



**EFFECT OF CUSTOMER SERVICE ON CUSTOMER SATISFACTION: CASE STUDY OF ABC, TRANSPORT
PLC, AWKA ANAMBRA STATE, NIGERIA**

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ABSTRACT

The research work center on the effect of customer service satisfaction. Customer service is a continuous process thus when it fell short of the consumers' expectations will lead to dissatisfaction. The objectives of the study is to find out if reliability, empathy, responsiveness, assurance and tangibility affect consumer satisfaction in ABC transport plc. The study had unknown population due to the fact that there is no list of all customers (passengers) of ABC transport plc. Awka. However, the research used Cochran's formula to determine sample size of 292. Also the research used purposive non-probability sampling technique. The study made use of primary source (questionnaire) and secondary source (related literature) of data. Descriptive surveys design was adopted for the study and pre-validity test was done. A total number of 292 questionnaires were distributed out, of which 210 copies were properly filled and returned while 82 were discarded. The collect data was analyzed in a frequency table using percentage. This study anchored on the Pararsuraman SERVQUAL Theory. Five hypotheses was tested using Pearson's correlation coefficient statistical tool. The result of the study showed that assurance and tangibility have impact on consumers satisfaction while reliability, empathy and responsiveness have no relationship with consumers satisfaction.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

No business organisation can survive in the long run without customers. , the marketing concept which, is a fundamental business or management philosophy, views and treats the consumer as the central focus of all the activities of an organization. This philosophy regards a genuine concern for consumer welfare (consumer orientation) and the adequate fulfillment of his needs (consumer satisfaction) as the most dependable paths to the realization of an organization's short-and long-term goals ((Agbonifoh, Ogwo, Nnolim and Nkamnebe,2007). This goal or objectives include: company's survival, profitability and growth in a highly competitive marketplace. Lucas (2005:4) describes customer service as the ability of knowledgeable, capable and enthusiastic employees to deliver products and services to their internal and external customers in such a way that it satisfies identified and unidentified needs of customers, and ultimately, results in positive word of mouth advertising and repeat purchase.

Customer satisfaction in the view of Carruana (2002) is the customer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption. Furthermore, Durmaz(2014) added that all human are consumers of varied products and services according to their needs, preferences and buying power. When the perceived service or the actual customer service is evaluated against expectations the result is either dissatisfaction, satisfaction or delight. Also, Mudie and Pirrie (2006) are of the opinion that expectations are usually formed prior to the usage of a service but may also occur where a customer is actively involved in the delivery of service.

It is recorded that 96% of customers assert that customer service is important in their choice of loyalty to a brand.(Amaresan, n.d.). This means that customer service unit or department in any service organization especially in transport sector is very critical and germane for the much needed consumer's satisfaction. In the sense that customers in any stage of service rendering cycle and interacting with any department should receive excellent customer service. A bad experience in one department can lead to service failure and negatively affect customer loyalty. A well delivered customer service results to satisfied consumers. Thus, understanding customer expectations is an influential prerequisite for delivering superior customer service (Gebremicheal & Singh,2019).

1.2 Statement of Problem

From a thorough review on the literature of consumers satisfaction, it is obvious that customer service is considered to be a vital concept with the potential to bridge the gap between the ever-expanding customer demands for flexible-faster, more customized, more reliable service etc (Wouters, 2001).In fact, 96% of customers say customer service is important in their choice of loyalty to a brand (Amaresan, n.d.). Furthermore, if customers are satisfied they are likely to tell others about their worthwhile experience. As such this will be the most dependable paths to the realization of an organization's short-and long-term goals (Agbonifoh, et al. 2007).

However, 89% of consumers; mostly road transport passengers have switched doing business with a competitor as a result of poor customer experience.(Harris Interactive, n.d). This is due to the fact that customer expectations of a service fell short of the actual service they received. Therefore, they are likely to share their tragic experiences with that particular organization with people around them. This is one of the biggest challenges in customer service

Olatokun and Ojo(2014) research findings revealed that responsiveness is a critical factor in the study on mobile telecommunication services in Ibadan. Tangibility and Reliability were not so much of a determinant in their finding. Another study by Oyeobu, Oyebisi, Olateju and Sesede(2014) revealed that there is a strong positive relationship between tangibility, reliability, empathy and consumers satisfaction. However, they found that the effect of assurance on consumers satisfaction is very negligible. There is however a negative relationship between responsiveness and consumers satisfaction. The aforementioned studies were based on different business sectors, but non have been investigated in the transport sector. Owing to this, this study aims to close the knowledge gap determining the effect of reliability, empathy, responsiveness, assurance and tangibility in the transportation industry specifically in ABC transport plc, Awka. This is because customer service is a continuous process that never stops (Jeske, Chimusoro and Karodia, 2015).

1.3 Objectives of the Study

The main trust of this study is to assess the effects of customer service on consumers satisfaction in the transportation industry. Drawn from the above broad objectives is the following specific objectives:

- i. To determine if reliability affects consumers satisfaction in ABC transport plc, Awka.
- ii. To ascertain if empathy affects consumers satisfaction in ABC transport plc, Awka.
- iii. To determine if responsiveness affects consumers satisfaction in ABC transport plc, Awka.
- iv. To establish if assurance affects consumers satisfaction in ABC transport plc, Awka.
- v. To determine if tangibility affects consumers satisfaction in ABC transport plc, Awka.

1.4 Research Question

To achieve the above objectives, the following research questions were raised:

- i. How does reliability affects consumers satisfaction in ABC transport plc, Awka?
- ii. How does empathy affects consumers satisfaction in ABC transport plc, Awka?
- iii. How does responsiveness affects consumers satisfaction in ABC transport plc, Awka?
- iv. How does assurance affects consumers satisfaction in ABC transport plc, Awka?
- v. How does tangibility affects consumers satisfaction in ABC transport plc, Awka?

1.5 Statement of Hypotheses

The study proposes the following hypotheses:

Ho1: Reliability does not affect consumers satisfaction in ABC transport plc, Awka.

Ho2 Empathy does not affect consumers satisfaction in ABC transport plc, Awka.

Ho3: Responsiveness does not affect consumers satisfaction in ABC transport plc, Awka.

Ho4: Assurance does not affect consumers satisfaction in ABC transport plc, Awka.

Ho5: Tangibility does not affect consumers satisfaction in ABC transport plc, Awka.

1.6 Scope/Delimitation of the Study.

The study was conducted in ABC bus terminal located at term standard plaza Km 20 Onitsha Enugu Express Way Awka, Awka South Local Government Area, Anambra State, Nigeria.

Also, this study is basically on the effect of customer service on consumers satisfaction; but focuses specifically on the following variables: reliability, empathy, assurance, tangibility and responsiveness on consumers satisfaction.

1.7 Significance of the study

This study will be beneficial to the following; Researchers, Transport company and Business owners, Employees and Regulatory Agencies.

To Transport companies and Business owners

From this research, the ABC transport plc and the entire transport sector of the economy will improve their services which will lead to consumers satisfaction. This is due to the fact that customers' services is the focus of modern marketing.

To Employees: From this study, the employees will gain valuable insight on how to deliver an empathetic, assured, reliable, responsive customer services in ensuring consumers satisfaction .

To Researchers

From the findings of this study, the future researchers will gain information that will assist them in conducting further studies in the same or related field

To Regulatory Agencies

This study will enable the transportation ministry and its associated agencies gain more knowledge on how to go about policy improvements that would allow for sustained and improved regulation of the transport companies; ABC transport plc, Awka inclusive.

1.8 limitation of the study

Limitation is simply a draw back from success of a research work. The cut throat price of purchasing an online journal was a draw back. Again, The time frame for the submission of the complete study was limited due to the shorter academic session. Also, the respondents were less cooperative in responding to the desired information needed for this study. These were challenges to the study.

1.9 Definition of terms

The following terms has been defined as used in this work.

