት ድርጅቶች ጋር ተወዳዳሪ መሆን ይችላል ብዬ አምናለሁ					
ተሞክሮአዊ ጥቅሞች (Experiential Benefits)						
11	ድርጅቱ ለደንበኞቹ ሁል ጊዜ በቂ ድጋፍ/አገልግሎት ይሰጣል					
12	ድርጅቱ ከደንበኞች ጋር በየጊዜው ግንኙነት አለው					
13	የድርጅቱ አገልግሎት ሁልጊዜ ደረጃውን የጠበቀና ጥሩ ነው					
14	ድርጅቱ የሚሰጠው አገልግሎት አስተማማኝ ነው					
15	የድርጅቱ ሰራተኞች አገልግሎት ሲሰጡ ደስተኛ ሆነው ነው					
የደንበኛ እርካታ (Customer Satisfaction)						
16	በድርጅቱ የሚያገኙት እና የሚጠብቁት አገልግሎት መሃል ልዩነት አለ					
17	ይህን ድርጅት ወደፊትም የምመርጠው ነው					
18	የድርጅቱ ሠራተኞች ድርጅቱ ስለሚጠሰጠው አገልግሎት ለማስተዋወቅም እንዲሁም ለማብራራት በቂ እውቀት አላቸው ብዬ አምናለሁ					
19	በአጠቃላይ ድርጅቱ በሚሰጠው አገልግሎት እርካላለሁ					
20	የድርጅቱን ምርት እና አገልግሎት ስጠቀም ምንም ቅሬታ የለኝም					

ተጨማሪ ሀሳብ ወይም አስተያየት ካለዎት እባክዎን ከታች በተሰጠው ቦታ ላይ ይግለጹ።

ANNEX- II: Reliability Statistics and Tests

Scale: Functional Benefit Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	317	100.0
	Excluded ^a	0	.0
	Total	317	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.847	5

Scale: Symbolic Benefit Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	317	100.0
	Excluded ^a	0	.0
	Total	317	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	5

Scale: Experiential Benefit Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	317	100.0
	Excluded ^a	0	.0
	Total	317	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.837	5

Scale: Customer Satisfaction Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	317	100.0
	Excluded ^a	0	.0
	Total	317	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5