



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**EFFECT OF AFTER-SALES SERVICES ON CUSTOMER
SATISFACTION: THE CASE OF WANZA FURNISHING
INDUSTRY P.L.C.**

By

**BINIYAM TESHAYE KEBEDE
SGS/0142/2012A
Advisor: Dr GetieAndualem(phD)**

**February, 2022
Addis Ababa**

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**A Thesis Submitted to St. Mary's University, School of Graduate
Studies in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration (General MBA Concentration)**

**February, 2022
Addis Ababa**

**ST. MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
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Declaration

I, Biniyam Tesfaye kebede, declare that this research paper entitled “Effect of after sales service on customer satisfaction in Wanza furnishings industry” under the guidance of Dr. Getie Andualem is my original work and has not been used by others for any other requirements in any other universities and all sources of information in the study have been appropriately acknowledged.

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St Mary's university, Addis Ababa

February, 2022

Abstract

The purpose of this research report is to investigate the effect of after-sales service on customer satisfaction in Wanza furnishings industry. It evaluates the impact of after sales service on customer satisfaction by taking installation, maintenance and repair, training and online support as research variables. The sample frame for the research was customers of Wanza furnishings industry. A total number of 44 customers including the general manager were surveyed using structured questionnaires and interview. A purposive sampling technique was used to select the sample from the sample frame. Additionally, explanatory research design was implemented to correlate the dependent and independent variables of the research concept. The data collected were analyzed using descriptive analysis, Pearson's Correlation coefficient and multiple regression analysis. The findings of the study indicates that after sales service stimulate interest in customers satisfaction. These findings contribute to the literature relating to after sales service and have marketing implications for those who use after sales service components mainly and helpful for increasing customers satisfaction. Additionally, it gives insight for Wanza furnishing industry in order to increase customer's satisfaction by effectively delivering after sales programs.

KEY WORDS: After-sales service, customer satisfaction

Acknowledgements

I would like to first and foremost express my profound thanks to the Almighty God for His protection, mercies and grace that has enabled me to successfully complete this work. Without God, I wouldn't have come this far in this project.

My profound thanks also go to my advisor Dr. GetieAndualem who in spite of his busy schedules found a sufficient time to share, hugely impacted and advised me on this study with his helpful review, comment, suggestion and motivation throughout the process of completing my thesis.

My sincere gratitude also extends to all who in diverse ways assisted me to successful accomplish throughout my MBA journey.

BiniyamTsfaye

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CHAPTER ONE

1.1 Background of the Study

In recent years, the issue of after-sales service in business transactions and its relation with customer satisfaction has been the center of enquiry for different scholars. After-sales service refers to all the activities performed by a company to its customers following a business transaction. It is sometimes regarded as one integral part of the whole transaction whereas some consider it as consequent activity after the completion of transactions. After-sales services, for a high-margin businesses, accounts for a large chunk of corporate profits considering its instant effect on customer satisfaction. As business environment is becoming more dynamic and competitive, it's the responsibility of every manager to setup an after-sale service that focuses on customers to fully leverage from their transactions.

Customer Satisfaction is a measure of how products and services provided by a company meet or surpass customer expectation. Nowadays, mere products cannot satisfy customers' expectation; customers demand instant after sales service as well. Customer satisfaction largely depends on how customers are treated before, during and after the sales is made, along with product or service utility. According to Posselt and Eitan (2005), improved customer satisfaction will lead to improved customer, which will eventually improve profit. In order to satisfy our customers, we have to focus on effective customer services to meet their needs. Kotler (2002) stated, selling process should go beyond the delivery of goods and services and there should—up “be that step “follow a company should apply to ensure customer satisfaction and repeat business to make sure that there was proper installation, instruction and service.

The relationship between After-sales services and customer satisfaction is more direct and inevitable as customers expect better assistance for their product or service utility. According to Ehinlanwo and Zairi (1996), delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service. Potluri and Hawariat (2010) shows that the offerings in product design, technology and price are

becoming increasingly difficult to differentiate products as a result, companies have to provide after sale service for their customers to better influence their product preference. However, in the case of our country, what the principle says and the reality differs in terms delivering after-sales services to customers. Most of the time, it is common to hear words like "sold goods could not be returned" from small shops and supermarkets to manufacturing businesses that the relationship between buyers and sellers cease after the delivery of goods or services.

In the case of furniture manufacturing industry, the common after-sales service provided is a delivery service of sold products to preferred destinations. Besides that, it is uncommon to hear services such as on-point consultations, installation and maintenance and repair irrespective of the size of the transaction. According to scholars from marketing discipline, lack of such services or their improper implementation will affect customer satisfaction and it will have its implication on the future profit margin.

Hence, the purpose of this research report is to examine the effect of after-sale service components, such as installation, maintenance and repair, training and online service, on customer satisfaction in the case of Wanza furniture manufacturing by thoroughly testing and analyzing the magnitude of their relationship. In addition, a recommendation has been forwarded to Wanza management on implementation of such services depending on their implication on customer satisfaction.

1.2 Statements of the Problem

As Smith (2007) shows customer satisfaction is critical to any product or service, because it is a strong predictor of customer satisfaction and product repurchase. On the other hand,

According to Lin (2009), only 4 percent of dis-satisfied customers complain, and eventually one dis-satisfied customer tells nine other people about the problem.

According to Gandhi (n.d), a customer is the most important visitor on our premise; we are dependent on him/her. He/she is not an interruption in our works; he/she is the purpose of it. We are not doing him/her a favor by serving him/her; he/she is doing us a favor by giving us an opportunity to longer enough to satisfy customers. We must delight them.

Hence, customer satisfaction plays an important role for the success and continuous existence of the company. Ehinlanwo and Zairi (1996) shows that the offerings in product design, technology and price are becoming increasingly difficult to differentiate products. There is an increasing competition in the furniture market combined with rapid development of new customer has increased the focus on enhancing the customer relationship. As the nature of furniture products is highly vulnerable to technical problems, effective after sale service is very essential in order to attract new customers and retain existing customers.

As it is known, after sale service is not familiar in Ethiopia and Wanza furnishings industry doesn't have a well-organized after sales service and also many companies that have after sale services did not conduct a research on after sale service and its effect on customer satisfaction, and the implication of not having after sale service was not investigated.

According to the preliminary assessment conducted by the researcher, there are no prior studies carried out by other scholars on the topic of this research by solely focusing on the Ethiopian furnishing industry. Hence, it exist a demand to conduct a new enquiry on the relation between after-sales service and customer satisfaction by at least considering one furnishing company from the industry. Therefore, the purpose of this study is to fill this research gap by providing a holistic insight on the impact of after-sale service on the overall satisfaction of customers in the case of Wanza furnishing industry.

1.3. Research Questions

This study is expected to answer the following basic research questions: -

1. What are components of after sale services offered in the Furniture industries?
2. Which of the components of after sales service significantly affect customer satisfaction Wanza furnishings industry Plc?
3. Does after sales service have a relationship with customer satisfaction in Wanza furnishings industry plc?

1.4. Objective of the Study

1.4.1 General Objective

The general objective of this study is to investigate the effect of after sales service on customer satisfaction in Wanza furnishings industry.

1.4.2 Specific Objectives

This research is designed:

- To point out the components of after sale services offered in the Furniture industries.
- To analyze whether after sale services like training and online support offered by Wanza furnishings industry plc have an effect on customer satisfaction.
- To examine whether there is a relationship between customer satisfaction and after-sale service on Wanza furnishings industry plc.

1.5 Significance of the Study

This study was significant in the improvement of customer satisfaction regarding after sales service in Wanza furnishings industry plc. This study was also relevant to companies in the furniture industry to determine the various factors that influence the consumer's satisfaction towards after sales service to enable them adjust their strategies. The outcomes of the study help Wanza furnishings industry plc strength and weakness of its after sales service so that it can improve and refine its strategy. And its significance to the researcher is in order to apply what is learned in the present year and the researcher believes that this study would be used as foot step and also a reference for another researcher.

1.6 Scope of the Study

In order to conduct the research manageable, the researcher focuses its scope on theoretically, methodologically, and geographically.

- **Geographically;** Due to a shortage of time and budget, the study only focuses in Addis Ababa.

- **Methodologically;** the researcher uses use mixed methodology that is both quantitative and qualitative research in which quantitative approach will allow the researcher to establish the strong relationship between variables and the qualitative research will allow the researcher to explore the reasons for those relationships.
- **Theoretically;** After-sales service is any service provided after a customer has purchased a product. After-sales support may be provided by a retailer, manufacturer, or a third-party customer service or training provider. The after-sales service considered in this study includes support regarding Installation, Maintenance and repair, Training and Online support. After-sales support may also be considered to be part of a company's overall marketing strategy.