1. **Customer:** This is an individual, group of individuals or an organization who receive or may receive goods, services, products or ideas from another individual or a company in return of value which can be money anything of equivalent value(MBA skool Team,2021).
2. **Service:** This is a “Separately identifiable, intangible activities which provide want satisfaction when marketed to consumers and/or industrial users and which are not necessarily tied to the sale of a product or another service”(Stanton,1983)
3. **Customer Service:** Lucas (2005:4) describes customer service as the ability of knowledgeable, capable and enthusiastic employees to deliver products and services to

their internal and external customers in such a way that it satisfies identified and unidentified needs of customers, and ultimately, results in positive word of mouth advertising and repeat purchase

4. **Quality:** ISO 8402 as cited in Uzor(2016) quality is the totality of features and characteristics of a product or service that bears on the ability to satisfy a stated or given or implied need.
5. **Reliability:** According to Uzor(2016) this is the likelihood of trouble-free performance during the expected duration of the service.
6. **Assurance:** This construct consists of competence(possession of the required skills and knowledge to perform the service, courtesy (consideration for the customer's property, clean and neat appearance of public contact personnel).
7. **Empathy:** It is the caring and personalized attention the organization provides for her customers.
8. **Responsiveness:** It is the desire and willingness to assist customers and respond to customers complaints and issues promptly.
9. **Tangibility:** This is the degree to which a product or service portrays its clear concrete image (MacDougall and Snetsinger 1990);
10. **Intangibility:** This a lack of physical evidence(MacDougall and Snetsinger 1990).
11. **consumers satisfaction** is defined as the complete assessment about the service or a product by the time and as an outcome of purchase and usage experience of the customer (Srivastava,2015).

12. Transport Company: This is any organization which provides its own or its leased vehicles for transportation or which provides freight forwarding or air express services.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This section offers an overview of conceptual, theoretical and empirical review of literature related to customer service and its effect on consumers satisfaction.

2.1 Conceptual Framework

2.1.1 Concept of customer service

There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. It is the customer! The customer is the person who indirectly pays everyone's salary and who decides whether a business is going to succeed or fail. In fact, the consumers can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else. Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind – pleasing the consumer.”

Who is a customer? Customer is an individual, group of individuals or an organization who receive or may receive goods, services, products or ideas from another individual or a company in return of value which can be money or anything of equivalent value (MBA skool Team,2021). In the case of mail order or internet buying, the customer is the one who actually places the order for the product (Agbonifoh, Ogwo, Nnolim, Nkamnebe, 2007). Consequently, consumers are

nearly synonymous and are often used interchangeably. However, there exists a slight difference; Agbonifoh et al (2007) said that consumers sometime called final user is who uses the product for their domestic purpose in order to enjoy the satisfaction which the products can offer.

Having known who a customer is, we need to understand what service is all about. Stanton proposed a definition in 1983 and defined service as “Separately identifiable, intangible activities which provide want satisfaction when marketed to consumers and/or industrial users and which are not necessarily tied to the sale of a product or another service”. Customer service have become an important theme among practitioners and academia. So what is customer service? Customer service can be defined as the totality of what an organisation does to add value to its products and services from the perspective of customers (Machando and Diggins, 2013).

In another view, Lucas (2005:4) describes customer service as the ability of knowledgeable, capable and enthusiastic employees to deliver products and services to their internal and external customers in such a way that it satisfies identified and unidentified needs of customers, and, ultimately, results in positive word of mouth advertising and repeat purchase. In addition, employees’ bad attitude and unprofessional behaviour influences consumers to switch service providers.

Customer service is the interaction that takes place between somebody from the company and the customer and that it is not limited to sales, for example, but links to all tasks and functions in a (Fogli,2006). In favor of the later definition Jeske, Chimusoro and Karodia(2015) opines that customer service is a continuous process that never stops; it involves the provision of services to customers before, during and after a purchase.

Looking at the above definitions of customer service from various authors, “customer service involves meeting and exceeding the expectations of customers”(Jeske et al.,2015). Expectation is an anticipation of future consequences based on prior experience, current circumstances, or other sources of information (Oliver, 2010). The perceived service or the actual customer service is evaluated against expectations, the result is either dissatisfaction, satisfaction or delight. Though, nature of customer service expectations and how they are formed has remained ambiguous. Regardless, Parashuram(2020) argues that customer service are formed by promise made by the store in terms of advertising and other communication including window display and name sign. Also, Mudie and Pirrie (2006) are of the opinion that expectations are usually formed prior to the usage of a service but may also occur where a customer is actively involved in the delivery of service. Thus, understanding customer expectations is an influential prerequisite for delivering superior customer service; customer compare perception with expectations when judging a firm’s service(Gebremicheal & Singh,2019).

Accordingly, Parashuraman and Zeithaml (1991) and other authors have made notable contribution to understanding service marketing. There are five customer service characteristics that customers use to evaluate service quality and these are as follows:

- Reliability
- Assurance
- Empathy
- Responsiveness
- Tangibility

- **Reliability**

Condra (2001) said and I quote “a reliable product(goods) is one that does what the user wants it to do, when the user wants it to do so.”). It is one of the most significant components of operation for customer (Shakeerah, Mohn Shuri & Jacqueline,2020). Reliability has an impact on trust and the overall impression left in the mind of a customer after service consumption (Abd-El-Salamal, Shawky, & El-Nahas, 2013). Again, it assures the customer of a service provider’s ability to consistently provide a perceived quality of service. Buttressing the latter point, Omar, Saadan and Seman(2015) listed the following attributes in reliability dimension can make customers recognize the consistency and credibility: Accurate delivery service, Complete order service, Company being truthful about its offering., The online service always correct, Keeping service promise, Keeping promotion promise, accurate online booking records, Website always available etc.

Uzor(2016) in his view suggests that reliability can as well reflects the probability of a product malfunctioning or failing within a specified time period. He added that most common measures of reliability are the mean time to first failure, the mean time between failures, and the failure rate per unit time. Because these measures require a product to be in use for a specified period, they are more relevant to durable goods than to products or services that are consumed instantly.

According to Singh (2012) refers to three important factors which include (a) Accessibility (b) Continuity (c) Performance. Accessibility is the most important aspect which means that the service is available whenever it is required and desired. Continuity means that the service continuous to be available and up to required standard. Main tenancy of standard is imperative

for adhering to the continuously factor. If the service is not continuously reliable, there is a chance that customer will not trust its reliability and will switch to the other providers (zeithaml, 2009). The third factor refers to performance, it includes high quality delivery and exceeding the customer's satisfaction thus gaining their loyalty.

Empathy

In today's service settings, empathy has gained the attention of both service and marketing researchers (Agnihotri & Krush, 2015; Bagozzi, 2006). In the service literature, empathy is the caring and personalized attention the organization provides for her customers. Such attention results to a positive customer emotions toward the service brand [(Lee et al., 2011 as cited in Wieseke, Geigenmüller, & Kraus, (2012)]. 11); in the sense that the it makes the customer feel exceptional and extraordinary(Madumere, Emeti, Agu, & Nwaizugbo,2020). On the contrary, lack of empathy or inability to understand the other's perspective damages any service encounter and results in customer dissatisfaction(Abbasi and Alvi 2013; Agnihotri & Krush, 2015).

Again, Research confirms that empathy Involves cognitive as well as emotional dimensions (Jones & Shandiz, 2015; Smith, 2006; Wieseke et al., 2012). From a cognitive perspective, empathy is the service employee's potential to take the customer's view through understanding their mind, thoughts, and intentions (Daniels et al., 2014).Regarding the emotional viewpoint, empathy relates to employees' capability to involve in helpful actions toward customers, such as interpersonal concern and emotional contagion (Mayshak, Sharman, Zinkiewicz, & Hayley, 2017).

Philip Kotler and Gary Armstrong, (2013), outlined the attributes of empathy to include the following:

- a. Giving customers individual attention
- b. Having the customer's best interest at heart.
- c. Convenient business hours.
- d. employees who deal with customers in a caring fashion
- e. Employees who understand the need of their customers.

Empathy brings extra value to the customers and they feel sense of ownership for the service. In an attempt to develop empathy, personnel of the firm should endeavor to know the names of their customers, their preference and needs and take steps to gratify them (Iddrisu, Nooni, Fianko, Mensa,2015; Kalu, 2015). In the transport firm therefore, regular customers feel exceptional when they feel recognized by the staff, and treated courteously and politely.

Responsiveness

Responsiveness is the determinant that defines the willingness to help customers and to provide prompt services. It is the desire and willingness to assist customers and deliver help service. It involve features such as the opening hours of the service provider, the politeness of the employees and the time the customer has to wait in order to get the service. In other words, it describes how quickly and affective the response to the customer is. Willingness to help customers is likely to have an important and positive effect on how customers perceive service and consumers satisfaction in ABC transport plc, Awka. Mengi,(2009) also found that responsiveness is positively related to service quality and consumers satisfaction. It also involves

understanding needs and wants of the customers, convenient operating hours, individual attention given by the staff, attention to problems and customers safety in their transaction.

According to Kotler et al.(2013) Attributes of Responsiveness includes:

- a. Keeping customer informed as to when services will be performed
- b. Prompt service to customers.
- c. willingness to help customers.
- d. Readiness to respond to customer's requests.

