ASSESSMENT ON SERVICE QUALITY AND CUSTOMER SATISFACTION: IN CASE OF TAXI TRANSPORTATION IN GONDAR TOWN

SEWHAREG GETINET

Assistant Professor, Department of Marketing Management
College of Business and Economics, University of Gondar
Gondar, Ethiopia

Abstract: *The service quality play important role in case of taxi transportation service and its customer satisfaction in Gondar town because taxi service offer similar services, the competition is stiff and focused more on delivering quality service, so, it becomes a vital for taxi service Gondar town to meet or exceed the target customer expectation with service quality. This study helps to fill the gap relate to service quality and customer satisfaction. The specific objectives of the study were to assess the level of taxi transport service, to identify the factors that determining the taxi transport service quality and customer satisfaction in Gondar town and to examine the measures that could be taking to enhance the quality of taxi transport service. There is customer complains about service quality deliver by taxi service and there is no study conduct to measure and compare the service quality delivery by taxi service and these reason used initiate the researchers to conduct this study to see which taxi service, satisfies the customer. This study is used mixed research approaches and both primary and secondary data have been collected .This study was conducted in assessment on service quality and customer satisfaction in case of taxi transportation service, in Gondar town with sample of 100 customers and the researchers were used a convenience sampling technique from non probability sampling techniques. The study were used service quality dimension instrument to collect information from the customer ,used analyses descriptive statistics tools such as table frequency and percentage. The taxi drivers should understand for the customer's specific need the taxi service should handle the same service delivery by opening the taxi for more hours by considering customer interest. Empathy, tangibility and assurance Empathy, are the most factors that determine the taxi transport service quality and customer satisfaction from most to least respectively. Finally; the researcher was concluded and recommended possible solution based on the findings.*

Keywords: SERVQUAL, Transport service, Service delivery measurement, Gondar city

I. INTRODUCTION

Service quality is very important in any type of organization which participates on service delivery to satisfy their customer and achieves the organization goal and objectives. It is also one of the most important determinates of the public travel demand. Delivering quality service would have highly important in building up more customer motivation. Therefore, customer power would the backbone for the provision of quality service for the organization. Delivering quality service confining to customer expectation on a consistent basis and it is what customer's access through their

expectation and perception of service experience (Parasuraman, 1985). Service quality provides brief review of some of the relevant approaches that have used for the measurement of customer satisfaction.

Service quality is considered an important tool for a firms struggle to different itself from its competitors (Adrian palmer, 2005); the relevance of service quality to organizations is emphasized here especially the fact that it offers a competitive advantage to organizations that strive to improve it and hence bring customer satisfaction. Service quality has received a great deal of attention from

both academicians and practitioners (Neigh, 2009) and service marketing literature service quality is defined as the actual assessment of the service by the customers (Eshghietal, 2008).

The main intention of governments and private individuals providing public transportation services for its citizenry is to fulfill the needs of the common public with regards to providing them with accessible and affordable transport opportunities (Tran and Kleiner, 2005). White (2002) defined taxi transport as "all modes of transportation available to the public, irrespective of ownership". (Tran and Kleiner 2005) simply defined it as the means of providing special or general transportation services to the public not taking into consideration chartered transport services but rather scheduled transport services. Transport service operators should have an interest in providing good quality service to their passengers, taking into account passenger priorities and requirements. In Ethiopian context in the towns, villages & country sides of Ethiopia taxi offers two kind of service: contract taxi and share taxi ply fixed routes, stop and pick people up when hailed and generally operate like little business. They become contract taxi when they are flagged down (contracted) by an individual or group for a private journey.

Gondar taxi transportation service was established in 1987 E.C at north Gondar administration zone of the Amhara regional state, 742 km north of Addis Ababa. When it starts the transport service there was 15 vehicles' that looks like pick up they called it "weyeyte" taxi and the transportation service was started by 54 persons as a group which are the initiator of taxi transportation in Gondar. The group name was called Waliya transport service. The employees gives service at regular time and during the started period, the sector had been only one permanent employee but now it has 8 permanent employee and 218 minibus vehicles and give service at four major areas around Arada, Piyassa, Maraki and Azezo. Waliya transport service covers the place so called Azezo, Arada(Kidame gebya), Piyasa, College, Maraki & Hospital and the tariff from Arada to Azezo was 1birr 25 cent but now it's 6 birr 50 cents.