1.7 Limitation of the study

The researcher come across a number of challenges which have due impact on the study. Among these: lack of recently published books and references on the specific topic of study. In addition, there is a fear in the researcher that is, some of the customers Wanza Furnishing Industry plc will not provide well-organized information about Wanza Furnishing Industry plc and mainly Wanza Furnishing Industry plc fear that it will have a negative impact on the on the company

1.8 Organization of the Study

This research report was categorized into five chapters. The first chapter concentrated on introductory parts of the paper that mainly pinpoints the statement of the problems and objective of the study. The second chapter provided related literature review with specific emphasis to theoretical, methodological and empirical aspects. The third chapter dealt with research methodology and design. The fourth chapter will focus data presentation, analysis and interpretation, the fifth chapter includes research report conclusions and further recommendations made by the researcher.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature Review

2.1.1. Customer Behavior and Customer Satisfaction

According to Singh (2006), customer satisfaction does have a positive effect on an organization's profitability. The consequences of not satisfying customers can be severe. Dissatisfied consumers can decide to discontinue purchasing the good or service and complain to the company or to a third party and perhaps return the item or engage in negative word-of-mouth communication. On the other hand, Potluri and Hawariat (2010) stated as customer satisfaction is a direct determining factor in customer, which, in turn results; -

- ❖ increased purchases of the existing product
- ❖ Cross-purchase of your other products
- ❖ Price premium due to appreciation of your added-value services
- ❖ Reduced operating cost because of familiarity with your service system.
- ❖ Positive word-of-mouth in terms of referring other customers to your company.

2.1.2. After Sale Service

2.1.2.1. Definition of after sale service

According to Adrian, et al. (1995) in today source of competitive advantage is the way we serve customers. In recent years, more and more organizations focus their attention on retaining existing customers rather than attracting new ones.

According to Kotler (2002), attracting a new customer is five times greater than the cost to keep a current customer happy. Gaiardelli, et al. (2007) define after sale service as those activities taking place after the purchase of the product and devoted to supporting customers in the usage and disposal of the goods to make them loyal. While according to Rigopoulou, et al. (2008) after-sales services are often referred to as "product support the product-centric transaction. Furthermore, as stated in Potluri and Hawariat (2010) the term -sales "after services" has been two approached broad perspectives.

When referring to service providing companies, after-sales services are being treated as one among several supplementary service elements provided. On the other hand, when referring to tangible goods, they are mostly seen as operative activities of some or all members of the distribution chain.

2.1.2.2. Objectives of after sale service

According to Loomba (1998), the main objective of the after-sales is to keep the customer satisfied through trust, credibility and sense of security conveyed by the organization, and building lasting relationships that contribute to increased performance for sustainable results. Forooz and Rostami (2006) have shown after sale service advantages like: -

- Competitive advantage
- Customer satisfaction
- Long- term customer relationship, customer retention and
- New product success and development
- High profit Differentiation
- Branding

According to Potluri and Hawariat (2010), delivery of after-sales service is becoming increasingly critical as businesses do everything in their power to be more cost-effective, boost profit margins, and meet customer demand for a product or service.

However, most of the business organizations are not aware about the after-sales service factors and its impact towards the customer satisfaction. Failing to realize the importance of the factors can lead to a disastrous and threatening business relationship. This may lead dissatisfied customers switch to a competitor or the company lose potential for new customers due to negative word-of-mouth effect. Hence, every business should know the objective and importance of having after sale service and implement it to satisfy customers and make them loyal.

2.1.2.3. Components of after sales service

Goffin (1999) explains seven elements of after sale support which must be provided to customers over the working lifetime of product as follows.

- ❖ **Installation:** - for many products the first element of product support following the sale is installation. This is usually performed for complex product or where personnel from the manufacturing company or their representatives involve safety issues.
- ❖ **User training:** - the complexity of some type equipment necessitates that manufacturers provide good training for users. Many computers based and complex products include functions that help users learn to use them more efficiently.
- ❖ **Documentation:** - most products have some form of documentation and industries such as medical electronics plays key role. Typical form of documentation covers equipment operation, installation, maintenance, and repair. Good documentation can lead to lower support cost
- ❖ **Maintenance and repair:** - maintenance and repair are an important element of product support, which has required companies to invest significant resource. Preventive maintenance is undertaken to clean, refurbish or replace parts of equipment which otherwise would be liable to fail.
- ❖ **Online support:** - telephone advice on product is a major element of customer support in many industries. Product experts give online consulting to customers to help them use products more or, sometimes to trace the cause of fault (troubleshooting).
- ❖ **Warranties:** - manufacturers of most products offer warranty and, in some markets such as furniture's. Manufacturers try to gain a competitive advantage by offering longer warranty periods. Warranty reduces the financial risk of owning products and therefore it is an important element of customer support.
- ❖ **Upgrades:** - offering customer the chance to enhance the performance of the existing products can be an important aspect of support. For example, computer manufacturer's offer upgrades, because they increase the working lifetime of products and can be a significant source of revenue. Original equipment manufacturers have a competitive advantage in this because they normally have records of where equipment has been sold which could benefit from upgrading.

According to Potluri and Hawariat (2010), the major tasks related to after-sales services of fixedlines in ETC are: -

- ❖ **Provision of information.** Customer may require information about products and services, availability, delivery dates, and prices. They may require information on progress, e.g. what is happening with their order or fault.
- ❖ **Service delivery.** It is required that the service provider to undertake a series of tasks which may vary from product to product and from service to service. Delivery is the setting up, by the service provider, of all the components required for the operation and maintenance of a service as defined in the service specification and to be used by the customers.
- ❖ **Maintenance and repair service.** This service function includes all activities associated with repair from the instant a service does not offer one or more of the specified features to the instant these features are restored for use by the customer. The process must also be consistent from the, irrespective customer's which product or service perspectives being repaired.
- ❖ **Billing service.** Billing is common to almost all services that are not provided free of charge. Inaccurate, illegible, or incompatible bills disappoint customers. Customers usually expect bills to be clear, informative, itemized in ways that make it clear how the total was computed.
- ❖ **Customer complaints handling.** Complaint is the result failure that occurs for many reasons. Any type of service failures bring about negative feelings and responses from customers. Complaining customers need quick responses. Thus, if an organization welcomes and encourages complaints, it must be prepared to act on them quickly.

As shown above, Goffin (1999) stated installation, user training, documentation, maintenance and repair, online support, warranty and upgrades as an element of after sale service. Potluri and Hawariat (2010) classify the major tasks related to after sale services of fixed line in ETC as provision of information, service delivery, maintenance and repair service, billing service and customer complaint handling.

2.1.2.4. Challenges of After Sale Service

According to Gaiardelli, et al. (2007) the challenge of after sale service exists when the company gives after sale service to the third party by outsourcing.

- ❖ **Increased chances of pilferage-** While outsourcing your after-sales may help you reduce the operational issues relating to managing the service centers; it also increases the chances of pilferage on the flip side.
- ❖ **Risk of non-compliance of regulatory terms and conditions-** Since the service centers work on their own models and regulations, it may be difficult to streamline your business processes with theirs.
- ❖ **Discontent with the automation solution used by your service partner-** Some service providers use a service management solution that may not offer the results that you seek from your after-sales process; while some service providers may not use any automation technique at all.

As Yazijian (ca. 2009) shows, the challenges of implementing after sale service mostly happens if services deals with dried lubricant found in movement, possible dirt and dust in watch, normal wear & tear, possible damage from previous repair, spare part quality control , staff training. Foss and Stone (2010) shows the following challenges faced in implementing after sale service.

Identifying today's customers and prospects

There is great scope for improving data usage. The key variables furniture suppliers need to include and have data on, to understand when customers are likely to buy.

Data quality and management

In all industries trying to improve how they manage relationships with customers, one of the first problems faced is the generally very poor quality of customer data. In general, the less frequent the interaction between supplier and customer (this includes billing and payment as well as marketing and service actions), the greater the problem.

As it has shown Gaiardelli, et al. (2007) stated the challenges that a company will face by outsourcing after sale service to the third party and Yazijian (ca. 2009) stated challenges of after sale service related with documentation.