Grandey, Goldberg & Pugh (2011) Looks at responsiveness as a central dimension of service quality which becomes the responsiveness of employees to attend to customers' needs, requests and helping customers promptly.

Assurance

Assurance construct consists of competence (possession of the required skills and knowledge to perform the service, courtesy (consideration for the customer's property, clean and neat appearance of public contact personnel). Credibility and security of the employee and their to inspire trust and confidence. The Assurance Quality Dimension is related to attitude, personality, and way of talking of service providers. It can be sales, representatives, or any employee who deals with the customer directly or indirectly. If a company representative fails to comply with customers' expectations and service quality, most probably the client will not return in the future.

Service providers are expected to be the experts of the service they're delivering. SERVQUAL research showed it's important to communicate their expertise to customers. If a service provider

is highly skilled, but customers don't see that, their confidence in that provider will be lower and their assessment of that provider's service quality will be lower. Therefore, service providers must communicate their expertise and competencies – before they do the work. This can be done in many ways that are repeatedly seen by customers, such as: Display industry certifications on patches, badges or buttons worn by employees include certification logos on emails, letters & reports put certifications into posters, newsletters & handouts.

By communicating competencies, providers can help manage customer expectations and influence their service quality assessment in advance.

Tangibility

In marketing and management principles, services are intangible while goods are tangible in nature . “Tangibility is the degree to which a product or service portrays its clear concrete image and intangibility is lack of physical evidence(MacDougall and Snetsinger 1990); it include equipment, staff, physical facilities, products, and appearance. These evidence provide clear indicators for consumers to determine the service provider's capabilities. Thus, this make intangibility an important issue to be resolved in order to create right perception in consumers' mind space and sustain it over a period of time.(Panda & Das, 2014). This requires a transition from intangibility to tangibility. In the vain of doing this most texts in marketing suggests that service providers should use tangible cues as well as by developing a robust corporate image.

2.1.2 Expanded P's of service marketing

People

Service organizations are judged based on the performance of the people who provide the service. People who create and deliver the service are critical for the success of the service organization. That is why service organizations have special focus on the people who provide the service. This is related to the concept of internal marketing. Internal marketing refers to how an organization must care for and treat their employees, since the employees are the key to providing the best service to its customers. Organizations must treat their employees like valued customers. Internal market refers to the employees of the organization. Successful marketing strategies start with the satisfaction of employees before reaching out to the customers. Internal marketing includes properly selecting, training, and motivating all employees. Employees must function well as a team to provide service quality, excellent customer experiences, and consumers satisfaction.

Physical Evidence

The physical environment in which the service provider and customer interact plays an important role. It has an impact on the customer's perception of the service. The physical evidence of the service includes all the tangibles surrounding the service: the buildings, landscaping, vehicles, furnishings, signage, brochures, social media, websites, and equipment. Service providers pay a lot of attention to how they manage physical evidence, in order to leave a good impression of the service on the customer. This is related to the concept of impression management, or evidence management.

Example: You walk into a bakery to buy freshly baked bread. They have a good variety of choices and their samples taste great. However, you notice that the floor and counters are dirty and there are spider webs in the corners of the walls. Even though you like their freshly baked goods, you decide not to go back to the bakery again. It is an example of how impression

management is crucial for service organizations. Even though their service is exceptional, physical evidence might leave a bad influence on the customers.

Process

In the case of services, how the service is created should be well defined. Process is the definition of how the service is provided in a step-by-step manner. Process refers to the actual procedures, mechanisms, and flow of activities by which the service is created and delivered. Most service organizations create a customer contact audit to identify the steps taken when providing the service. The customer contact audit is the flow chart of the points of interaction between the customer and service provider. It provides guidelines for both employees and customers. It also helps to improve the quality of the service by ensuring that the necessary steps are taken for a smooth delivery of the service.

2.1.3 Unique Characteristics of Service

Services do not always emerge out of physical products. As such have distinct characteristics that sets it aside from a physical product (goods). They are Intangibility, inseparability, variability and Perishability.

Intangibility – Services Cannot Be Felt Before Buying.

Services are intangible in nature. It means that services can not be seen, tasted, felt, heard, or smelled before they are bought. For example, a transport passenger has only a ticket and the promise of a safe and comfortable journey. Since these are intangible, then it is very difficult for the customers to develop their expectations. Which means that, it is hard for the customers to imagine what are the benefits or results that they will get from the service. Therefore, the more intangible the service is the higher the perceived risk is. As the buyers are interested in service

quality, the service provider must add tangible dimensions- equipment, and communication material(example:24hrs hotline service, complaint box, empathic customer care representative).

It must make this positioning strategy tangible in every aspect of customer contact.

Inseparability – Services Are Generated and Consumed Together.

Inseparability is a major characteristic of services. It means that services are generated and consumed simultaneously and cannot be separated from their providers, whether they are people or machines. As a bus driver is driving, the passenger is immediately enjoying the service. The result of services is affected by both the provider and the customer. So the customer remains present as the service is produced. Service provider- customer interaction is important. Thus the service provider or the customer care representative have to in every manner give a good listening ear to the customer problem as well as try possible best to solve their complaint before and after the service are rendered.

Variability – Service Quality Never Stay The Same.

Variability otherwise known as heterogeneity is another important characteristic of services, which means that their quality may vary greatly, depending on who provides them and when, where, and how they are provided.

For example, the ABC transport plc, Awka has a reputation for providing better service than others. One employee may be cheerful and efficient within a particular ABC transport branch,

while another may be unpleasant and slower. Even the quality of a single ABC transport employee's service varies according to his or her energy and the state of mind at the time of each customer dealing. Service variability can be managed in several ways. Employees can be selected and trained carefully to provide good service. Employee incentives can be introduced that emphasize service quality. consumerssatisfaction can be checked regularly through suggestion and complaint systems, customer surveys, and comparison shopping.

Perishability – Services Cannot Be Stored.

Services are perishable, which means that services can not be stored for later sale or use. A ticket for the evening show of a movie can not be used for watching the night show. The perishability of services has important implications for service providers. Because unutilized or underutilized services are found to be a waste. A building unoccupied, a person unemployed, credit unutilized, vacant beds in a hospital are economic waste. Of course, this is due mainly to its perishability. This makes it essential that decision-makers or the executives by using their professionalism minimize the possibilities of economic waste. The opportunities come and you need to capitalize on the same by using your excellence.

2.2 Concept of Consumers Satisfaction

Consumers satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Furthermore, the satisfied customers will likely talk to others about their worthwhile experience. On the other hand, if the customers are dissatisfied they are likely share their tragic experiences with a particular organization to people around them.

Consumers satisfaction is defined as the complete assessment about the service or a product by the time and as an outcome of purchase and usage experience of the customer (Srivastava,2015). In customer's view, consumers satisfaction can also be seen regarding their needs, desires a throughout the life cycle of product or service has been met or surpassed, delaying unwaveringness and ensuring repurchase.

2.2.1 Consumer Satisfaction Model

1. The Expectations disconfirmation model: In this model, a consumers compares pre-consumption expectations with post-consumption experience of a product or service thus forming an attitude of satisfaction or disconfirmation towards the product or service.
2. The perceived performance model: In this model, expectations have significant role in shaping satisfaction. This model holds in situations where a product or service performance is so well that the consumer's expectations uh shadowed by the customer's post consumption reaction to the product or service.
3. Norms model: in this model, the consumers compare perceived performance with some standard for performance which is not a productive expectation.
4. Multiple process model: This model exemplifies the satisfaction formation process as multidimensional suggesting that consumers use more than one standard of comparison in forming judgment about a product or service.

5. Attributional model: This model holds that consumers use three factors to determine the attributions effect on satisfaction. These are locus of casualty, stability and controllability. The locus of casualty can be internal or external [(that is the consumers is responsible for the product/ service performance) while internal the service providers goes to the to the credits or blame)]
6. Equity model: This model emphasizes the customer's stance about fair treatment in the consumption process.
7. Affective model: This model holds that emotions, liking, mood have influence over feeling of satisfaction or dissatisfaction emerging in the consumption process

2.3 The Transportation industry (ABC Transport PLC)

The service industry such as the transportation in Nigeria has taken a different dimension over the years as the transport business is now one of the best investment opportunities in Nigeria one can invest in with a very high revenue return. With a population of over 200 million people, there will certainly be a high demand for commercial transportation especially in the cities and state capitals. The industry in Nigeria is also important as in other economies, especially in terms of the number of persons employed in it and the contribution of its services to the Gross Domestic product (GDP).

All the positive reports about ABC Transport lead us to take our time to research and present you a comprehensive review about ABC Transport.