There are different reasons which lead to poor quality service delivery such as lack of trained people, unpleasant representation, and scarcity of taxi which means there is no sufficient for the entire population of Gondar. This leads the driver & conductor to deliver poor service quality. The customers have no choice due to the scarcity of taxi and they prefer to use it in order to save their time. The other is old & discomfort of taxi this occur the taxi driven a long period of time without any modification maintenance. Sometimes the drivers may not be the owner which leads to negligence & could not protect the material as their own. Lack of ethics is also the reason for low service quality. This include their customer handling is not satisfactory, lack of respect, low communication skill & honest and unfair price charge on timely base. The reason that lack of service quality in Gondar town and complain by customers initiated the researcher to measure and compare service quality performance of taxi transportation service operating in Gondar town.

II. RESEARCH OBJECTIVE

This research address the following specific objectives

1. To analyze the level of service quality and customer satisfaction taxi transport in Gondar town.

2. To identify the factors that determines the service quality and customer satisfaction of taxi transportation in Gondar town.

3. To examine the measures taken to enhance the quality and customer satisfaction on taxi transport service.

III. LITERATURE RELATED REVIEW

3.1 Definition Service

According to Kotler (1997) Service is any activists or benefit those on party can offer to another those is essentially intangible those and does not result that ownership of anything. Its production many or many not tied to the physical product. According to Zenithal and Biner (2000). Services all economic activities whose out puts not physical product or constriction is generally consumed at the time it is product and provides added value in farms (such as convince, amassment comfort or health).

While in other definition Gronroos (1900), defines a service is an activity or series of activities of activities of more or less intangible nature that normally, but not necessarily, take place in interaction between that customer and service employees and /or physical resource or good and /or system problem. (Cromin and tailors, 1992)Delivering high quality service has become strategic approach for satisfying and retaining customers. As well as building and sustaining profitable and long term relationships with them. Lcvist and klifsio(2006) Based on same of the definition of service above, basically all the service economic activities that result not form of a physical product value add solution or consumer problem.

3.2 Service Quality

According to Parasuraman (1991) service quality is the degree of discrepancy between consumers' perceptions and expectations in terms of different but relatively important dimensions of service quality is very important in any type of organization which participants on service delivery to satisfy their customer and achieve the organization goals and objective it is also one of the most important determinants of the public travel demand delivering quality service would have highly important in building up mare customer motivation. Parasuraman (1985)Therefore customer power would the back bone for the provision of quality service for the organization delivering quality service confining to customer expectation on a consistent basis and it is what customer's access through their expectation and perceptions of service experience. Service quality is complex of the quality assessment service with different assessment of the product .especially because is not real (intangible) and the patent of production and its consumption is running simultaneous sly besides difference in these characteristics in assessing the service quality. The customers are directly valid and participate in the service process. So is the service consumed or enjoyed when produced? Lim and Tang (2000) Performance ratings are lower than expectation. This is assign of poor quality and reveres are suggesting good quality. Parasuraman (1988) defined perceived quality as global judgment or attitude relating to the superiority as the service.

3.3 Service Quality Gap

According to Parasuraman et al (1988), customer expectations are what the customers think a service should offer rather than what might be on offer. In their work, Zeithamal et al (1990), identified four factors that influence customers " expectations. These are word-of-mouth communications;

personal needs; past experience; and external communications. They contend that a gap is created when the perceptions of the delivered service does not match the expectation of the client. These conclusions were corroborated by Parasuraman et al (1985) and Lewis and Mitchell (1990) and they further concluded that where expectations exceed performance (perception of delivered service), then perceived quality is unsatisfactory and customer dissatisfaction occurs. Specifically, five gaps which organizations need to measure, manage and minimize have been identified in the literature. These are attributed to the works Zeithamal et al (1990) and are explained below:

➢ Gap 1 is the distance between what customers expect and what managers think they expect – survey research is a way to narrow this gap.

