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***Examining bus terminal service quality in Ethiopia, Addis
Ababa***

BY

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Approval sheet

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ACRONYMS AND ABBREVIATION

CS: Customer Satisfaction

SQ: Service Quality

SERVQUAL: Service Quality

P: Perception

E: Expectation

Abstract

The study aimed to understand the service quality of intercity bus terminals in Addis Ababa, with a focus on Kality bus terminal. A mixed research method was used, with descriptive and inferential research design. The target population included passengers, drivers, and staff members of the bus terminal, and a sample of 384 respondents was selected randomly. 376 respondents fully responded and return the paper, the rest not return the paper. Data was collected through a questionnaire, interview and observation, and analyzed using descriptive and explanatory methods. The findings of the study indicated that the mean scores for the five dimensions of service quality showed that the highest mean gap was for tangibility, followed by assurance and empathy. The least mean score was for responsiveness, following reliability. The study also found that the mean scores of the five dimensions of service quality were all negative, indicating that customers were less satisfied with the services provided by Kality bus terminal than their expectations. The study revealed a positive and linear relationship between service quality and overall satisfaction, with tangibility and responsiveness dimensions having a stronger correlation with customer satisfaction. Based on the findings, the study recommends that Kality bus terminal should focus on upgrading its physical facilities, enhancing staff training and communication, reducing wait times, providing more personalized attention to passengers, implementing quality assurance programs, and using technology to enhance service delivery. These recommendations could help the bus terminal to improve its service quality, increase customer satisfaction, and enhance its overall performance. By implementing these recommendations, Kality bus terminal could address the gaps between customer expectations and perceptions, and ensure sustainable growth and success.

Keywords: Service Quality, overall satisfaction, Kality Bus Terminal

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Intercity bus services are of prime importance in lightly populated rural areas that often have little or no public transportation. InterCity bus services are one of four common transport methods between cities, not all of which are available in all places. The others are by airliner, train, and private automobile. Bus terminals play an important role in determining the development of functions and other community activities in the city (Hakim et al., 2016). Qu, H., Kim, L. e.tal. (2019). Service quality, perceived value, and satisfaction of intercity bus terminal users in South Korea. Investigated the relationship between service quality, perceived value, and satisfaction of intercity bus terminal users in South Korea. The study found that service quality significantly influenced both perceived value and satisfaction.

Kim, J., & Lee, S. (2018). Analysis of intercity bus terminal service quality factors based on customer satisfaction. Examined intercity bus terminal service quality factors in South Korea based on customer satisfaction and identified factors such as accessibility, convenience, and amenities as important for passenger satisfaction. Pham, H. N. (2018). Service quality and passenger satisfaction at intercity bus terminals in Vietnam. Examined service quality and passenger satisfaction at intercity bus terminals in Vietnam using a survey of passengers. The study identified factors such as ticketing systems, staff service, and cleanliness as important for passenger satisfaction.

According to Robel 2016, Passengers can move within a city and outside of a city or between different cities in the country. Movement within a city is called intra-urban movement while movement between cities is known as inter-city movement. It can cover short distances as well as longer distances. The nature of short distance movement does not usually require passengers to do intensive preparations such as buying tickets and large baggage handling. It should be noticed here that some urban transportation services require buying tickets for a single trip. In Ethiopia, whether it is urban or inter-city, road transportation is the dominant mode of movement from one location to another.

Public transportation is an essential component of urban mobility, providing affordable and accessible transportation options for millions of people worldwide (Wan et al., 2019). In Ethiopia, public transportation is the primary mode of mobility for most people, particularly in Addis Ababa, the largest city and capital of the country (Alemayehu & Workneh, 2021). However, the quality of service provided by public transportation services, including bus terminals, has been a concern in recent years.

In a study conducted by Alemayehu and Workneh (2021) on the quality of service provided by public transportation in Addis Ababa, the authors found that overcrowding, safety concerns, and poor service quality were among the main issues identified by customers. Similarly, in a study by Desalegn and Nigatu (2019), customers expressed dissatisfaction with the quality of service provided by bus terminals in Ethiopia, including issues related to cleanliness, accessibility, and timeliness.