ABC Transport is one of the dependable transport companies in Nigeria currently with years of providing a satisfactory transport system to Nigerians. It was established in 1992 and began

transport operation in 1993. Its headquarters is located in Owerri the state capital of Imo State. It is a child company of Rapido Ventures, owned by Frank Nneji; a native of Mbaise in Imo State Nigeria. Over the years, ABC Transport has been able to extend its tentacles to other West African countries like Ghana and other African countries. With years of top-notch services and good customer relationships, It has won numerous awards of which one of the awards awarded to them the “2015-CITL Pioneer Luxury Bus Operator on the International (West Coast, Africa) Route” and many others. Currently, ABC Transport has its terminals all across the 36 states of the federation with over 1,500 staff and over 600 fleets of busses that ply roads within Nigeria and outside to other West African countries.

The company is well organized and operated with the satisfaction of their customers in mind. The company has a lot of mouthwatering offers for their customers that take at least 11 trips with it within a year and they are entitled to a Gold Card stocked with a lot of benefits. There is also an avenue for you to get discounts for children and Corp members traveling for their NYSC. With over 20 years of experience in the transportation space of Nigeria, it has managed to easily gain a reputation that can't be challenged in Nigeria, it has speed control for the drivers, a tracking system on each vehicle and good customer service and relationships. Here we have listed the services offered by ABC Transport: Shuttle Services, Executive Express, Cargo Express, sprinter Services, city Transit Inn, Coach West Africa, ABC Haulage.

2.4 Theoretical Framework

A theoretical framework is a conceptual model of how one makes logical sense of the relationship among the several factors that have been identified as important to the problem

(Sekeran, 2003). Cases and variable are always part of element used in research. The theoretical background as used in this study is based on **SERVQUAL Model**. According to Parasuraman, Berry and Zeithaml(1991) this model is a multidimensional research instrument designed to measure customer service quality by capturing respondents' expectations and perceptions along five identified gaps, that could impact the consumers evaluation of customer service quality

In different service industries. These gaps were:

GAP 1: consumers Expectation – Management Perception gap. The difference between consumers expectation of the service and the firms perception of those expectations.

GAP 2: Management Perception-Service Quality specification gap. The difference between the firm's perception about customer expectation and the specifications the firm actually adopts.

GAP 3: Service Quality Specification- Service Delivery gap. The difference between the adopted specification and the service quality delivered.

GAP 4: Service Delivery – External Communication gap. The difference between the service delivered and promises made to the customers through communication/promotion.

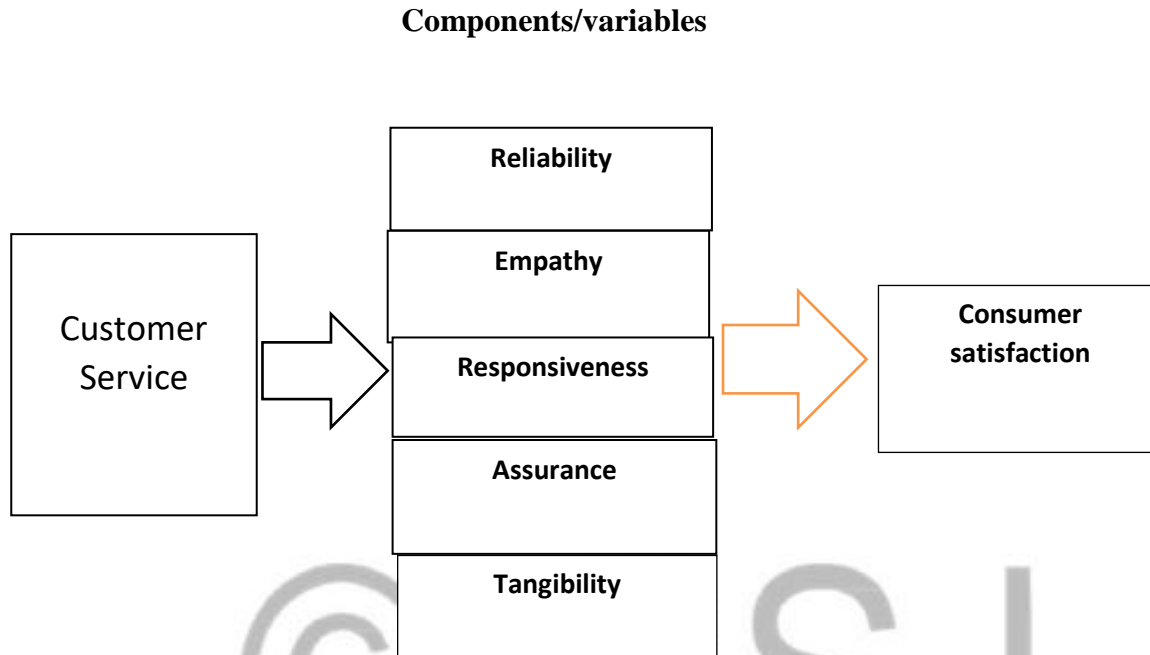
GAP 5: Expected Service – Perceived Service gap. The difference between the service level expected by the customer and the service level perceived by him.

Measuring Customer Service: SERVQUAL Model

(Parasuraman, Zeithaml & Berry, 1991, 1985, 1995).

The scale composes notion of five dimensions construct namely, reliability, empathy, responsiveness, assurance, tangibility.

Responsiveness, assurance, and empathy.



Source: Researcher's own depiction.

Figure 1: sevqual model

2.5 Empirical Review.

Okeke, Titus & GA, Ezeh & NOA, Ugochukwu. (2015) in their study were concerned in the relationship between service quality dimensions and consumers satisfaction with online/e-banking services of Nigerian banks. Seven service dimensions were included in the study and they are: reliability, assurance, responsiveness, perceived risk, tangibility, security, and price. The study was based on a sample 400 respondents out of which 258 responded to the questionnaire. The seven service quality variables and the dependent variable were all measured with a number of items each using seven-point Likert scale. The analysis was conducted with

Multiple Linear Regression analysis (MLR) and the results show that five out of the seven variables: price, security, perceived risk, responsiveness and assurance are significant in enhancing consumers satisfaction with online services of Nigerian banks. The other two variables: reliability and tangibility are not significant and require further exploration. The study provides necessary input for bank management to increase customers' involvement through improving service quality; lowering risk; and enhancing security of operations. Policy implications were highlighted.

Oyeobu, Oyebisi, Olateju and Sesede(2014)assessed effects of Service Quality on business performance of a Road Transport Company in Nigeria. A review of literatures on Service Quality shows That no study has been carried out on its application in the Nigerian Transport sector hence the need for this Research. To assess the situation questionnaires were administered to customers of ABC Transport Plc within its Amuwo Odofin Terminal, Lagos. A random and convenient sampling technique was used. The instruments used were questionnaires and personal interview. The questionnaires were developed by generating 30 items after a thorough understanding of conceptualization and operationalization of service quality. The Data Analysis method used was descriptive and inferential statistics. Our findings in this study show that there is strong positive relationship between tangibles, reliability, empathy and consumers satisfaction. However, the effect of assurance on consumers satisfaction is very negligible. There is however a negative relationship between responsiveness and consumers satisfaction. 99% of total success achieved in consumers satisfaction is accounted for by tangibles, reliability and empathy. It was therefore recommended that staff should take time to assure commuters of their services which will lead to consumers satisfaction. It is recommended that further study should be carried to measure the effect of responsiveness on consumers satisfaction.

Using survey design, Olatokun and Ojo(2014) the effect of consumers satisfaction with mobile telecommunication services in Ibadan, a Nigerian municipality. A structured questionnaire, consisting of SERVQUAL dimensions of reliability, responsiveness, assurance, empathy and tangibility, was used to collect data. Convenience sampling technique was used to select 431 mobile telecommunication users to measure their satisfaction level. Collected data were analyzed using frequency and percentage distribution and Logistic Regression was used to determine if there existed any relationship between the SERVQUAL dimensions and customers' satisfaction. Findings revealed Responsiveness, Assurance and Empathy to be significant in explaining consumers satisfaction. The findings may further strengthen the position of the regulatory authorities in developing policies that will address customers' satisfaction based on defined priorities. This study recommends that mobile operators should improve the quality of mobile services offered to customers in terms of responsiveness, assurance and empathy in order to achieve high level of consumers satisfaction and brand loyalty.

Ng'ang'a Ruth Wanjiku, Dr. Kepha Ombui, Dr. Mike Iravo(2021) examined the effects of customer service strategies on customer satisfaction of firms in the Telecommunication sector. The study adopted a descriptive survey design utilizing both primary and secondary data. Structured and Unstructured questionnaires were used to collect primary data which were administered as the customers queued in the customer service centers while secondary data was collected through document review. Data analysis was carried out using qualitative and quantitative . Techniques with the aid of SPSS while the main method of data presentation was frequency distribution, tables, pie charts and bar graphs. The study found that there is a significant relationship between customer service strategies and customer satisfaction.