➢ Gap 2 is the distance between management perceptions and actual specifications of the customer's experience. Managers need to make sure the organization is defining the level of service they believe is needed.

➢ Gap 3 is the distance from the experience specification to the delivery of the experience. Managers need to audit the customers " experience that their organization currently delivers in order to make it live up to the specification.

➢ Gap 4 is the distance between the delivery of the customer experience and what is communicated to customers. All too often the organization exaggerate what will be provided to customers, or discuss the best case rather than the likely case raising

customer expectations and harming customer perceptions.

➢ Gap5 is the distance between the customer's perception of the experience and the customer's expectation of the service. Nyeck (2002) Customers expectations have been shaped by word-of-mouth, their personal needs and their own past experiences

3.4 Dimensions of Service Quality

According to Parasuraman, Zeithmal and Berry (1988), there are criteria that customers used to judge the quality of service that they receive. They service qualities are related to the quality of the final outcome. Van 1 waardentetal (2003) Service qualities have five generic dimensions or factors and are stated as followers tangible, reliability responsiveness, assurance and empathy.

➢ **Reliability**: ability of the service provides to provide to perform the promised service depend ability and accuracy.

➢ **Responsiveness**: that is the will or desire to help employees and provides services that consumers needed, having the consumer to wait, especially without a clear base, will cause a negative impression that should not happen, unless their error was negative impression that should not happen unless their error was responded quickly it can be a good expression and a pleasant unpleasant experience. The attributes that exist in these dimensions are willing to help customers to respond to customer requests.

> **Assurance:** including knowledge, skills, courteous and trust war they fell from danger and risk. The attribute that exist in this dimension are knowledge and courtly of employees and their, to inspire trust and confidence, employees who instill confidence in customers and marketing customer feel safe in their transaction employees who are consonantly courteous and employees who have the knowledge to answer customer question.

> **Empathy**: include attitude contact and company personnel to understand consumer needs and difficulties good communication personal attention ease of communication or conduct in the relationship.

> **Tangibility**: what assessment can mover of appearance of physical facilities equipment personal and communication materials or how good is the organizational commenting what is provided in service.

3.5 Level of service for customer expectation

Ideal service level is defined the wished for level of service customer would like. Desired service level of performance the customer wants, hopes to relive from the service.

According to K B. and suleener .J.C (2007), adequate service level is the minimum level of service the customer would to late and accept without being unsatisfied predicted service level: is the lost level of customer expectations which means customer actually expect from the service from Zane of tolerate :is the area between the adequate level of service and the desired level of service yes.

3.6 Service quality and customer (client) satisfaction

Service quality and customer (client) satisfaction are important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantage and consumer loyalty.

3.7 Factors that Affect Customer Satisfaction

It has been identified that human needs, quality of services and products, the user friendly nature of product and services, and comfort assurance (Bailey, 1983, Karen, 2001 & Shi, 2005) are some of the important determinants of customer satisfaction. Even though different customers will require different levels and combinations of these variables, they generally are important factors that affect customer satisfaction. Matzler(2002) went a step forward to classify factors that affect customers' Satisfaction into three factor structures;

> **Basic factors:** these are the minimum requirements that are required in a product to prevent the customer from being dissatisfied. They do not necessarily cause Satisfaction but lead to dissatisfaction if absent. These are those factors that lead to the fulfillment of the basic requirement for which the product is produced. These constitute the basic attributes of the product or service. They thus have a low37impact on satisfaction even though they are a prerequisite for satisfaction in a nutshell competence and accessibility.

> **Performance factors:** these are the factors that lead to satisfaction if fulfilled and can lead to dissatisfaction if not fulfilled. These include reliability and friendliness.

> **Excitement factors**: these are factors that increase customers' satisfaction if fulfilled but do not cause dissatisfaction.