These concerns have led to calls for improvements to the quality of service provided by public transportation services in Ethiopia, including bus terminals. As noted by Gebeyehu (2017), improving the quality of service provided by public transportation services is essential for meeting the growing demand for mobility and improving the overall quality of life for people in Ethiopia.

Against this backdrop, the study "Examining Bus Terminal Service Quality in Ethiopia, Addis Ababa" aims to examine the quality of service provided by bus terminals in Addis Ababa, identify the factors that affect service quality, and evaluate customer satisfaction with the services provided. The study was a mixed-methods approach that combines both quantitative and qualitative research methods to collect data through surveys, interviews, and observations.

The findings of this study would be useful for policymakers, transportation service providers, and other stakeholders who are involved in the planning and delivery of public transportation services in Addis Ababa. The study may provide insights into the factors that contribute to service quality and customer satisfaction, which can be used to inform policy-making and improvements to service delivery. Additionally, the study might contribute to the existing body of knowledge on service quality in the public transportation sector in Ethiopia and provide a foundation for future research on this topic.

1.2. Statement of the Problem

Most of the time, it is difficult to observe satisfied customers in transportation service delivery because of different reasons like the buses do not appear as wanted, weak service deliverance, overcrowding of passengers, lack of information exposes passengers to theft, broken windows exposes passengers to accident, suffocation, and pickpocketing (Mekonnen, 2010).

The transportation industry in Ethiopia, particularly in Addis Ababa, is facing several challenges due to the rapid increase in urbanization and population growth (Bekele, 2016; Teshome, 2017). One of the significant challenges is maintaining the quality of public transport services, including bus terminal services, which are crucial for ensuring customer satisfaction and loyalty. However, there is a lack of research on the quality of bus terminal services in Addis Ababa, which may be affecting the perception of the transportation sector by the public and hindering the growth of the industry. Kidane(2017) Assessment of Service Quality with Special Reference to Selam Bus Line Share Company; The above researches conducted on public transport service sector mostly focused on the assessment of the service quality, the challenges and opportunities, and the relationship between service quality and customer satisfaction in relation to a single or two enterprises including the cross- country transportation services like Selam bus. After reviewing the aforementioned literatures, the student researcher found out that there is no adequate work that has been done on the Examining Intercity Bus Terminals Service quality In Addis Ababa except Robel Samson(2016) evaluating the intercity bus terminals and the intercity bus services by assessing the passengers' level of satisfaction on two intercity terminals, Kality & Lamberet.

Ayalew and Wondwosen (2019) conducted a study on the satisfaction of commuters with public transport services in Addis Ababa and found that service quality significantly influenced their satisfaction. Factors such as reliability, comfort, and safety were crucial in determining the quality of service. The authors recommended that transport operators and policymakers should focus on improving the quality of service to enhance customer satisfaction and loyalty.

Similarly, Teshome (2017) highlighted the need for sustainable and efficient urban mobility solutions in Addis Ababa. The author noted that the transportation sector faced challenges in meeting the increasing demand for services, and there was a need for innovative strategies to

address the issue. Improving the quality of bus terminal services could be a crucial step towards achieving sustainable urban mobility solutions.

The above references highlight the need for further research on the quality of public transport services, including bus terminal services, in Addis Ababa. Ayalew and Wondwosen (2019) found that service quality, including factors such as reliability, comfort, and safety, significantly influenced the satisfaction of commuters in the city. Bekele (2016) also noted that the transportation sector in Addis Ababa faced challenges in meeting the increasing demand for services, while Teshome (2017) highlighted the need for sustainable and efficient urban mobility solutions. Therefore, examining the quality of bus terminal services in Addis Ababa is a crucial step towards addressing the challenges faced by the transportation industry in Ethiopia and ensuring customer satisfaction.

In conclusion, examining the quality of bus terminal services in Ethiopia, Addis Ababa, is crucial for addressing the challenges faced by the transportation industry and ensuring customer satisfaction and loyalty. The studies by Ayalew and Wondwosen (2019), Bekele (2016), and Teshome (2017) provide valuable insights into the importance of service quality and sustainable urban mobility solutions. Further research in this area can help identify critical factors affecting the quality of bus terminal services and develop effective strategies for enhancing service quality.