2.6 GAP IN KNOWLEDGE

It can be logically deduced that most studies have been carried out in many sectors of the economy. However there none in the transport sector of the economy. This study aim at Closing the knowledge gap. The method of analysis used by the aforementioned literatures include spearman rank correlation, multiple regression analysis, Partial least squares structural equation modeling technique, qualitative approach and the Descriptive statistical method. In this work , Pearson correlation coefficient was used. This method is used to establish that there is a relationship between customer service and consumers Satisfaction.

CHAPTER THREE

METHODOLOGY

This chapter comprises of all the methods and procedures used in carrying out the research project; research design, population of study, sample determination, administration of research instruments, and validity of the research instrument and statistical method of analysis.

3.1 Research Design

Research design is basically the path through which the problem that generated the research is solved as well as achieve the study objectives. Abutabenjeh and Jaradat(2018) add that research plan helps to increase the understanding of a given topic. The most suitable research design for conducting this research is descriptive survey method which involves the collection of data in order to test or answer questions concerning the current status of study. (Gay as cited by Okeke, Ezeh & Olisa, 2014). The objective is to describe how the customer service affects the

consumerssatisfaction in ABC transport plc. This survey method was designed to provide needed information for the study through administration of questionnaires based on research questions in chapter one.

3.2 Population of Study

. At the time of the study, there was no database from which the sample could be drawn. Unfortunately, there was no sampling frame, i.e., a list of all customers (passengers) name, phone numbers and address patronizing ABC transport plc, Awka. Okeke et al(2014) suggested the use of probability sampling technique such as random sampling, etc in order to reach subjects in such a situation.

3.4 Sampling Techniques

The sampling technique adopted for the study is purposive sampling which is a non-probability sampling where the researcher uses his own judgment to decide on which respondent to choose and picks only those who best meetthe purpose of the study (Okeke,et al 2014).

3.5 Sample Size Determination

Specifically, sample is defined as a group of objects selected from a population for a study for the purpose of making generalization about the population from which the sample was drawn (Okeke et al 2014).In this study the population was undefined therefore Cochran's formula was adopted in determining the sample size.

The formula is stated as

$$N = \frac{Z^2 [P][Q]}{E^2}$$

E^2

Where: n = Sample Size

Z^2 = Standard deviation given a corresponding confidence level

P = the estimated population or incidence of cases in the population or assumed success rates with the instrument.

Q = $(1-P)$ or assumed failure rate

E^2 = Proportion of sampling error or error margin in a given situation.

Source: (Okeke, n.d.) Population and sampling in Research. Research Methods.

Where Z = 95% confidence level is 1.96 (read from a standard normal distribution table)

P = 75% (0.75)

Q = $1 - 0.75 = 0.25$

E = 0.05 since I'm using 95% as the confidence level

Therefore: $N^2 = \frac{(1.96)^2(0.75)(0.25)}{(0.05)^2}$

$(0.050)^2$

3.8494×0.19

0.0025

0.7314

0.0025

= 292.55

Therefore the total sample size = 292.

3.7 Source of Data

The sources of data collection in this research projects relied on both primary and secondary of data. The primary sources of data are those data collected by the researcher himself for the specific work at hand (Okeke, et al 2014). While Secondary data are the data already produced by others which is not collected for any specific purpose . The primary data used were gathered from some selected passengers of ABC transport in Awka South local government area of Anambra State, through the administration of questionnaires. The secondary data for this study were sourced from journals, textbooks, Internet and Nnamdi Azikwe University library.

3.8 Research Instrument

The instrument used in this study by the researcher is questionnaires. It is chosen to elicit information from respondents on the issue being investigated. The questionnaire consists of two sections A and B. Section A consists of demographic data of the respondents such as age gender marital status, etc. while section B consists of question relating to the Effects of customer service on consumers satisfaction; both sections have corresponding alternative answers which correspondents are required to tick their choice. In the questionnaire used we have 5-points Likert scale (Strongly agreed, agree, undecided, disagree and strongly disagree) which is closed ended, were respondents are restricted to the options given by the researcher. It has questions under each variable(reliability, tangibility, responsiveness, assurance and empathy).

3.8.1 Administration of Research Instruments

The questionnaire administration was self administered; the researcher went round to distribute them to some selected consumers of ABC transport Plc. Their responses were collected back immediately.

3.8.1 Validity and Reliability of the Research Instrument

Validity explains how well the collected data covers the actual area of investigation. The validity test that the study adopted is pre-test Validity – involves giving a draft of copies of the questionnaires to a selected number of owners of transport companies and the researcher's supervisor to go through and give careful comments that will go into designing the final questionnaire.

3.9 Statistical Method of Data Analysis

After data have been successfully collected grouped and presented with the aid of frequency table and sample percentage, Pearson correlation coefficient was adopted to test the hypothesis. This statistical test is adopted will provide a measure of the strength of association between two variables, the independent variable (X) and dependent variable(Y).

The formula for the Pearson correlation coefficient is given as:

Where;. R =correlation of coefficients

X =independent variable

Y = dependent variable

N =sample size or number of observations

£ = summation

Sources: (Okeke, et al 2014).

Decision Rule

In interpreting the strength of relationship between variables the guidelines suggested by Osioma (2010) was followed thus from 0.0 to 0.2 slightly correlation or no correlation, 0.2 to 0.4 low correlation. 0.4 to 0.7 moderate correlation, 0.7 to 0.9 a high correlation and 0.9 to 1.0 very strong correlation/perfect correlation.

For testing the significant of the products moment coefficient of correlation using the t-test, the decision rule is to reject the null hypothesis, if the completed t is greater than the critical value otherwise accept.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter focuses on the presentation, analysis and interpretation of data collected through the use of questionnaire that was distributed to passengers of ABC transport company. This data analysis is necessary to bring out the result of the research work done and to enable comments to be made on data collected and draw conclusions based on it.

4.1 Questionnaire Distribution

A total of two hundred and ninety two questionnaires (292) were administered to the respondents, two hundred and ten (210) were duly completed and returned while eighty two (82) were not returned.

4.2 Data presentation and Analysis

Table 4.2.1: Questionnaire Distribution and Return

	Questionnaires Returned and used	Questionnaires Unused	Questionnaires Administered
Number	210	82	292
Percentage	72%	28%	100

Source: Field survey, 2022.

From the table above, 210 questionnaire were used and 82 were discarded because it was not returned.

Table 4.2.2: Gender distribution

Variable	Frequency	Percentage (%)
Male	90	43
Female	120	57
Total	210	100

Source: Field survey, 2022.

From the above table, 90 respondents were males while 120 respondents were females

Table 4.2.3: Age Distribution

Variables	Frequency	Percentage (%)
18-25years	45	21
26-35years	70	33
36-45years	60	29
46-above	35	17
Total	210	100

Source: Field survey, 2022.

From the above table, 45 respondents were in between the ages of 18-25years, 70 respondents were in between the ages of 26-35years, 60 respondents were in between the ages of 36-45years, then 35 respondents were 46 years and above.

Table 4.2.4: Marital Distribution

Variables	Frequency	Percentage (%)
Single	145	69
Married	60	29
Divorced	5	2

Total	210	100
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Source: Field survey, 2022

The above table indicates 145 respondents that were single, 60 were married and 5 were divorced.

Table 4.2.5: Level of Education

Variables	Frequency	Percentage (%)
FSLC	80	38
SSCE	40	19
Graduate	60	29
Post-Graduate	30	14
Total	210	100

Source: Field survey, 2022

The table above shows that respondents of 80 respondents were FLSC holders, 40 were SSCE holders, 60 were graduates while 30 were post-graduates.

Section B: Intrinsic Data

Table 4.2.6: Response on ABC transport plc, Awka employees are consistent and credible in their service rendering.

Variables	Frequency	Percentage (%)
Strongly Agree	109	51.9
Agree	40	19
Undecided	50	23.8
Disagree	6	2.9
Strongly disagree	5	2.4
Total	210	100

Source: Field Survey, 2022.

The table above shows that respondents of 109 strongly agree , 40 agree, 50 were undecided, 6 disagreed and 5 strongly disagreed with the above assertion.

Table 4.2.7 : Response on ABC transport plc, Awka employees are accurate in their service .