IV RESEARCH METHODOLOGY

This research used descriptive type of research because of its usefulness to clearly describe, analyze, and interpret the characteristics of individuals and groups, in present state of an area of investigation to obtain precise information in various fields of inquiry. In this research the researcher used mixed research approach. The target populations for this research are the customer of taxi transport and manager of waliya transport sector in Gondar. From the infinite target population of the study, the researcher took a sample of 100. The data was collected through non probability sampling techniques especially through convenience sampling. In this study the researchers used both Primary and secondary source of data .primary source of data is collected using interview

and questionnaires. The data gathered through questionnaire and interview was carefully edited, coded, tabulate and organized based on the types of basic questions and nature of data analysis. Then the data was presented and analyzed through descriptive statistic using table and percentage presentation technique in to a meaningful ways.

V DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this part the data obtained from the respondents has been analyzed using table, Percentage and frequency, total of 100 questionnaires were distributed to respondents and these questionnaires have been used for analysis the data, from 100 questionnaires 60 questionnaires were filled by male taxi transport customers and 40 questionnaires filled by female customers

5.1 Analysis of Service quality dimensions

Table 1: Reliability

Variable	Category	Customer respondent of no	
Reliability	1, Taxi service is dependable to you?	Frequency	%
	Strongly agree	9	9%
	Agree	26	26%
	Neutral	10	10%
	Disagree	40	40%
	Strongly disagree	15	15%
	Total	100	100%
	2, you always get taxi from taxi station		
	Strong agree	4	4%
	Agree	22	22%
	Neutral	15	15%
	Disagree	43	43%
	Strongly disagree	16	16%
	Total	40	100%
	3 when you have a problem, the taxi drivers will show sincere interest solving it?		

	Strongly agree	4	4%
	Agree	30	30%
	Neutral	10	10%
	Disagree	39	39%
	Strongly disagree	17	17%
	Total	100	100%

Source: own survey 2018

As shown in table 1, 9(9%) ,26 (26%) ,10 (10%) , 40(40%) and 15 (15%) respondents are strongly agree, agree neutral, disagree and strongly disagree respectively regarding to dependable of taxi service. In the same table total,4(4%).22(22%),15(15%),43(43%),and

16(16%) respondents are also strongly agree, agree, neutral, disagree and strongly disagree respectively based on easiness to get taxi from taxi stations. 4 (4%) respondents strongly agree on that the taxi drivers show sincere interest to solve when problems happen and 30(30%) of respondents agree that the taxi drivers show sincere interest solving when problems happened .furthermore, 39(39%) and 17(17%) of respondents respond disagree and strongly disagree respectively ,while the rest of respondents 10(10%) neither agree nor disagree. The main transportation service customer expectation, taxi service keeps its dependable and solving its problem, and it is followed by getting taxi from taxi station always. The taxi transportation actual service delivery result in low dependable.

Table 2: Tangibility

Variable	Category	Customer response in no	
		Frequency	%
Tangibility	4, the taxi physical facilities (sitting, chairs, window…) are visually appealing?		
	Strongly agree	4	4%
	Agree	10	10%
	Neutral	13	13%
	Disagree	45	45%
	Strongly disagree	28	28%
	Total	100	100%
	5, the taxi seats are comfortable		
	Strongly agree	4	4%
	Agree	23	23%
	Neutral	8	8%
	Disagree	48	48%
	Strongly disagree	17	17%
	Total	100	100%

Source: own survey 2018

Table 2 presents that tangibility of service and 4(4%) of the respondents strongly agreed, 10(10%) of them agreed on the visual appealing of the physical facility. And in this table, 13(13%) of the respondents are neutral and 45(45%) of them to strongly agree and 28(28) opted strongly disagree with the issue. Since the majority of the respondents 45(45%) are disagreed and strongly

disagreed on the taxi physical facility visually appealing.   In the same tables 4(4%) of the respondents are strongly agreed and 23(23%) of the respondents opted to agreed 8(8%) of the respondents neutral, 48(48%) of the respondents disagreed and 17(17%) of them are strongly disagreed based on seats comfortable about the taxi.