2.1.3. Customer Satisfaction

2.1.3.1. Definition of Customer Satisfaction

Customer satisfaction can be experienced in a variety of definitions and connected to both goods and services. Mathe and Shapiro (1990) define customer satisfaction as a short-term emotional reaction to a specific service performance. Customers may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Kotler (2002) defined satisfaction as: resulting from comparing an outcome) product's in relation to his or her expectations "center. For Neal the study of (1998 social science cited (Anon., 2007) defines customer satisfaction as the attitude resulting from what customers think should happen (expectations) interacting with what customers think did happen (performance perceptions). According to Rigopoulou, et al. (2008) customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.

2.1.3.2 Customer Satisfaction Measures

Customer satisfaction measurement involves the collection of data that provides information about how satisfied or dissatisfied customers are with a service. This information can be collected and analyzed in many different ways. Many organizations regularly check the levels of customer satisfaction to monitor performance over time and measure the impact of service improvement.

Henley center headlight vision (Anon., 2007) states the research carried out in the UK with public sector organizations suggests that there are five themes that are likely to be relevant to all organizations in measuring customer satisfaction.

- ❖ **Delivery of the service** (how problems were handled, reliability, outcome etc...)

- ❖ **Timeliness** (waiting times, number of times contacted)
- ❖ **Information** (accuracy, enough information, kept informed)
- ❖ **Professionalism** (competent staff, fair treatment)
- ❖ **Staff attitude** (friendly, polite, sympathetic)

According to Rizaimy et al. (2009), customer satisfaction measures should depend on the five following parameters.

1. **Quality:** - If defects are detected during the warranty period, the customer is happy. However, what is important is whether the defects fall into an acceptable range. Sometimes, customers specify what an acceptable defect is.
2. **On-time delivery:** - Nothing is more frustrating than not receiving a delivery on an agreed-upon day. This frustration may be eased if somebody calls to tell you that the delivery is going to be delayed, but the frustration is there just the same.
3. **Money:** - Obviously, no vendor can bill the customer for an amount that was not agreed to by the customer that is if the vendor expects his invoice to be respected in full and without issue. Whenever the customer has to pay more than the purchase order value, the customer is dissatisfied.
4. **Issue factor:** - Issues crop up during project execution mainly because of unclear specifications or a lack of understanding the specs. Issues may also occur because of a conflict or an error in the requirements. When the vendor raises an issue whose origin is attributable to the customer, the customer's satisfaction does become affect improper understanding of the requirements.
5. **Accommodation and cooperation:** - Most projects would not be complete without a few change requests from the customer software maintenance projects run on these. But since change requests are commonly implemented before delivery and it cause

additional work for the vendor. Customer will be happy when change requests are accepted without impacting the price or the delivery schedule, but it is rare to happen.

As shown above, Henley center headlight vision (Anon., 2007) the staff attitude, professionalism, information, timeliness and delivery of service can be used to measure customer satisfaction for each service. While according to Rizaimy, et al. (2009), stated customer satisfaction measures should depend on parameters like quality, time of delivery, money customers pay, issue factor and accommodation and corporation.

2.1.4. After-Sale Services and Customer Satisfaction Theory

According to Sattari (2007), in order to study customer satisfaction on services the following theories are applicable.

1. The Disconfirmation of Expectations theory

The disconfirmation or expectations theory holds that satisfaction/dissatisfaction responses arise from a cognitive evaluation process in which pre-purchase "expectations" or prior beliefs about the likelihood of product-related experiences or outcomes are retrieved from memory and compared to cognitions about the product-related experiences or outcomes actually realized in the consumption of the product. The result of this comparison is expectancy disconfirmation, which ranges from negative (expectations exceed realized outcomes) through zero (expectations just equal realized outcomes) to positive (realized outcomes exceed expectations).

2. The Value-Percept Disparity theory

This theory asserts that satisfaction/dissatisfaction is an emotional response triggered by a cognitive-evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires). Since it is the attainment of values that consumers seek, rather than the confirmation of their expectations, it is posited that perceptions of products, institutions, or marketplace actions are simply tested against the extent to which they meet the consumer's values. While products may provide more of an attribute or outcome than what is desired, this has no impact on satisfaction unless this aspect causes a blockage in the attainment of another

value.

3. Regret theory

This theory was developed by Taylor (1997) theory proposes a richer notion of satisfaction that included expectations about un-chosen option. This theory retains the basic expectancy – disconfirmation paradigm as a bases foe regret theory approach. Regret directly influences theConsumersdecision to purchase again. Mar product or service by reducing post decision dissonance and regret.

4. Disconfirmation theory

According to Sattari (2007), the disconfirmation theory states that overall customer satisfaction is the difference between customer desire and expectation and the actual performance the particular good or service.

Though these theories are used to know customer satisfaction, the researcher used disconfirmation theory because this theory considers factors like expectation, desire and actual performance on the product or service are clearly used to know the satisfaction of customers that has been stated in the rest theories.

2.2 Empirical Studies On After Sale Service and Customer Satisfaction

As shown in Ehinlanwo and Zairi (1996) a survey carried out by Autohaus in 1993, approximately 59 per cent of a car-sales service dealer”. The after-sales market, apart from being profitable, is also less subject to economic cyclic ups and downs.

As Sudharshan (2010) found, there is a positive relationship between customer satisfaction and customer but this connection is not always a linear relation. This relationship depends on factors such as market regulation, switching costs, and brand equity, existence of programs, proprietary technology, and product differentiation at the industry level.

Anderson and Jacobsen (2000 cited in Singh, 2006), Seyed (2007) and Lin (2009) shows that customer is the result of customer satisfaction on the service offered by the company, in addition Sudharshan (2010) found out that there is a positive relationship between

customer satisfaction and customer but their connection is not always a linear relation. Sudharshan (2010) has shown different factors that affect the connection between customer satisfaction and. This paper proves the positive relationship between customer satisfaction and. According to the research customer satisfaction in the after-sale service has a low and positive relationship with customer.

According to Ehinlanwo and Zairi (1996) Toyota describes its after sales objectives as customer satisfaction, customer retention, efficiency in work and job flow, both for the distributor and dealer, and high service absorption for dealers, while Ford describes its after-sales objectives as to make Ford the number one aftermarket operation by providing owners of Ford vehicles with an ownership experience. The after-sale services given by those companies include: Maintenance service, original spare parts, warranties, washing, key-care service and training program.

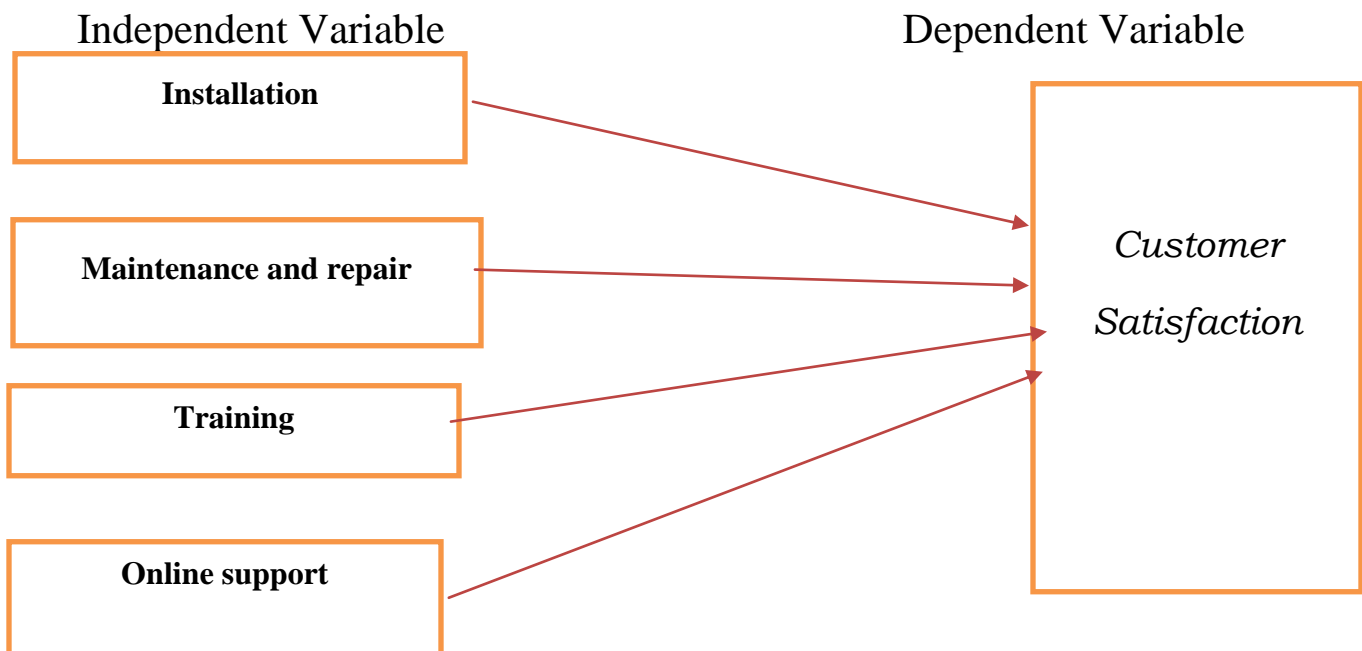
There was a research conducted by Lin (2009) on electric power customer satisfaction using Kano model to evaluate the customer satisfaction, depending on the customers' satisfaction degree and importance degree corresponding to each service item during the statistical work. On the other hand, Potluri and Hawariat (2010) conducted a study on assessment of after-sales service behaviors of Ethiopia Telecom customers to assess and review fixed-line telecom Customers perception on sales services provided by Ethiopian Telecom. It was conducted on 450 telecom customers who are in Addis Ababa using self-administered questionnaires. They use SERVQUAL measures in order to assess after sale service behavior Ethiopia telecom customers. Finally, they get service provider is the most determinant for customer satisfaction and on an average 61.86 percent of customers responded positively to the after-sales service offered by the Ethiopian responsiveness, reliability, assurance, empathy, and tangibility or appearance. Though the research was conducted in after sale service behavior of Ethiopia telecom customers' using SERVQUAL, the researcher doesn't see the relationship.