Variable	Frequency	Percentage (%)
Strongly agree	90	42.9

Agree	40	19
Undecided	10	4.8
Disagree	30	14.3
Strongly disagree	40	19
Total	210	100

Source: Field Survey 2022.

The table above shows that respondents of 90 strongly agreed, 40 agreed, 10 were undecided, 30 disagreed while 40 strongly disagreed with the assertion above.

Table 4.2.8: Response on ABC transport plc, Awka employees are truthful about it's offering

Variable	Frequency	Percentage (%)
Strongly agree	150	71.4%
Agree	45	21.4%
Undecided	5	2.4%
Disagree	10	4.8%
Strongly disagree	0	0%
Total	210	100

Source: Field Survey, 2022.

The table above shows that respondents of 159 strongly agreed, 45 agreed, 5 were undecided, 10 disagreed and 0 strongly disagreed with the assertion above.

Table 4.2.9: Responses on ABC transport plc, Awka employees understands the needs of their customers as well as gives customers individual attention.

Variables	Frequency	Percentage (%)
Strong agree	40	19
Agree	10	4.8
Undecided	60	28.6
Disagree	50	23.8
Strongly disagree	50	23.8
Total	210	100

Source: Field survey, 2022

The above table shows that respondents of 40 strongly agreed, 10 agreed, 60 were undecided, 50 disagreed and strongly disagreed respectively to the above assertion.

Table 4.2.10: Responses on ABC transport plc, Awka employees dealing with customers in a caring fashion.

Variables	Frequency	Percentage (%)
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Strongly agree	110	52.4
Agreed	70	33.3
Undecided	15	7.1
Disagree	10	4.8
Strongly disagree	5	2.4
Total	210	100

Source: Field survey, 2022.

From the table above, respondents of 110 strongly agreed, 70 agreed , 15 were undecided, 10 disagreed while 5 Strongly disagreed to the above assertion.

Table 4.2.11: Responses on ABC transport plc, Awka employees having customers' best interest at heart.

Variables	Frequency	Percentage (%)
Strongly agree	105	50
Agreed	45	21.4
Undecided	20	9.5
Disagree	25	11.9
Strongly disagree	15	7.1
Total	210	100

Source: Field survey, 2022.

From the table above, respondents of 105 strongly agreed, 45 agreed, 20 were undecided, [25] disagreed while 15 strongly disagreed to the above assertion.

Table 4.2.12: Responses on ABC transport plc, Awka employees are readily available to respond to customers requests.

Variables	Frequency	Percentage (%)
Strongly agree	50	23.8
Agree	20	9.5
Undecided	30	14.3
Disagree	67	31.9
Strongly disagree	43	20.5
Total	210	100

Source: Field survey, 2022.

From the table above, 50 strongly agreed, 20 agreed, 30 undecided, 67 disagreed while 43 where strongly disagreed to the above assertion.

4.2.13: Responses on ABC transport plc, Awka employees keeps their customers well infotmed about their services.

Variable	Frequency	Percentage (%)
Strongly agree	130	61.9
Agree	70	33.3
Undecided	5	2.4
Disagree	5	2.4
Strongly disagree	0	0
Total	210	100

Source: Field survey, 2022.

The table above shows that respondents of 130 strongly agreed,70 agreed, 5 were undecided and disagreed respectively then 0 strongly disagreed to the above assertion.

Table 4.2.14: Responses on ABC transport plc, Awka employees creates enabling time to listen and attend to customers complaint.

Variable	Frequency	Percentage (%)
Strongly agree	100	47.6
Agree	60	28.6
Undecided	26	12.4
Disagree	21	10
Strongly disagree	3	1.4
Total	210	100

Source: Field Survey, 2022.

The table above shows that respondents of 100 strongly agreed, 60 respondents agreed , 26 were undecided, 21 respondents disagree while 3 respondents strongly disagreed to the above assertion.

Table 4.2.15: Response on displaying industry certificate on patches, badges or button worn by ABC transport plc, Awka employees increases customers' confidence.

Variable	Frequency	Percentage (%)
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Strongly agree	80	38.1%
Agree	50	23.8%
Undecided	30	14.3%
Disagree	25	11.9%
Strongly disagree	25	11.9%
Total	210	100%

Source: field survey, 2022.

The table shows that respondents 80 strongly agreed, 50 respondents agreed, 30 were undecided and 25 were strongly disagreed and disagreed respectively to the above assertion.

Table 4.2.16: Responses on the employee being knowledgeable in answering questions which inspires confidence in customers

Variables	Frequency	Percentage (%)
Strongly agree	75	35.7
Agreed	45	21.4
Undecided	25	11.9
Disagree	25	11.9
Strongly disagree	40	19
Total	210	100

Source: Field survey, 2022.

From the table above, respondents 75 strongly agreed, 45 agreed, 25 were undecided and disagreed respectively while 40 strongly disagreed to the above assertion.

Table 4.2.17: Responses on ABC transport having a great ambiance environment

Variables	Frequency	Percentage (%)
Strongly agree	95	45.2
Agreed	45	21.4
Undecided	20	9.5
Disagree	25	11.9
Strongly disagree	25	11.9
Total	210	100

Source: Field survey, 2022

The table shows respondents of 95 strongly agreed, 45 agreed, 20 people were undecided While 25 strongly disagreed and disagreed respectively to the above assertion.

Table 4.2.18: Responses on ABC transport having a conducive waiting lounge for her passengers.

Strongly agree	65	31
Agreed	35	17
Undecided	26	12
Disagree	29	14
Strongly disagree	55	26
Total	210	100

Source: Field survey,2022

The table shows that respondents of 65 strongly agreed,35 agreed, 26 were undecided 29 disagreed and 55 strongly disagreed respectively to the above assertion.

Table 4.2.19:the services provided by ABC transport is very satisfactory.

Strongly agree	65	31
Agreed	55	26
Undecided	30	14
Disagree	25	12
Strongly disagree	35	17
Total	210	100

Source: Field survey,2022

The table shows that respondents of 65 strongly agreed, 55 agreed, 30 were undecided, 25 disagreed while 35 Strongly disagreed to the above assertion.

Table 4.2.20: I believe using ABC transport company in traveling is usually a very amazing experience.

Strongly agree	100	48
Agreed	50	24
Undecided	20	9
Disagree	25	11.9
Strongly disagree	15	7.1
Total	210	100

Source: Field survey,2022.

The table shows that respondents of 100 strongly agreed, 50 agreed, 20 undecided, 25 disagreed while 15 strongly disagreed to the above assertion.

4.3 Testing of Hypothesis

To test the hypothesis listed in the chapter one, the work adopted to the Pearson moment correlation. The formula is thus:

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores



Hypothesis one

Ho: Reliability does not affect consumers satisfaction.

Table 4.3.1 Analysis of the independent variables (Reliability)

Scale	4.2.6	4.2.7	4.2.8	Mean(x)
Strongly agree	109	90	150	116
Agree	40	40	45	42
Undecided	50	10	5	22
Disagree	6	30	10	15
Strongly disagree	5	40	0	15

Source: Field Survey 2022.

Table 4.3.2 Analysis of the dependent variables (Consumer satisfaction)

Scale	4.2.19	4.2.20	Mean(y)
Strongly agree	65	100	83

Agree	55	50	53
Undecided	30	20	25
Disagree	25	25	25
Strongly disagree	35	15	25

Source: Field Survey 2022.

The mean of the values shown in the tables containing data under reliability (independent variables) (x) and consumer satisfaction (independent variable) (y) were used in testing the hypothesis as shown above.

Table 4.3.3 Analysis of the effects of Reliability on Consumer satisfaction.

Scale	Reliability(x)	Consumer satisfaction (y)	x ²	y ²	XY
Strongly agree	116	83	13456	6724	9512
Agree	42	53	1764	2809	2226
Undecided	22	25	484	625	550
Disagree	15	25	225	625	375
Strongly disagree	15	25	225	625	375
Total	210	211	16154	11573	13154

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

Source: Field survey, 2022

$$= \frac{5 \times 13154 - 210 \times 211}{\sqrt{5 \times 16154 - (210)^2} \times \sqrt{5 \times 11573 - (211)^2}}$$

$$= \frac{5 \times 13154 - 210 \times 211}{\sqrt{5 \times 16154 - (210)^2} \times \sqrt{5 \times 11573 - (211)^2}}$$

$$= 0.9701$$

Thus, the correlation coefficient is 0.9701 which indicate a strong positive linear relationship between Reliability and Consumer satisfaction.