Table 3: Assurance

Variable	Category	Customer respondent in no	
		Frequency	%
Assurance	6, the taxi drivers and their assistance are polite?		
	Strongly agree	4	4%
	Agree	4	4%
	Neutral	23	23%
	Disagree	39	39%
	Strongly disagree	30	30%
	Total	100	100%
	7, you feel safe in transportation with the taxi service?		
	Strongly agree	6	6%
	Agree	26	26%
	Neutral	11	11%
	Disagree	38	38%
	Strongly disagree	19	19%
	Total	100	100%
	8, drives of the taxi constantly courteous to you?		
	Strongly agree	6	6%
	Agree	13	13%
	Neutral	26	26%
	Disagree	39	39%
	Strongly disagree	16	16%
	Total	100	100%
	9 The Driver and conductor are consistent courteous with you		
	Strongly agree	8	8%
	Agree	24	24%
	Neutral	21	21%
	Disagree	28	28%
	Strongly disagree	19	19%
	Total	100	100%

Source Owen swerves 2018

According to table 3, category 6, it is found that 4(4%) of the respondents strongly agreed, 4(4%) the respondents agreed, 23(23%) of them are neutral, 39(39%) disagreed and 30(30%) strongly disagreed regarding to the politeness of the taxi drivers and their assistance. In category 7, 6(6%), 26(26%), 11(11%), 38(44%) and 19(19%) of the respondents are replied strongly agreed ,agreed, neutral, disagreed and strongly disagreed based on feel safe in transportation with the taxi service respectively. In 8, show that 6(6%) of the respondents strongly agreed, 13(13%) of customers correspondents agreed, 26(26%) of the respondents

replied that neutral, 39(39%) of the respondents are disagreed and 16(16%) of them strongly disagreed regarding to the drivers constantly courtesy of the customers. Category 9 show also 8(8%), 24 (24%), 21 (21%), 28, (28%) and 19 (19%) of the respondent are replied strongly agreed, agreed, neutral, disagreed and strongly disagreed about Driver and conduct or consistent courteous to respondents. Customers respond that the taxi drivers and their assistance are not polite and not courtesy to the customers and not feel safe in transportation with taxi.

Table 4: Responsiveness

Variable	Category	Customer response in no	
		Frequency	%
Responsiveness	Drivers of the taxi and their assistance are never too busy to respond to your request?		
	Strongly agree	9	9%
	Agree	18	18%
	Neutral	15	15%
	Disagree	42	42%
	Strongly disagree	16	16%
	Total	100	100%
	The taxi provider will always be willing to help its customers.		
	Strongly agree	8	8%
	Agree	14	14%
	Neutral	24	24%
	Disagree	30	30%
	Strongly disagree	24	24%
	Total	100	100%

Source Owen swerves 2017

Table 4 shows customers response to the 2 responsiveness questions respected to taxi service. Regarding to responsiveness, category10 showed that 9(9%) of the customers strongly agree, 18(18%) of their respondents agree, 15(15%) of them disagreed, 16 (16%) respondents replied strong disagree based on the drivers of the taxi and their assistance are never too busy to response the customer's request. Category 11 shows that 8(8%) of the respondents strongly agreed, 14(14%) of the customer response agreed, 24(24%) of the respondents neutral, 30(30%) and 24(24%) of them disagree and strongly disagreed regarding to the taxi provider will always be willing to help its customers. Customer expectation is less on drivers of the taxi and their assistance be never busy to response and taxi drivers and their assistance not very good on the willingness to help them.