Finally, the researcher got Kano model is best if applied to identify customer needs and calculate customer satisfaction coefficient that helps the manager to trade-off which is the most important quality for increasing satisfaction. The researcher believes the research conducted by Lin (2009) is appropriate to measure customer satisfaction in after sale

service. Because Kano model clearly measures the customer satisfaction depending on their desire in to two opposite forms i.e. measure customer satisfaction in a given service attribute is offered and also measure customer satisfaction in a given service attribute is not offered. In addition, the research was done with customers in china customers who are familiar with after sale service and in electronic power company. Hence, the researcher will conduct a research on after sale service customers to understand the effect of after sale service on customer satisfaction in Wanza Furnishings industry.

2.3 Conceptual Framework of the study

In the conceptual framework I identified installation, Maintenance and repair, training and online support as Independent variables and customer satisfaction as dependent variable.



2.4 Hypotheses Formulation

Four hypotheses were constructed in this research to determine the relationship between after sales services components (independent variable) and customer satisfaction (dependent variable). The hypotheses are listed as below:

H-1: Installation has a positive and a significant effect on customer satisfaction.

H-2: Maintenance and repair has a positive and significant effect on customer satisfaction.

H-3: Training has a positive and a significant impact on customer satisfaction.

H-4: online support has a positive and a significant impact on customer satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

This section of the research assesses the procedures used in conducting the research under study. It discusses the research design, population, sample and sampling technique, data collection tools, and data analysis procedure.

Research methodology defines the systematic and scientific procedures used to arrive at the results and findings for a study against which claims for knowledge are evaluated (Nachamias et al., 1996). A methodology is therefore shaped by the perspective the researcher chooses to approach the study.

3.1 Study Area Description

Wanza Furnishings Industries Pvt. Ltd. Co. (WANZA) is a member of the MIDROC Technology Group, was established in July 2003 and is engaged in manufacturing and selling of wooden and metallic furniture for Building, Household, Office, Hotel, and School in Ethiopia. The company also gives service for treating post and poles to prevent from termite.

The study will be conducted in Wanza Furnishings Industries, in Addis Ababa Summit area in the main branch.

3. 2 Research Approach and Design

3.2.1 Research Design

To accomplish the objectives of the research and to seek answer to the research question the student researcher uses mix both quantitative and qualitative data in the study. The central premise of this approach was the use of quantitative and qualitative approaches in combination provides a better understanding of the research problem rather than the use of either single approach” (Creswell, 2009). This research involves both collecting and analyzing quantitative and qualitative data. Quantitative data includes closed-ended information, In contrast, qualitative data collected in this research consists of open-ended

information that the researcher gathers through interviews with participant. In this research paper, the researcher has used a sequential exploratory procedure (qualitative – quantitative), Explanatory research distinguishes between dependent and independent variables. Accordingly the research objectives and hypothesis of the study were addressed through explanatory research type (Saunders et al., 2009).

3.3 Data Sources

The study employs both primary and secondary data sources. As to the primary sources, data was collected from the components of after sale services, how after sale service is offered, challenges faced in implementing after sale service, and the satisfaction of customers in the after-sale services. Secondary data was collected from literatures found related to the topic and from both company profiles and documents. The study mainly used questionnaire and interview as primary data collection instruments.

3.4. Sample Design

3.4.1. Target Population

In this study the target population was customers of Wanza Furnishings Industries and the general manager. The rationale of focusing on Wanza customers is the fact that they are the ultimate users of after-sale services in the marketing circle. Additionally, the researcher believes that adequate and reliable data can be collected from general manager considering the information he/she has about the company's after-sale service and its impact on customer satisfaction.

3.4.2. Sample Techniques

For qualitative data purposive sampling was used, so that the general manager were purposely selected because the manager has a full awareness about after sale service of Wanza Furnishings Industries plc. The student researcher also uses Judgment (purposive sampling) for quantitative data, because it will enable the researcher to select the sample based his own existing knowledge, or his professional judgment.

3.4.3. Sample size determination

As, Morse (1994) suggested approximately 30 – 50 participants is mostly recommended and appropriate in researches that uses purposive sampling techniques. A total number of 44 individuals in number were taken as a sample size, among this 1 was taken as the manager and the rest was long lived customers of the company which are selected by using purposive sampling technique.

3.5 Data analysis Technique

In the data analysis stage, the researcher uses descriptive statistics techniques to evaluate the various data obtained during the data collection stage gathered through questionnaires. The data gathered through questionnaires was fed into SPSS to make the data ready for processing through graphs, figures, tables and charts, i.e. a descriptive analysis was implemented like frequencies, mean and standard deviation. In addition to descriptive analysis, the study also conducted inferential statistics to see the effect of independent variables (installation, Maintenance and repair, training and online support) on dependent variables (customer satisfaction) in Wanza by using Pearson's Correlation coefficient and multiple regression analysis.

The followed multiple regression equation was used for the study:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where

Y = dependent variable (customer satisfaction)

β_0 = is the Y intercept or constant

$\beta_1 \dots \beta_4$ = coefficient of regression which measures how each independent variable influences the dependent variable that is customer satisfaction.

X1 = installation

X2 = Maintenance and repair

X3 = training

X4 = online support

ϵ = Error Term

The model adopted from the research conducted by Scheryl Waeni Musyoka (2015)

3.6. Reliability

Bordens and Abbott (2011) showed that reliability related to the extent to which a test measured consistently regardless of what it measured or whether or not a test produced the same results on different occasions. The measure was reliable when respondents gave the same answer in different situations. Cronbach's alpha is a reliability measure designed by Lee Cronbach in 1951. (Bhattacharjee, 2012) Cronbach's alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees.

The values of Cronbach's alpha range from 0 (observed items are not consistent) to 1 (they completely correlate). This means that internal consistency will be acceptable if Cronbach's alpha is high (George and Mallery, 2003). Hair et al. (2010) and Field (2009) reported that Cronbach's alpha ought to be equal to or above 0.70 according to Heung and Chu (2000) Liu and Arnett (2000). In order to achieve Cronbach's alpha, the study conducted a pilot test. Therefore, the initial questionnaire was delivered to and collected from 44 Wanza Furnishings industries plc customers in order to obtain some assessment related to the questions' reliability and validity. Hence,

Table 1 Reliability Statistics of variables

No	Variables	Cronbach's Alpha
1	Installation	0.802
2	Maintenance and repair	0.754
3	Training	0.775
4	Online support	0.882

So as a result, the overall Cronobach's Alpha value of the dependent and independent variables in this study met the minimal reliability indicator criteria of Cronobach's Alpha $>.070$.

3.7. Validity

Validity, often called construct validity, refers to the extent to which a measure adequately represents the underling construct that it is supposed to measure, (Bhattacharjee, 2012). Validity is used to make more accurate and meaningful results. And also Content validity or expert validity depends on the quality of the literature and the theories which are used to build this instrument and some experts should assess the questionnaire, also, in order to determine whether or not the questionnaire measures what it should measure (Ruane, 2005; Vogt, 2007). So the initial questionnaire was delivered to my advisor and three MBA students. Most of the feedback confirmed that the items related to their constructs and recommended that some items be rephrased in order to be clearer and more understandable.