Testing for significance of r

Since r was computed from a sample data, it is important to test if the sample correlation is a significant. The test for significance is a t-test and formula is given by (Okeke et.al, 2014) is

$$T = \frac{r\sqrt{(n-2)}}{\sqrt{(1-r^2)}}$$

Where r= Computed product moment correlation coefficient

N=Number of sample size /observation

R2= Coefficient of determination

Using the value from the computation above r= 0.97 and n= 5.

Therefore

$$T = \frac{0.9701(3)}{\sqrt{1 - (0.9701)^2}}$$

$$= 1$$

For the critical value of t, the degree of freedom is n-2 at 0.05 level of significant. Degree of freedom=5-2=3

Level of significance =5% or 0.05.

Therefore, t_{0.05}=2.353 (read from the t- statistics in Appendix III).

Decision Rule

Since the computed t [1] lesser than the critical value [2.353], the null hypothesis is accepted and the alternative rejected. This concludes that reliability does not affect consumers satisfaction.

Hypothesis two

Ho: Empathy does not affect Consumers satisfaction.

Table 4.3.4 Analysis of the independent variable (Empathy).

Scale	4.2.9	4.2.10	4.2.11	Mean (x)
Strongly agree	40	110	105	85
Agree	10	70	45	42
Undecided	60	15	20	32
Disagree	50	10	25	28
Strongly disagree	50	5	15	23

Source: Field survey, 2022.

Table 4.3.5 Analysis of the dependent variable (Consumer satisfaction).

Scale	4.2.19	4.2.20	Mean(y)
Strongly agree	65	100	83
Agree	55	50	53
Undecided	30	20	25
Disagree	25	25	25
Strongly disagree	35	15	25

Source: Field survey,2022.

The mean of the values shown under the tables containing data under Empathy[x] (independent variables) and Consumer satisfaction (dependent variables) [y] were used in testing the hypothesis as shown above.

Table 4.3.6 Analysis of the effect of Empathy on Consumer satisfaction.

Scale	Empathy(x)	Consumer satisfaction (y)	x ²	y ²	xy
Strongly agree	85	83	7225	6889	7055
Agree	42	53	1764	2809	2226
Undecided	32	25	1024	625	800
Disagree	28	25	784	625	700
Strongly disagree	23	25	529	625	575
Total	210	211	11326	11573	11356

Sources: Field Survey, 2022.

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

$$r = \frac{5(11356) - 210 \times 211}{\sqrt{5(11326) - (210)^2} \times \sqrt{5(11573) - (211)^2}}$$

$$\sqrt{5(11326) - (210)^2} \times \sqrt{5(11573) - (211)^2}$$

=0.964

Thus, the correlation is 0.964 which indicates a strong positive linear relationship between Empathy and Consumer satisfaction.

Testing for significance of r

Since r was computed from a sample data, it is important to test the sample correlation is significant. The test for significance is a t-test and formula is given by (Okeke, et.al, 2014) is

$$T = \frac{r\sqrt{(n-2)}}{\sqrt{(1-r^2)}}$$

Where r= Computed product moment correlation coefficient.

N= Number of sample size/observation.

R²= Coefficient of determination.

Using the value from the computation above r= 1.0, and n= 5.

Therefore;

=

$$= \frac{0.964(3)}{\sqrt{1 - (0.964)^2}}$$

$$T = 1.96$$

For the critical value of t, the degree of freedom is n-2 at 0.05 level of significance.

Degrees of freedom=5-2= 3

Level of significance= 5% or 0.05

Therefore, t 0.053 =2.353 (read from the t-statistic in Appendix III).

Decision Rule

Since the computed t (1.96) is lesser than the critical value (2.353), the null hypothesis is accepted and the alternative is rejected. this concludes that empathy does not affect consumers satisfaction.

3. Hypothesis Three

Ho: Responsiveness does not affect Consumers satisfaction

Table 4.3.7 Analysis of the Independent variables (Responsiveness).

Scale	4.2.12	4.2.13	4.2.14	Mean(x)
-------	--------	--------	--------	---------

Strongly agree	50	130	100	93
Agree	20	70	60	50
Undecided	30	5	26	20
Disagree	67	5	21	31
Strongly disagree	43	0	3	15

Source: field survey 2022.

Table 4.4.8 Analysis of the dependent variables (Consumer satisfaction)

Scale	4.2.19	4.2.20	Mean(y)
Strongly agree	65	100	83
Agree	55	50	53
Undecided	30	20	25
Disagree	25	25	25
Strongly disagree	35	15	25

Source: field survey 2022.

The mean of the values shows under the table containing data under responsiveness (independent) (x) and the Consumer satisfaction (independent variable) (y) were used in testing the hypothesis as shown above.



Table 4.3.9 Analysis of the effect of responsiveness on Consumer satisfaction.

Scale	Empathy (x)	Consumer satisfaction (y)	X ²	y ²	XY
Strongly agree	93	83	8649	6889	7719
Agree	50	53	2500	2809	2650
Undecided	20	25	400	625	500
Disagree	31	25	961	625	775
Strongly disagree	15	25	225	625	375
Total	209	211	11735	11573	12019

Source: field survey, 2022

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

$$r = \frac{5(12019) - 209 \times 211}{\sqrt{5(12735) - (209)^2} \times \sqrt{5(11573) - (211)^2}}$$

$$= 0.9793$$

Thus, the correlation is 0.9793 which indicates a strong positive linear association between responsiveness on Consumer satisfaction.

Testing significance of r

Since r was computed from a sample data, it is important to test the sample correlation is significant. The test for significance is a t-test and formula is given by (Okeke, et.al, 2014) is

$$T = \frac{r\sqrt{(n-2)}}{\sqrt{(1-r^2)}}$$

Therefore

$$T = \frac{0.979(3)}{\sqrt{1 - (0.979)^2}}$$

$$= 1$$

For the critical value of t, the degree of freedom is n-2 at 0.05 level of significance

Degrees of freedom = 5-2=3

Level of significance = 5% or 0.05

Therefore, t 0.05 = 2.353 (read from the t- statistics in Appendix III).

Decision Rule

Since the computed t (1) is lesser than the critical value (2.353), the null hypothesis is accepted and the alternate rejected. This concludes that responsiveness does not affect consumers satisfaction.

Hypothesis four:

Ho: Assurance does not affect Consumers satisfaction.

Table 4.3.10 Analysis of the Independent variables (Assurance)

Scale	4.2.15	4.2.16	Mean x
Strongly agree	80	75	78
Agree	50	45	48
Undecided	30	25	28
Disagree	25	25	25
Strongly disagree	25	40	33

Source: field survey 2022.

Table 4.3.11 Analysis of the dependent variables (Consumer satisfaction)

Scale	4.2.19	4.2.20	Mean(y)
Strongly agree	65	100	83
Agree	55	50	53
Undecided	30	20	25
Disagree	25	25	25
Strongly disagree	35	15	25

Source: field survey 2022.

The mean of the values shows under the table containing data under assurance (independent) (x) and the Consumer satisfaction (independent variable) (y) were used in testing the hypothesis as shown above.

Table 4.3.12 Analysis of the effects of assurance on Consumer satisfaction.

Scale	Assurance (x)	Consumer satisfaction (y)	X ²	y ²	XY
Strongly agree	78	83	6084	6889	6474
Agree	48	53	2304	2809	2544

Undecided	28	24	784	625	700
Disagree	25	25	625	625	625
Strongly disagree	33	25	1089	625	825
Total	212	211	10886	11573	11168

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

$$r = \frac{5(11168) - 212 \times 211}{\sqrt{5(10886) - (212)^2 \times 5(11573) - (211)^2}}$$

$$= 0.987.$$

Testing significance of r

Since r was computed from a sample data, it is important to test the sample correlation is significant. The test for significance is a t-test and formula is given by (Okeke, et.al, 2014) is

$$T = \frac{r\sqrt{(n-2)}}{\sqrt{1-r^2}}$$

Therefore

$$T = \frac{0.987(3)}{\sqrt{1 - (0.98)^2}}$$

$$= 2.974$$

For the critical value of t, the degree of freedom is n-2 at 0.05 level of significance

Degrees of freedom= 5-2=3

Level of significance= 5% or 0.05

Therefore, $t_{0.05} = 2.353$ (read from the t- statistics in Appendix III).

Decision Rule

Since the computed t (2.974) is greater than the critical value (2.353), the null hypothesis is rejected and the alternate accepted. This concludes that assurance affects consumers satisfaction.

Hypothesis Five

Ho: Tangibility does not affect Consumers satisfaction.

Table 4.3.13 Analysis of the Independent variables (Tangibility)

Scale	4.2.17	4.2.18	Mean X
Strongly agree	95	65	80
Agree	45	35	40
Undecided	20	26	23
Disagree	25	29	27
Strongly disagree	25	55	40

Source: field survey 2022.