Table 5: Empathy

Variable	Category	Customer response in no	
		Frequency	%
Empathy	12, The taxi provider gives individual attention to customers.		
	Strongly agree	7	7%
	Agree	15	15%
	Neutral	11	11%
	Disagree	48	48%
	Strongly agree	19	19%
	Total	100	100%
	13 The taxi provider understands the customer's specific need.		
	Strongly agree	5	5%
	Agree	13	13%
	Neutral	16	16%
	Disagree	44	44%
	Strongly agree	22	22%
	Total	100	100%
	14 The taxi provider fulfills your best interest at heart.		
	Strongly agree	3	3%
	Agree	7	7%
	Neutral	13	13%
	Disagree	47	47%
	Strongly agree	30	30%
	Total	100	100%

Source; own survey, 2018

From the above table 5, .the total of 100 respondents 7(7%) customers are strongly agreed,15(15%) respondents are agreed, 11(11%) respondents are neutral,48(48%) of the respondents are disagreed and 19(19%) respondents categorized in strongly disagreed based on The taxi provider gives individual attention to customers. 5(5%), 13(13%), 16(16%), 44(44%), 22(22%) respondents replied strongly agreed, agreed, neutral, disagreed and strongly disagreed respectively. In category 14

from the above table 3(3%) respondents are strongly agreed, 7(7%) agreed, 13(13%) replied neither agreed nor disagreed, most of the respondents 47(47%) are disagreed and 30(30%) respondents are disagreed.

77 % of the taxi customers are not satisfied the actual service delivered in Gondar town.

5. 2 Level of service

Table 6: Level of service

Variable	Category	Customer response no	
		Frequency	%
Level of service	1 How do you rat the level of taxi service?		
	High	1	1%
	Medium	45	45%
	Low	54	54%
	Total	100	100%
	2 Are you satisfied in taxi service?		
	Yes well	0	0%
	Yes partially	39	39%
	Am not satisfied	61	61%

Source own survey 2018

According to table 6, 1 (1%) of the respondents replied that the level of service is high, 45(45%) of the respondent simply replied medium and 54(54%) of customer respondents are respond low based on the rate of level of taxi service in Gondar. In Category 2 from 6, no respondents replied well satisfied, 39(39%) of respondents are partially satisfied and 61 (61%) respondents respond not satisfied by the service.

5.3 Service quality measurement

Table 7: Service quality measurement

No	Questions	Option	Respondent of no	
			Frequency	%
1	Do think the corrective measurement is fair?	Yes	14	14%
		No	86	86%
	Total		100	100%
2	Do you think measures that are taking to enhance the quality of	Yes	46	46%

the service is proper?		No	54	54%
	Total		100	100%

Source questioner 2018

Customers were asked to indicate whether the corrective measurement of the taxi was fair for them, As the data in the above table indicate majority of the customers about 14 (14%) replied that the corrective measurement of the taxi was fair to them where as the remaining 86 (41%) of them said that the corrective measurements of taxi were not fair to them, as the data shown in the above table, 46 of customers about(46%) said that there were   taken measurements to enhance service quality and the remaining 54 (54%) respondents no taken measurement to enhance service quality in Gondar town.

VI.   CONCLUSION   AND RECOMMENDATION

6.1 Conclusion

The current taxi service sector in Gondar plays important role in country development because of high customer involvement the taxi services itself recognizing customer's perception and expectation are very significant and even understanding the customer perception about service quality in becoming mandatory in taxi service. For the purpose of this study service quality measurement which is the most important appropriate multi-dimensional technique where used to measure the customers perception. The total sample of the study is 100 respondents, and the data get from respondent analyzed by descriptively using statistics such as table and percentage analysis, with regarding to the taxi service delivery, the majority of the respondents are dissatisfied with the taxi service in relation to this they disagree that taxi service offering quality service.

Based on the finding summarized in data analysis part the following conclusions were made.

❖ The result in the service level category shows the lowest rate under such dimensions; Empathy, tangibility and assurance are the most factors that determine the taxi transport service quality from most to least respectively.

❖ But empathy dimension taxi service does not work hard mostly than   other dimensions, and taxi service need to review its performance in the other four dimensions to improve service quality of taxi transportation, customer satisfaction and to be competitive.

❖ The most taxi drivers did not show sincere interest to solve the customer problem.