3.8 Ethical Issues

Ethics is a central issue in financial services. Ethical sales behavior can play a critical role in the formation and maintenance of long-term relationships with customers and more importantly, it can also generate liability problems for salespeople's organizations through both intentional and inadvertent statements.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

This chapter presents the analysis of data collected for the study. For the purpose of responding to the objectives of this study, a sample of 1 participant that is the manager have been used as sample for the qualitative interview in this research and the researcher uses purposive sampling technique to determine the sample size of this research for the quantitative technique and selects 44 respondents and totally 44 respondents were used. The study mainly assesses the effects of after sales promotion on customer satisfaction -in the case of Wanza Furnishings Industry Plc. The researcher uses different techniques to analyze the data as the researcher uses descriptive statistics (frequency and percentage) to describe and analyze the demographics of the research. Secondly, the researcher uses descriptive statistics (mean and standard deviation) to describe the opinion of the respondents on different variables.

4.1. Demographical Characteristics of the customers

Table 1: - Statistical data of the respondents

Item	Items to be measured	Respondents	
		No	Percentage
1	Gender		
	Male	26	59.1%
	Female	18	40.9%
	Total	44	100%
2.	Age		
	< 30	9	20.5
	31-45	25	56.8
	46-60	6	13.6
	> 60	4	9.1
	Total	44	100.0

3.	Marital Status		
	Married	20	45.5
	Single	24	54.5
	Total	44	100.0
4.	Educational level		
	Reading & Writing	6	13.6
	Primary Education	7	15.9
	High School	9	20.5
	Certificate	11	25.0
	Diploma	5	11.4
	Degree & above	6	13.6
	Total	44	100.0
5	Your relationship with Wanzafurnishings industries		
	1-5 years	24	54.5
	6-10 years	10	22.7
	11-15 years	5	11.4
	Above 16 years	5	11.4
	Total	44	100.0

Source: Own survey, 2021

In table 1, concerning gender distribution of the respondents, 26 of them was male, while 18 of them were female.

In table 1, item 2, which indicates the age distribution of respondent's, 9 of customers found in below 30, 25 in the age range of 31-45, 6 were found in the age range of 46-60, and the remaining 4 is found in the range above 60. This indicates that all the respondents are able to understand very well and answer/give appropriate response to the questionnaires they have received.

As it is depicted in table 1, item 3, in the previous page, 20 of the respondents are married and the rest 24 are single.

As it is depicted in table 1 of item 4, in the previous page, 6 of the respondents are in the level of Reading & Writing, 7 of the respondents have completed Primary Education, 9 of the respondents have completed High School, 11 of the respondents are certified, 5 of the respondents have diplomas and the rest 6 have a degree and above.

As it is indicated in table 1 of item 5, the customers have the following relationships with the company; 24 have stayed with Wanza furnishings industries from 1 to 5 years, 10 of them 6-10 years, 5 of them from 11 to 15 years and also 5 of the respondents for more than 16 years. This shows that the majority of the respondents have purchased products from Wanza furnishings industries from 1 to 5 years.

4.1.2 Descriptive Analysis of the Level of Agreement of the Respondent's Perception towards Different Variables of the Research

The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range.

$$\begin{aligned} \text{Itemized rating scale} &= \frac{\text{Max} - \text{Min}}{N_1} \\ &= \frac{5 - 1}{5} \\ &= \underline{\underline{0.80}} \end{aligned}$$

Table 2: - The mean of each individual item ranging from 1- 5 falls within the following interval listed in the table below:

<u>Interval of Means</u>	<u>Perception</u>
1.00 –1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 –3.40	Neutral
3.41 –4.20	Agree
4.21 –5.00	Strongly Agree

Source: Own Computation, 2021

4.1.2.1 Components of after sales Service

Table 3: Respondents opinion on after-sales Installation

Statements on After-sales Installation	N	Minimum	Maximum	Mean	Std. Deviation
Installation is on time in Wanza	44	1.00	4.00	2.0682	.87332
Initialization service after sales gives customers a greater satisfaction and meets expectations	44	1.00	4.00	2.7727	.77350
All the necessary equipment's and accessories are provided during installation	44	1.00	5.00	3.8636	1.17317
Installation service providers are well experienced and qualified	44	3.00	5.00	4.2273	.74283
Valid N (listwise)	44				

Source: Own Computation, 2021

Table 3 shows the analysis of the respondent's perception towards the relationship between after sales service components customer satisfaction specifically on installation.

Most respondents have disagreed the Installation of Wanza is on time with Mean score of 2.06. This data shows that majority of respondents have a neutral thought on the timing of Wanza regarding to installation.

Most respondents have a neutral thought on Initialization service after sales of Wanza gives them a greater satisfaction and meeting their expectations with Mean score of 2.77. This data shows that majority of respondents have a neutral thought on the Initialization service after sales of Wanza gives them a greater satisfaction and meeting their expectations.

Most respondents have agreed on providing all the necessary equipment's and accessories during installation with Mean score of 3.86. This data shows that majority of respondents have agreed and satisfied regarding providing all the necessary equipment's and accessories during installation

Most respondents have agreed on the Installation service providers are well experienced and qualified with Mean score of 4.22. This data shows that majority of respondents have agreed and satisfied regarding the Installation service providers experience and qualification.

Table 4: Respondents opinion on after-sales maintenance and repair

Statements on After-sales Maintenance and repair	N	Minimum	Maximum	Mean	Std. Deviation
Maintenance service have an impact on customers satisfaction as customers need their products to be fixed	44	1.00	5.00	4.1818	.94679
Wanza provide maintenance service for defects in the product	44	1.00	5.00	2.2955	.85125
Wanzarepairs products caused by customers proper handling	44	1.00	4.00	1.7727	.77350
Wanza repair and maintenance extends to changing all the necessary equipment's with low cost	44	1.00	4.00	2.1591	.98697
The company provides transportation service during maintenance and repair	44	1.00	5.00	2.7727	.93668
Valid N (listwise)	44				

Source: Own Computation, 2021

Table 4 shows the analysis of the respondent's perception towards the relationship between after sales service components & customer satisfaction specifically on maintenance and repair.

Most respondents have agreed on maintenance service impact on customer's satisfaction as customers need their products to be fixed with Mean score of 4.18. This data shows that majority of respondents have agreed on maintenance service impact on customer's satisfaction.

Most respondents have disagreed on regarding providing maintenance service for defects in the product with Mean score of 2.29. This data shows that majority of respondents have disagreed regarding Wanza maintenance service for defects on the product.

Most respondents have strongly disagreed on Wanza repairs products caused by customer's proper handling with Mean score of 1.77. This data shows that majority of respondents have strongly disagreed and satisfied regarding Wanza repairing service caused by customers proper handling

Most respondents have disagreed on Wanza's repair and maintenance extends to changing all the necessary equipment's with low cost with Mean score of 2.15. This data shows that majority of respondents have disagreed and dissatisfied regarding Anza's repair and maintenance extends to changing all the necessary equipment's with low cost.

Most respondents have a neutral thought on Wanza's transportation service during maintenance and repair with Mean score of 2.77. This data shows that majority of respondents have a neutral thought on the company's transportation service during maintenance and repair.

Table 5: Respondents opinion on after-sales training

After-sales training on customer satisfaction	N	Minimum	Maximum	Mean	Std. Deviation
The company gives training to customers regarding the usage of the product	44	1.00	4.00	2.1136	.84126
Training to customers satisfies customers with a great aspect rather than any other components	44	3.00	5.00	4.3636	.65026
The company gives training by skillful trainers	44	1.00	5.00	2.1136	1.31566
The company update its training methods	44	1.00	4.00	2.3409	.88772
The training provided by Wanza gives customers knowledge and inspiration regarding the product	44	1.00	5.00	3.0227	.99974
Valid N (listwise)	44				

Source: Own Computation, 2021

Table 5 shows the analysis of the respondent's perception towards the relationship between after sales service components & customer satisfaction specifically on training.

Most respondents have disagreed on the company giving training to customers regarding the usage of the product with Mean score of 2.11. This data shows that majority of respondents have disagreed on Wanza's giving training to customers regarding the usage of the product.

Most respondents have strongly agreed regarding training to customers satisfies customers with a great aspect rather than any other components with Mean score of 4.36. This data shows that majority of respondents have strongly agreed regarding training customers satisfies customers rather than any other components.

Most respondents have disagreed on the company giving training by skillful trainers with Mean score of 2.11. This data shows that majority of respondents have disagreed on Wanza's giving training by skillful trainers.