Table 4.3.14 Analysis of the dependent variables (Consumer satisfaction)

Scale	4.2.20	4.2.21	Mean(y)
Strongly agree	65	100	83
Agree	55	50	53
Undecided	30	20	25
Disagree	25	25	25
Strongly disagree	35	15	25

Source: field survey 2022.

The mean of the values shows under the table containing data under responsiveness (independent) (x) and the Consumer satisfaction (independent variable) (y) were used in testing the hypothesis as shown above.

Table 4.3.15 Analysis of the effect of tangibility on consumer satisfaction.

Scale	Tangibility (x)	Consumer satisfaction (y)	X ²	y ²	XY
Strongly agree	80	83	6400	6889	6640
Agree	40	53	1600	2809	2120
Undecided	23	25	529	625	575
Disagree	27	25	729	625	675
Strongly disagree	40	25	1600	625	1000
Total	210	211	10858	11573	11010

Source: Field survey, 2022

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = number of pairs of scores
- $\sum xy$ = sum of the products of paired scores
- $\sum x$ = sum of x scores
- $\sum y$ = sum of y scores
- $\sum x^2$ = sum of squared x scores
- $\sum y^2$ = sum of squared y scores

$$r = \frac{5(11010) - 210 \times 211}{\sqrt{5(10858) - (210)^2 \times 5(11573) - (211)^2}}$$

$$= 0.921$$

Testing significance of r

Since r was computed from a sample data, it is important to test the sample correlation is significant. The test for significance is a t-test and formula is given by (Okeke, et.al, 2014) is

$$T = \frac{r\sqrt{(n-2)}}{\sqrt{1-r^2}}$$

Therefore

$$T = \frac{0.921(5-2)}{\sqrt{1 - (0.921)^2}}$$

$$= \frac{2.763}{\sqrt{1 - 0.848241}}$$

$$= 2.9148$$

For the critical value of t, the degree of freedom is n-2 at 0.05 level of significance

$$\text{Degrees of freedom} = 5-2=3$$

$$\text{Level of significance} = 5\% \text{ or } 0.05$$

Therefore, $t_{0.05} = 2.353$ (read from the t- statistics in Appendix III).

Decision Rule

Since the computed t (2.9148) is greater than the critical value (2.353), the null hypothesis is rejected and the alternate accepted. This concludes that tangibility affects consumers satisfaction.

CHAPTER FIVE

SUMMARY OF RESEARCH FINDINGS, CONCLUSIONS

ANDRECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of information gathered from the study carried out by the research in investigation of the effect of customer service on customer satisfaction in transportation industry Conclusion is drawn and recommendation are made from the findings.

5.2 Summary of Finding.

This study sought to find out the effect of customer service on consumers satisfaction. Specifically, it attempts to determine whether reliability, empathy, responsiveness, assurance and tangibility affect consumers satisfaction in ABC transport plc, Awka.

RQ1: How does reliability affects consumers satisfaction in ABC transport plc, Awka?

To a large extent reliability does not affect customer satisfaction. This was seen in chapter four above where the null hypothesis was accepted and alternative rejected.

RQ2: How does empathy affects consumers satisfaction in ABC transport plc, Awka?

Empathy has a negative relationship with consumers satisfaction. This was based on the reject of the alternate hypothesis and acceptance of the null hypothesis.

RQ3: How does responsiveness affects consumers satisfaction in ABC transport plc, Awka?

There is a negative relationship between responsiveness and consumers satisfaction. This was based on the reject of the alternate hypothesis and acceptance of the null hypothesis.

RQ4: How does assurance affects consumers satisfaction in ABC transport plc, Awka?

Assurance has a positive relationship with consumers satisfaction. This was based on the acceptance of the alternate hypothesis and reject of the null hypothesis.

RQ5: How does tangibility affects consumers satisfaction in ABC transport plc, Awka?

Tangibility affects consumers satisfaction. This was based on the acceptance of the alternate hypothesis and reject of the null hypothesis.

5.3 Conclusion

In today's world consumers are made to be the paramount concern of a organization. The purpose of this study is determine the effect of customer service on consumer satisfaction in ABC transport plc. The study found that assurance and tangibility affect consumer satisfaction while reliability, responsiveness and empathy had no effect on consumer satisfaction.

In order to gain customers trust and loyalty business owners especially transport companies such as ABC transport Plc, Awka have to make sure their services are accurate and consistent, offer personalized services and have a high degree of interactions with their customers. Having all these will enable the company offer better services which will increase consumer satisfaction as well as gain their loyalty.

5.4 Recommendations

aA list of recommendation were made based on the findings of the survey:

- The management needs to improve quality services since customer service is a continuous process by enhancing their consumer confidence with the use of certified testimonial, badges etc
- ABC transport plc can set itself as a market leader in the transport industry by going beyond the conventional way of dealing With customer, such as having customized working hour for every client, delivery and accepting payment as per the convenience of the customer in times of difficulty of The customer, which hardly other competitors provide.
- In order to retain the existing customers and to improve customer service, transport companies should tangibilize their services.
- Further studies could be applied on costumer service in other industries.

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APPENDIX I

Department of Marketing,
Faculty of Management Sciences,
Nnamdi Azikwe University,
Awka South local Government Area,
Awka,

Anambra State, Nigeria.

Dear Respondent,

REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am a final year student of marketing in the above mentioned institution. I am presently conducting research on the effect of customer service on consumers satisfaction in the transportation industry. I gladly invite you to provide me with some of the information and data which I will use for this work.

Please be assured that this is purely an academic work and information supplied will be concealed and will be used for no other purpose than academic.

Thanks for your anticipated assistance.

Yours faithfully,



Anumba Ekwutosi Catherine

2017444002

Instructions:

APPENDIX II

SECTION A

Please tick(✓) and not (X) in the appropriate box where provided and fill in were needed.

• Gender:

- Male (b) Female

• Age:

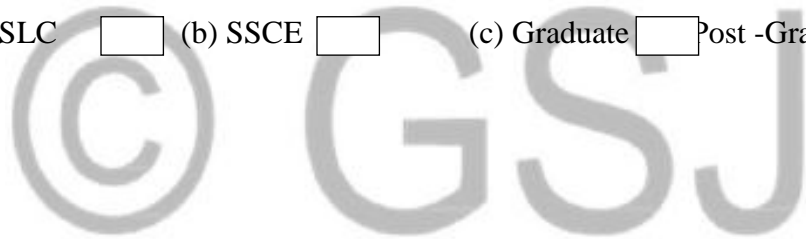
- 18-25 years 26-35 years (c). 36-45 years
- (d) 46 and above

• Marital Status:

- Single (b) Married (c) Divorced

• Education:

- FSLC (b) SSCE (c) Graduate Post -Graduate



APPENDIX III

SECTION B

S/N	Option	Strongly

Agree (SA)	Agree(A)	Undecided
(UD)	Disagree(D)	Strongly Disagree(SD)
How does reliability affect consumerssatisfaction in ABC transport plc?		
ABC transport company employees are consistent and credible in their service rendering.		
ABC transport company employees are accurate in their service .		
ABC transport company employees are truthful about it's offering		
How does empathy affect consumerssatisfaction in ABC transport plc?		
The ABC transport service employees give customers individual attention.		
The ABC transport service employees deal with customers in a caring fashion		

6.	The ABC transport service employees have the customer best interest at heart						
7.	The ABC transport service employees understand the needs of their customers						
	How does responsiveness						

	affect consumers satisfaction in ABC transport plc?						
8.	ABC transport company service employees are readily available to respond to customer's requests.						
9.	ABC transport company service employees have the burning willingness to help customers.						
10.	ABC transport company keeps customers informed as to when services will be performed						
11.	ABC transport company creates convenient operating hours for listening and replying to customers complaint.						
	How does assurance affects customers satisfaction in ABC						

	transport plc?						
14.	Display Industry certifications on patches, badges or buttons worn by ABC transport employees increases customers' confidence.						
15.	ABC transport company service employees are knowledgeable in answering questions which inspires confidence in customers.						
16.	ABC transport company service employees are consistently courteous.						
	How does tangibility affects customers satisfaction in ABC transport plc						
17.	ABC transport company plc has a 24hrs hotline service.						
18.	ABC transport company have a great ambiance						

	environment.						
19.	ABC transport company has a conducive waiting lounge for her passenger						
	consumerssatisfaction						
20.	The service provided by ABC transport company service employees is very satisfactory.						
21.	I believe using ABC transport company is usually a very satisfying experience						
22.	I am very satisfied with the service provided by ABC transport company.						

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