❖ Taxi service need to understand customer suggestion and make improvement based on their suggestion.

6.2 Recommendation

Taxi transportation service should be committed to achieve quality service at continues effort is the main means to satisfy customers because current taxi service sector show highest competition with other means of transportation. The customer did not get a good service on the dimension of Empathy, tangibility and assurance.

As   discussed in the literature review empathy include attitude contact and company personnel to understand consumer need and difficulties good communication ,personal   attention ,ease of

communication or conduct in the relationship and the taxi service is one of the service sectors that understand customer need ,customer more focus on empty good communication in measuring service quality to reduce the empathy or match customer empathy expectation the researchers recommend the following things,

- The taxi drivers should understand the customer specific need.

- Train drivers and assistance about how to serve customers and create awareness that customers are essential for the taxi service existence.

- The taxi service provider should provide safe transportation service to customers.

- Taxi drivers should be consistently munificent to customers.

- Drivers ability ought to serve politely and willingness to help customers.

- The taxi association should motivate and provide incentives for taxi drivers and their assistance to serve customers without any delay which will help to increase the performance of taxi

- Drivers and their assistance should work hard to become never busy to respond customers' request.

As we seen from analysis and conclusion part taxi service customer are mostly dissatisfied in all dimension of service quality and the researchers recommend the following.

- Ensure that drivers understand and accept goals and priority.

- The taxi association should rendered reward to taxi drivers and their assistance for attaining quality goal.

- Establish clear service quality goal that are challenging, realistic, and explicitly designed to meet customer expectations.

- Taxi service should provide a good feedback for customers.

- The taxi service should provide high service.

- Understand customer suggestion and make improvement based on their suggestion.

Also we recommend to Gondar transport office to improve current taxi service quality and customer satisfactions

- The office shall find funds from any concerned body to encourage and individuals and increases number of taxi.

- Gondar transport office should maintain infrastructures especially around hospitals and Maraki up to Azezo.

- The office should enforce driver license sectors they concern the ethics of drivers in addition to regular works.

- The office also should train drivers and assistance about ethics and customers handling mechanisms.

REFERENCE

- Adrian palmer (2005). "*principle of service marketing*"

➢ Alvin. Burns and Ronald F. Bush (1999). *"marketing research 3ʳᵈ edition"*

➢ Buttle Francis (2005). *"Customer relationship management concept and tools"* publish by Elsevier buffer worth. HIHeman.

➢ C.R. Kothari (2003). *"Research methodology method sand techniques"* 2ⁿᵈ revised edition.

➢ Gilbert A. Churchill and Fortworth (1992)). *"Basic marketing Research"* 2ⁿᵈedition, *"The Dryden press"*

➢ Grishma Rao Siddabattula., Vakamullu Gopalakrishna., Birhanu Mulat Addis., Koppala Venugopal (2018) "Assessment of factors influencing the performance of agricultural tractors: in the case of Srikakulam city, A.P., India"., International Journal of Innovative Research and Practices(IJIRP)., Volume 6, Issue 3, March 2018, PP: 1-11

➢ Lim and Tang (200. Parasuraman et al (1988). *"principle of service marketing"*

➢ Parasuraman and Zeithamal y .A and berry L. (1985). *"A conceptual model of service quality and its implications for future research"*(Journal of marketing)

➢ Philip kotler (2006). *"Marketing management"*12ᵗʰedition.

➢ Philip kotler(2006). *"principle of marketing"* 10ᵗʰ edition

➢ Susan Rose, Niges Spinks and Ana Isabel Canboto. *"Management research"* Appling the principles (2015) Nareshk. Malhotro (2003). *"marketing research"* 4ᵗʰ edition

➢ Venugopal K, Abebe Worku Hassen, Haimanote Belay Alemayehu., (2015)" Second Hand: A Hand in Hand for Indian Customers- A Study on the Customer Priorities on Different Used Products"., International Journal of Innovative Research and Practices IJIRP,. Forum for Intellectual Academicians and Researchers., Volume 2, Issue 12, December 2014, PP: 1-7