Most respondents have disagreed on Wanza's updating its training methods with Mean score of 2.34. This data shows that majority of respondents have disagreed and dissatisfied regarding Wanza's updating its training methods.

Most respondents have a neutral thought on Wanza's training gives customers' knowledge and inspiration regarding the product with Mean score of 3.02. This data shows that majority of respondents have a neutral thought on the company's training gives customers knowledge and inspiration regarding the product

Table 6: Respondents opinion on after-sales online support

Statements on After-sales Online Support	N	Minimum	Maximum	Mean	Std. Deviation
Wanza gives online support for customers that gives customer's clues about each product	44	1.00	3.00	2.3182	.77077

Online support for customers provides a huge satisfaction to customers as they can easily understand about the product anywhere	44	1.00	5.00	3.9773	1.04522
Online support gives Wanza an advantage on customers satisfaction	44	1.00	5.00	3.8636	1.17317
The online support program is designed by a qualified person	44	1.00	53.00	3.3409	7.71270
Online support gives idea to customer on next purchase	44	1.00	5.00	3.9773	1.06724
The online support in Wanza solves customer problems and promote satisfaction	44	1.00	5.00	2.0000	.88921
Valid N (listwise)					

Source: Own Computation, 2021

Table 6 shows the analysis of the respondent's perception towards the relationship between after sales service components & customer satisfaction specifically on online support.

Most respondents have disagreed on the company online support for customers that give customer's clues about each product with Mean score of 2.31. This data shows that majority of respondents have disagreed on Wanza's giving training to customers regarding the usage of the product Online support for customers.

Most respondents have agreed regarding online support for customers provide a huge satisfaction to customers as they can easily understand about the product anywhere with

Mean score of 3.97. This data shows that majority of respondents have agreed regarding Online support for customers provides a huge satisfaction to customers.

Most respondents have agreed on online support gives Wanza an advantage on customer's satisfaction with Mean score of 3.86. This data shows that majority of respondents have agreed on Online support gives Wanza an advantage on customers satisfaction.

Most respondents have a neutral thought onWanza'sonline support program is designed by a qualified person with Mean score of 3.34. This data shows that majority of respondents a neutral thought regardingWanza'sonline support program is designed by a qualified person.

Most respondents have agreedregardingonline support gives idea to customer on next purchasewith Mean score of 3.97. This data shows that majority of respondents have agreed regarding Online support gives idea to customer on next purchase.

Most respondents have disagreed ononline support in Wanza solves customer problems and promote satisfactionwithMean score of 2. This data shows that majority of respondents have disagreed and dissatisfied regardingonline support in Wanza solves customer problems and promote satisfaction.

4.1.3 Customer Satisfaction

Table 7 Respondents opinion on after-sales service and their satisfaction

Statements on after-sales service and their satisfaction	N	Minimum	Maximum	Mean	Std. Deviation
After sale service by Wanza furnishings industry PLC has effect on your level of satisfaction	44	1.00	5.00	3.7727	44

I only make my purchase if there is an after sales service in Wanza furnishings industry PLC	44	1.00	5.00	2.4773	44
There is a high level of satisfaction with the neatness and comfort ability of reception of Wanza furnishings industry PLC	44	1.00	5.00	3.8636	44
There is a high level of satisfaction on the politeness of after sale service providers of Wanza furnishings industry PLC	44	1.00	5.00	3.1818	44
There is a high level of satisfaction on the ability and willingness of after sale service providers of Wanza furnishings industry PLC	44	1.00	5.00	3.5682	44
Valid N (listwise)	44				

Source: Own Computation, 2021

Table 7 shows the analysis of the respondent's perception towards customer satisfaction regarding Wanza after sales services.

Most respondents have agreed on after sale service provided by Wanza has effect on level of satisfaction with Mean score of 3.77. This data shows that majority of respondents have agreed on Wanza's after sale service has effect on level of satisfaction.

Most respondents have disagreed regarding they only make purchase if there is an after sales service in Wanza furnishings industry PLC with Mean score of 2.47. This data shows that majority of respondents have disagreed regarding they only make purchase if there is an after sales service in Wanza furnishings industry PLC.

Most respondents have agreed on the company's neatness and comfort ability of reception leads to a high level of satisfaction with Mean score of 3.86. This data shows that majority of respondents have agreed on Wanza's neatness and comfort ability of reception leads to a high level of satisfaction.

Most respondents have a neutral thought on politeness of after sale service providers leads to a high level of satisfaction on the Mean score of 3.18. This data shows that majority of respondents have a neutral thought on politeness of after sale service providers leads to a high level of satisfaction.

Most respondents have agreed on the company's ability and willingness of after sale service providers leads to a high level of satisfaction with Mean score of 3.56. This data shows that majority of respondents have agreed on Wanza's ability and willingness of after sale service providers leads to a high level of satisfaction.

4.2 Inferential Statistics Data Analysis

4.2.1 Correlation results

Correlation between the independent variables (After sales services) and Dependent variable (Customer satisfaction)

Table 8 Correlations between independent and dependent variables

		Installation	Maintenance and repair	Training	Online support	Customer satisfaction
Installation	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	44				
Maintenance and repair	Pearson Correlation	.391*	1			
	Sig. (2-tailed)	.000				
	N	44	44			
Training	Pearson Correlation	.487**	.551**	1		
	Sig. (2-tailed)	.000	.001			
	N	44	44	44		
Online support	Pearson Correlation	.532**	.326*	.475**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	44	44	44	44	
Customer Satisfaction	Pearson Correlation	.638**	.359*	.293 ⁺	.597**	1
	Sig. (2-tailed)	.000	.000	.002	.000	
	N	44	44	44	44	44

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

Source: Own Survey, 2021

In this topic tray to measure the degree of association between variables that is independent variables (After sales service) and Dependent variables (Customer satisfaction) in Wanza furnishings industries plc. Pearson’s correlation uses to associate the independent variables and dependent variables. These paper used Pearson’s coefficient of correlation in order to quantify the strength of the relationship between the variables Pearson correlation coefficient reveal magnitude and direction (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). The table 8 shows below above, the coefficients of dependent and independent variables with the range of 0.293 up to 0.638 all are significant at $p < 0.01$ and < 0.05

As the result given on the table 8, the relationship between the independent variables, the symbol shown in the table “**” indicates that each of the variable are significant correlated with each other at a significant level of $p < 0.01$

All independent variables are significantly correlated with the dependent variable customer satisfaction

4.2.2 Assumption test on multiple linear regression model

4.2.2.1 Multicollinearity Test

Field (2005) stated that multicollinearity refers to which two or more independent variables are very closely correlated. The presence of multicollinearity would not contribute to a good regression analysis. However, in most research, multicollinearity is present to some degree, but as long as the correlation coefficient between any two variables is not too large, the assumption of multicollinearity can then be ignored (Pedhazur 1997).

The following assessments can be carried out to diagnose the multicollinearity:

If the correlation coefficient is greater than 0.9 between independent variables then there is cause for concern (Field, 2005). If the largest Variance Inflation Factor (VIF) value is greater than 10, then there is cause for concern (Field, 2005). VIF was used in this study as the cut-off threshold for high multicollinearity.

Another way of assessing multicollinearity is to measure the tolerance values. If the tolerance value is less than 0.1, there is almost certainly a serious collinearity problem (Hair et al., 1998; Field, 2005). In other words, very small tolerance values denote high collinearity.

Table 9 Multi Collinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Installation	.906	1.107
Maintenance and repair	.990	1.164
Training	.707	1.414
Online support	.996	1.004

Therefore there is no multicollinearity problem.

4.2.2.2 Normality Test

Normality test help to determine whether the data used is normal for the residuals, and therefore, that this assumption is met in the data for statistical tests. The approaches can rely on visual inspection or statistical tests. When visualize the fit of the normal distribution, examine the probability plot and assess how closely the data points follow the fitted distribution line. Normal distributions tend to fall closely along the straight line. As it can confirmed by visual inspection of the Normal p-p plot result from SPSS 20 our residuals seem normally distributed which means the model is free of normality problem.

4.3 Multiple Regressions

4.3.1 Regression result of Employee development program on Customer Satisfaction

In this study multiple regressions was employed. The basic objective of using multiple regression equation on this study is to make the study more effective at describing, understanding and predicting the stated variables. That is, in this study it was primarily used to identify the effect of employee development program on customer satisfaction. Here, the basic assumptions of normality, no multicollinearity are tested before the regression was run.

This method is used to predict the value of a variable based on the values of two or more variables. So multiple regression was used as one of the method so as to measure the value of identified satisfaction factors related to each other.