The studies mentioned in the provided text have shed light on important aspects of the public transport service sector in Addis Ababa, Ethiopia, while also revealing notable research gaps. One prominent research gap is the limited examination of the quality of intercity bus terminal services within the city. While existing studies have assessed service quality, challenges, and customer satisfaction, most have focused on individual enterprises or cross-country transportation services, such as Selam Bus. Even the research conducted by Robel Samson in 2016 assessed only two intercity terminals, Kality and Lamberet. Consequently, there is a significant research gap in gaining a comprehensive understanding of the broader landscape of intercity bus terminals in Addis Ababa.

Furthermore, although some studies have recognized the importance of service quality, they have not explored the various dimensions of service quality in depth. Factors such as accessibility,

information availability, ticketing processes, waiting areas, amenities, and customer service at bus terminals are critical elements influencing overall service quality. A more thorough examination of these factors is required to provide a holistic perspective on service quality in bus terminals.

Additionally, Teshome's research in 2017 emphasized the challenges faced by the transportation sector in meeting the escalating demand for services in Addis Ababa and the necessity for sustainable urban mobility solutions. However, there exists a research gap in investigating how enhancing bus terminal services can contribute to achieving these sustainability goals. Understanding the role of terminals in promoting efficient and sustainable urban transportation is crucial for urban planners and policymakers.

Moreover, there is a lack of studies that compare different bus terminals in Addis Ababa or benchmark them against international standards. Such comparative analyses could offer valuable insights into best practices and areas requiring improvement, aiding in the identification of specific challenges faced by individual terminals and guiding efforts to enhance their service quality.

Additionally, many of the existing studies provide a snapshot of service quality and customer satisfaction at a particular moment. Longitudinal studies that track changes and improvements over time would offer a dynamic perspective on the evolution of bus terminal services and their impact on customer satisfaction.

Lastly, while some studies make general recommendations, there is room for research that provides specific policy and strategy recommendations for enhancing bus terminal services. These recommendations, based on a more comprehensive analysis of customer needs and preferences, can serve as practical guidance for transport operators and policymakers. In conclusion, existing studies have established a foundation for understanding service quality and customer satisfaction in Addis Ababa's public transport sector. However, addressing these research gaps through focused and comprehensive research can lead to more effective strategies for improving bus terminal services, enhancing overall public transportation quality, and ultimately increasing customer satisfaction within the city.

1.3. Objectives of the study

1.3.1. General objectives

The general objective of this study was to understand Kality bus terminal service quality in Addis Ababa.

1.3.2. Specific objectives

- ✓ Assess the current level of service quality provided by bus terminals in Addis Ababa
- ✓ Identify the factors that affect service quality at bus terminals in Addis Ababa
- ✓ Evaluate customer satisfaction with the services provided by bus terminals in Addis Ababa:

1.4. Research questions

- 1) What is the current level of service quality provided by bus terminals in Addis Ababa?
- 2) What are the factors that influence service quality at bus terminals in Addis Ababa?
- 3) How customers are satisfied with the services provided by bus terminals in Addis Ababa?

1.5. Significance of the study

There is limited research on the quality of bus terminal services in Ethiopia, particularly in Addis Ababa. This study aims to fill this gap by examining the service quality offered by bus terminals in Addis Ababa. This research might add to the existing body of knowledge on service quality in the public transportation sector in Ethiopia. This study would provide insights into the quality of bus terminal services in Addis Ababa. The findings can be used by policymakers, transportation service providers, and other stakeholders to identify areas that require improvement and take steps to enhance the quality of public transportation services. The study may help identify the factors that contribute to customer satisfaction with bus terminal services in Addis Ababa. By improving service quality, transportation service providers can increase customer satisfaction, which is essential for customer retention and loyalty. The study would provide a foundation for future research on service quality in the public transportation sector in Ethiopia. Other researchers can use the findings of this study to identify new research questions, design studies, and test hypotheses. This study will contribute to the academic literature on service quality in the

public transportation sector. It will provide insights into the factors that influence service quality and customer satisfaction, which can be applied to other transportation systems in different regions of the world.

In summary, this study is significant because it would contribute to the existing knowledge on service quality in the public transportation sector in Ethiopia, identify areas that require improvement, and provide insights into customer satisfaction. The findings of this study can be used to enhance public transportation services, inform future research, and contribute to the academic literature.