In order to identify type's employee development serve as predictors of customer satisfaction cores, a multiple regression analysis was conducted on the customer satisfaction. However model fitness test should be carried out before hypotheses testing by using F ratio and R square tests.

ANOVA uses the F-ratio to test the overall fit of a linear model. It is an inferential test designed to assist researchers in deciding whether they should accept or reject their model.

Table 10: Model summary of customer satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729	.636	.624	.4253

a. Predictors: (Constant), Installation, Maintenance and repair, Training and Online support

b. Dependent Variable: Customer Satisfaction

While entering Installation, Maintenance and repair, Training and Online support as independent variables produced a significant model at the .000 level with 4 predictor variables accounting for 63.6% of the variance in customer satisfaction, which means that 62.4% of the effects of After sales services on customer satisfaction. This therefore shows that the variables under study explain 62.4% of the dependent variable and the remained 37.6 are explained by other variables.

Table 11: ANOVA of Customer Satisfaction

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	74.263	4	14.853	86.593	.000 ^b
	Residual	36.189	211	.117		
	Total	110.452	215			

A. Dependent Variable: Customer Satisfaction

B. Predictors: (Constant), Installation, Maintenance and repair, Training and Online support

An ANOVA test is done to state whether the survey is significant. This method helps to figure out whether to reject or accept the Null Hypothesis. It is a method used to test the groups and identify if there is any difference between the groups. So the results indicate the model was significant at $P = 0.000$ and therefore this meets the threshold since P is less than 0.05 and it shows the probability value of 0.000, which indicates that the regression

was highly significantly predicted how installation, maintenance and repair, training and online support, influenced customer satisfaction.

F test used to test Ho: $B_1=B_2=B_3=B_4$ i.e. all Betas are zero

Ha: (Alternate Hypothesis) at least one beta is different from zero

Since F test is statistically significant (.000 is less than Alpha=0.05)

Hence, Ha is accepted. So the model fit with the collected data.

Table 12 Regression Result of customer satisfaction program on Customer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.562	.121		4.113	.000		
• Installation	.371	.101	.096	3.684	.000	.906	1.107
• Maintenance and Repair	.454	.130	.700	3.493	.002	.990	1.164
• Training	.128	.031	.170	4.172	.000	.707	1.414
• Online Support	.161	.077	.142	2.095	.037	.996	1.004

A. Dependent Variable: Customer Satisfaction

Source: SPSS output (2021)

Evaluating of the Predictor Variables

Table 12 represents 4 predictors of customer satisfaction in order of their strength of contribution to the dependent variable (ER). The results indicate that installation has a statistically significant effect with customer satisfaction ($\beta = .096$, Sig. = .000 < .05). This was followed by maintenance and repair has a statistically significant effect with ER ($\beta = .700$, Sig. = .002 < .05), training has also statistically significance effect with ER ($\beta = .170$, Sig. = .000p < .05), and finally Online Support has a statistically significant effect with customer satisfaction ($\beta = .142$, Sig. = .037 < .05), $Y = 0.562 + 0.096X_1 + 0.700X_2 + 0.170X_3 + 0.142X_4$

Results of Hypothesis test

H1: Installation has a statistically significant effect on customer satisfaction.

For the first hypothesis, results showed a positive and significant relationship between training and customer satisfaction ($\beta = 0.096$, $p < 0.00$); hence, Hypothesis 1 was supported. And it means a unit increase in Training results in a 0.096 times increases in satisfaction when other factors are constant. Thus, focusing on Installation generate more satisfaction among employees.

An error in product installation can definitely lead to a dissatisfied customer as it is the first stage of contact with the customers. By sending across a hardware post installation satisfaction questionnaire, customers can provide feedback about what exactly cause displeasure to the installation experience. Organizations can take note of what went wrong in the majority of the customers' installation cases. By doing so, improvements can be made to address customer pain points and increase satisfaction and retention Forooz, F., and Rostami, S., (2006)

H2: Maintenance and repair has a statistically significant effect on customer satisfaction.

The study has shown that there is a statistical significant relation between maintenance and repair and customer satisfaction ($\beta = .700$, $p < 0.02$) Based on the above results, hypotheses H2 is accepted.

In the changed maintenance and repair service market environment, the need for after-sales service satisfaction enhancement, differentiated service offering for customer retainment, and customer relationship maintenance strategy increases. Such efforts of the companies show that existing customer retention and relationship consolidation is a more important task, rather than securing new customers, due to a rapid change of technology and market environment and an increase in customer needs and service expectation level Rigopoulos, D. et al, (2008).

H3: Training has a statistical significant effect on customer satisfaction.

The study revealed that training has a statistically positive effect on customer satisfaction ($\beta = 0.170$, $p < 0.00$). Hence, hypothesis H3 is supported.

Training improves present and future work skills and behavior. Organizations which provide enough work-related training and adequate resources help employees to develop their abilities to improve their performance and productivity. (Reiner and Zhao, 1999).

Employees needed to be specialized in various fields to solve problems and fight different challenges more effectively and satisfy customers (Abdulla, 2007).

Ability utilization has a strong impact on job satisfaction and work innovation. Employees desire jobs that allow them to make good use of their skills and knowledge.

Shipton et al. (2004), maintain that employees are most likely to contribute their knowledge and skills in order to innovate, in situations where they feel positively towards their jobs and their organizations and hence retained in the organization.

H4: Online Support has a statistical significant effect with customer satisfaction.

Online Support has a statistically positive effect on customer satisfaction since $\beta = 0.142$ and $p < 0.037$). Therefore, hypothesis H4 is accepted.

Online customer service is the process of answering customer questions digitally using tools such as email, social media, live chat, and messaging apps. Here are tips for good online customer service. Good online customer service meets customers' expectations. Read on to better understand customers' priorities and how you can meet (and exceed) their expectations Sarah Olson, (2021).

4.4 Interview Question answers gathered from the general manager

1. Which after sales service you mainly interested which are used by Wanza Furnishings Industry Plc.
 - As aftersales service gives a company a great competitive advantage and a high customer satisfaction, I am interested at all after sales service components, but now we are focused mainly on installation because of many of our works needs an installation but we are trying to see and apply other after sales components in the coming years.

2. What is your perception towards Wanza Furnishings Industry after sales services?
 - Wanza after sales service is moderately good at this moment but we are not in a position we want to be regarding after sales service. Now we are working hard to fulfill all components of after sales service fully and increase customer satisfaction.
3. Do you think Wanza Furnishings Industry Plc offer a special after sales service that other furniture companies cannot offer?
 - As I mentioned in the previous questions, we are not in a position where we want to be and we are working in our after sales service program and we are not providing any special offers that other companies cannot offer but we see this as our vision and fulfill it in the future.
4. How satisfactory do you consider Wanza Furnishings Industry Plc after sales service compared to others?
 - Our after sales service is in a moderate condition right now. It is not that much satisfactory but we are working on it to provide a better after sales service that provides all after sales service components with a greater quality of service
5. What are the major challenges faced by the company providing after sales service?
 - One of the major challenges was as the company has a huge reputation; there was a high expectation from customers so that fulfilling all customers' needs was a huge challenge.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the conclusions, possible recommendations and suggestion for further research based on the analysis and interpretation of the collected data.

5.1 Conclusion

Customers are valuable assets through which companies like wanza cannot live without them. This is due to customers are very important and their satisfaction are necessary to create competitive advantage. It is therefore important for organizations to institute appropriate aftersales service tools to satisfy, and retain skillful employees which are important for our aftersales services because dissatisfaction and employee turnover are costly and can negatively affect organizational effectiveness in aftersales service. of continuous reality. Therefore, retaining

Gaiardelli, et al. (2007) said an effective after-sales service protocol is essential to streamline service management and meet customer's expectations, it can let you experience customer delight, while also saving on your bottom-line and it generates profit. Therefore, providing of an effective aftersales service with talented, skilled and experienced employees is the most important thing and also it is a big challenge in today's organizations without providing employee development as a motivator or satisfier of employees need.

Therefore, the purpose of the current study was to examine the effect of after sales service on customer satisfaction in Wanza furnishings industry. To this end, this study aimed to investigate the effect of after sales service on customer satisfaction in the case of Wanza furnishings industry by taking its employees as unit of analysis.