1.6. Scope of the Study

1.6.1. Thematic/Conceptual Scope:

This study exclusively concentrates on the quality of bus terminal services within Addis Ababa, the capital city of Ethiopia. It endeavors to investigate the factors influencing service quality and assess customer satisfaction with the services provided.

1.6.2. Spatial Scope:

The geographic focus of this research is confined to the city of Addis Ababa and does not encompass other regions or cities within Ethiopia. The study does not extend its investigation beyond the boundaries of the capital.

1.6.3. Temporal Scope:

The study's temporal scope encompasses the period from January 2022 to April 2023. It does not incorporate data from previous years or extend its analysis into future years beyond the specified timeframe.

1.7. Operational Definitions

Service quality: For the purposes of this study, service quality at bus terminals has operationalized as the degree to which the services provided by the terminals meet or exceed customer expectations. This was measured through a survey that asks customers to rate various aspects of the service, such as cleanliness, safety, accessibility, and timeliness.

Customer satisfaction: Customer satisfaction was operationalized as the level of contentment or happiness expressed by customers with the services provided by the bus terminals. This will be measured through a survey that asks customers to rate their overall satisfaction with the service, as well as specific aspects of the service, such as the professionalism of staff, the convenience of the location, and the availability of information.

Staff professionalism: Staff professionalism has operationalized as the degree to which the bus terminal staff exhibit behaviors and attitudes that are courteous, helpful, and knowledgeable. This was measured through direct observation by the research team, who was record the frequency of behaviors such as greeting customers, providing accurate information, and resolving complaints in a timely and respectful manner.

These operational definitions will help ensure that the concepts being studied are clearly defined and measured consistently, increasing the reliability and validity of the study's findings

1.8. Organization of the Paper

This study had the following parts. Part one covered introduction of the study which further includes background of the study, statement of the problem, objectives of the study, research questions, significance of the study and scope of the study. Part two covered related literatures which are important in relating previously conducted studies on challenges and prospects of applying multimodal transportation. Part three was given an emphasis on the methodology which includes description of study area. The third chapter has covered an emphasis on the methodology which includes description of study area. The fourth chapter deals with discussion and results. The final chapter included conclusion and recommendations.

CHAPTER TWO

2. LITERATURE REVIEW

Consistent with Frank Arlene (2014), a literature overview surveys books, scholarly articles, and any other sources applicable to a particular issue, zone of investigate, or hypothesis, and by doing so, offers a description, summary, and crucial comparison of these works in relation to the research problem being investigated. Literature reviews are designed to furnish an overview of sources one has explored while gaining knowledge of a particular topic and to show to the readers how the investigate matches inside a bigger field of study.

2.1. Theoretical Review

In this chapter, different theoretical concepts of public transport will be discussed. Specifically, the intercity bus terminals service quality was of the major concern.

Transportation is one of the fundamental societal needs that sustained to this time and period. This is true especially in urban regions considering the noteworthy increment in the quantity of vehicles utilizing streets. The report from England World Business Council for Sustainable Development (2004) states that transportation assumes a significant job in the financial improvement of a nation by facilitating basic material accessibility, expanding the efficiency of work and raw material, and connecting individuals and things. The report additionally contends that all the advantages individuals procure from transportation likewise accompany a few costs that incorporate increased contamination, emanation of ozone harming substances, overcrowding, the danger of death and serious injury, commotion, and interruption of networks as well as ecosystems

2.1.1. Public Transportation Definition

Public transport services are main aspects of the customer satisfaction system, because they are evaluated by travelers (Hart, 2012). Therefore, the quality of service provided in public transport industry will also be discussed in terms of customer/passenger satisfaction.

According to Ettema et al. (2010) as stated in Hart (2012), customer satisfaction with public transport is the degree to which an individual positively evaluates the overall quality of a public transport service delivered by a public transport operator and authority.

2.1.2. Classification of Public Transportation

Intra-city public transport refers to movements within a city while inter-city public transport indicates the movement of people from one place to another by traversing significant distances. The intra-city type does not involve a special stopping places rather it involves random vehicle stops within short distances. In the case of inter-city public transport, on the other hand, there should be interchange points where passengers can board on to the type of transporting vehicle of their choice. Usually these locations are referred to as terminals or stations which are located within longer distances. This is the focus of this literature review. In addition, previous researches concerning evaluation of transport terminals and intercity public transport services will be discussed (Robel, 2016.)