The total population was 44 employees in Addis Ababa. Questionnaires were applied to collect data based on the research objective and hypotheses. Descriptive statistics was used to analyze data for demographic characteristics frequencies, percentages distribution tables, and the mode mean, and standard deviation. Inferential statistics analysis was carried out by using correlation, and multiple linear regression analysis. An explanatory research

design and quantitative method were also suitable for this study. A questionnaire was delivered to Wanza furnishings industry. The measurement model has confirmed that the research measures indicated accepted reliability and validity. Based on the research results, hypotheses are accepted.

The findings of the study appear to point out that installation, Maintenance and repair, training and online support has a statistical significant relation on customer satisfaction in Wanza furnishings industry. And the analysis showed that there were customer satisfaction strategies available in the organization. However, considerable no of customers of Wanza is still unsatisfied with the Aftersales service programs specially in Maintenance and repair and online support, but better application in installation and training, customers satisfaction mean a lot in the organization even some amount will affect the organization goal so the researcher tried to conclude and recommend that the organization should understand the importance and value of customers satisfaction and needs to revise and should formulate strategies to establish a better after sales services in order to satisfy the customers' needs because customers are the most important resource to any organization for profit and success. Without having skilled and talented employees, it is difficult to attain planned goals by the organization and it is also difficult to provide a quality aftersales service. Therefore, we can say that organizational success is dependent on customer's satisfaction. Accordingly, the findings of the current study and literatures appears to conclude that effective aftersales service programs can help organizations to get satisfied customers and gain ability to retain its maximum market share.

5.2 Recommendations

According to the research findings, the researcher has produced the following possible recommendations. First, although effective aftersales service employee development plays a significant role on customer satisfaction in Wanza furnishings industry, it is recommended that Wanza furnishings industry should regularly implement aftersales service training programs in order to improve employee's aftersales service performances.

Another recommendation of the study is that Wanzashould try to implement online customer support because now days the technologies are getting better and better every day and everything is now being replaced with technologies so that Wanza should walk with

the technologies and support customers how to use the products and tips that satisfy the customers.

Another recommendation of the study is that Wanzashould also start to maintain an repair problems caused by the company's manufacturing problems and try to show the customers how to use the product's in order to maximize the life of the products.

Wanzamust install customer product on time with a satisfying way. Many customers have high expectations on installation so that providing a quality installation service have an important role in customer satisfaction.

5.3 Suggestions for further research

First of all the research on aftersales service and its effect on customer satisfaction is a very significant area due to the importance of customer satisfaction. However, not sufficient studies are carried out in this area. It is therefore important that more researchers especially those in Ethiopia require continue to explore the area empirically.

Also, this study mainly employed quantitative methods. Further researchers can conduct research by using other research approach such as in-depth interview and qualitative techniques which can provide in-depth knowledge about employee development programs besides data analysis should be carried out by using a latest analysis which is called structural equation model.

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Annex I

St Mary's University

School of Graduate Studies

Department of MBA

Questionnaire to be filled by Wanza Furnishings Industry plc

Dear Respondent

This Questionnaire is designed to collect primary data on a research topic entitled “*The effects of after sales promotion on customer satisfaction -in the case of Wanza Furnishings Industry Plc.*” for the partial fulfillment of the Masters (MA) in Business Administration Program at St. Mary's University College. The questionnaire is structured under three Parts: Part-I: general information; Part-II- Components of after sales service; Part-III -Customer satisfaction. Filling the questionnaire doesn't take you more than 20 Minutes. The data collected will be used only for academic purposes and is strictly confidential. You are kindly requested to fill each part of the questionnaire completely with care, honesty and due attention. You are not required to write your Name.

Thank you in advance for your cooperation!

Instruction:

- No need of writing your Name
- For close ended questions circle on the box corresponding for your choice.

With Kind Regards

(BiniyamTesfaye)

Mobile Number 0912667273

Part I: General Information

Direction: Please select an option by **encircling** the appropriate number against each question.

1. Gender:

- 1- Male 2-Female

2. Age:

- 1- < 30 2- 31-45 3- 46-60 4- > 60

3. Marital Status:

- 1- Married 2- Single

4. Level of Education:

1. Reading & Writing 2- Primary Education 3- High School 4- Certificate
5- Diploma 6- Degree & above

5. Your relationship with Wanza furnishings industries products and services

1. 1-5 years 2.6-10 years 3.16-20 years 4. Above 20 years

Part-II: Components of after sales Service

Direction: Please rate the statements below designed to measure the level of agreement or disagreement in relation to After Sales Customer Service Offered Wanza Furnishings Industry plc from 2-1 to 2-4. Select an option by encircling the appropriate number against each question. Where: 1- Strongly Disagree (SDA); 2- Disagree (D); 3- Neutral (N); 4- Agree; (A); 5-Strongly Agree (SA)

S. No	Statements	SDA	D	N	A	SA
I.	Installation					
1.	Installation is on time in wanza	1	2	3	4	5
2.	Initialization service after sales gives	1	2	3	4	5

	customers a greater satisfaction and meets expectations					
3.	All the necessary equipment's and accessories are provided during installation	1	2	3	4	5
4.	Installation service providers are well experienced and qualified	1	2	3	4	5
II.	Maintenance and repair					
5.	Maintenance service have an impact on customers satisfaction as customers need their products to be fixed	1	2	3	4	5
6.	Wanza provide maintenance service for defects in the product	1	2	3	4	5
7.	Wanza repairs products caused by customers proper handling	1	2	3	4	5
8.	Wanza repair and maintenance extends to changing all the necessary equipment's with low cost	1	2	3	4	5
9.	The company provides transportation service during maintenance and repair	1	2	3	4	5
III.	Training					
10.	The company gives training to customers regarding the usage of the product	1	2	3	4	5
11.	Training to customers satisfies customers with a great aspect rather than any other components	1	2	3	4	5

12.	The company gives training by skillful trainers	1	2	3	4	5
13.	The company update its training methods	1	2	3	4	5
14.	Th training provided by Wanza gives customers knowledge and inspiration regarding the product	1	2	3	4	5
IV	Online Support					
15.	Wanza gives online support for customers that gives customer's clues about each product	1	2	3	4	5
16.	Online support for customers provides a huge satisfaction to customers as they can easily understand about the product anywhere	1	2	3	4	5
17.	Online support gives Wanza an advantage on customers satisfaction	1	2	3	4	5
18.	The online support program is designed by a qualified person	1	2	3	4	5
19.	Online support gives idea to customer on next purchase	1	2	3	4	5
20.	The online support in Wanza solves customer problems and promote satisfaction	1	2	3	4	5

Part III: Customer Satisfaction

Direction: Please rate the statements below designed to measure the level of agreement or disagreement in relation to Customer satisfaction. Select an option by encircling the

appropriate number against each question. Where: 1- Strongly Disagree (SDA); 2- Disagree (D); 3- Neutral (N); 4- Agree; (A); 5-Strongly Agree (SA)

VII	Customer satisfaction					
21.	After sale service by Wanza furnishings industry PLC has effect on your level of satisfaction	1	2	3	4	5
22.	I only make my purchase if there is an after sales service in Wanza furnishings industry PLC	1	2	3	4	5
23.	There is a high level of satisfaction with the neatness and comfortability of reception of Wanza furnishings industry PLC	1	2	3	4	5
24.	There is a high level of satisfaction on the politeness of after sale service providers of Wanza furnishings industry PLC	1	2	3	4	5
25.	There is a high level of satisfaction on the ability and willingness of after sale service providers of Wanza furnishings industry PLC	1	2	3	4	5

26. If you would like to give additional suggestions, please

Thank You for Taking Your Time and Filling the Questionnaire!!!

Annex II
St Mary's University
School of Graduate Studies
Department of MBA
Interview Questions

Dear Customers,

I am a graduating student at St Mary's University in the department of marketing management as partial fulfillment for graduation Masters of Art in Marketing Management. I am conducting a research on "*The effects of after sales promotion on customer satisfaction -in the case of Wanza Furnishings Industry Plc.*

This interview seeks to get your views regarding the effects of after sales promotion on customer satisfaction. Your valid and kind responses and suggestions are very important for the completeness of the research paper.

The information that you are providing will be treated as confidential and used only for the research purpose. The outcome of this interview is intended to support the research report to the partial fulfillment of the masters of business administration.

Thank you for devoting your valuable time and energy to answer my questions.

6. Which after sales service you mainly interested which are used by Wanza Furnishings Industry Plc.
7. What is your perception towards Wanza Furnishings Industry after sales services?
8. Do you think Wanza Furnishings Industry Plc offer a special after sales service that other furniture companies cannot offer?
9. How satisfactory do you consider Wanza Furnishings Industry Plc after sales service compared to others?
10. What are the major challenges faced by the company providing after sales service?