All over the world the choice of transport mode is not only a choice between type of transport but between a system and process of transportation, between manufacturer or seller and customer buyer. It involves separate sectors between production line to go down/warehouse material handling interfaces at each terminal facility and the documentation process to support the product. The complete market channel has to be defined and each sector demarcated and analyzed for transport requirement, in coordination with customer characteristics, volume, and the operating environment through which the operation is carried out. Each of sectors would require separate transport mode to precise. (Balaja 2002).

2.2. Intercity Bus Transportation

Intercity bus transportation, as previously stated, is a service offered to move long-distance travelers from their point of origin to point of destination. An intercity bus service often has a single stop at a single place in or near a city and travels long distances without stopping at all, in contrast to a transit bus service, which makes frequent stops across a city or town. Governmental organizations or private businesses, whether for profit or not, may run intercity bus services. One of the crucial areas of public transportation is the intercity bus system. Therefore, any flaw in

how buses function lowers service levels and decreases demand for them, which over time may result in an overuse of resources (Balaja 2002)..

Intercity bus transportation refers to the movement of buses between cities or towns, carrying passengers and often their luggage. This mode of transportation is a popular choice for people who wish to travel without the expense or hassle of driving themselves or flying. Intercity buses usually operate on fixed schedules, with specific departure and arrival times, and provide services such as air-conditioned seating, onboard toilets, and sometimes food and drinks. The routes and destinations of intercity buses are usually determined by demand, with some companies specializing in certain regions or routes while others have national or even international networks. In some countries, intercity bus transportation is regulated by the government, with licenses required for operators and safety standards enforced. Generally, intercity bus transportation is considered a convenient and affordable option for traveling long distances. (Balaja 2002).

2.2.1. Intercity Bus Terminals (IBT)

Bus terminal, or terminus, is defined as the point where a bus route starts or ends, where vehicles stop, turn or reverse, and wait before departing on their return journeys. It's also where passengers board and alight from vehicles. Intercity bus terminals (IBT) follow the definition given to intercity bus services. Intercity bus terminals are places where long distance traveling vehicles load and unload passengers traveling to different cities, towns and other populated areas.

IBT can be any location where passengers either originate or terminate in the transportation process. They are central and intermediate locations in the movements of passengers (Jean and Brian, 2006).

Intercity terminals are the location of urban and suburban transportation mode change and have a major role in intercity exchanges (Mehrdad et al, 2015).The bus stopping place with a heavy passenger density usually has a terminal structure that is capable of handling batch flows between the various access/egress modes and the line haul vehicles. The terminal usually provides passenger holding (waiting) areas and processing (e.g.Ticketing) facilities which permit

reduction of bus loading time. Frequently the terminal also functions as a dispatching point and freight loading station, (Cuylits, 1966).

According to Jean and Brian (2006) three major attributes are linked with the importance and the performance of Transportation terminals:

- **Location:** The major location factor of a transport terminal is obviously to serve a large concentration of population and/or industrial activities, representing a terminal's market area. New transport terminals tend to be located outside central areas to avoid high land costs and congestion.
- **Accessibility:** Accessibility to other terminals (at the local, regional and global scale) as well as how well the terminal is linked to the regional transport system is of importance.
- **Infrastructure:** The main function of a transportation terminal is to handle passengers and transporting vehicles. Therefore it needs to be a good infrastructure.

2.2.2. Service quality models

There are many service quality models developed by different researchers over years. Selected service quality models are reviewed below.

A. Technical and functional quality model:

According to (Grönroos 1984), a firm in order to compete successfully must have an understanding of consumer perception of the quality and the way service quality is influenced. Seth, Deshmukh & Vrat (2004) reviewed this model and explained that Managing perceived service quality means that the firm has to match the expected service and perceived service to each other so that consumer satisfaction is achieved. Service quality has three components, namely: technical quality; functional quality; and image (Grönroos 1984):

B. GAP model:

Service quality is a function of the differences between expectation and performance along the quality dimensions (Parasuraman et al. 1985). They developed a service quality model based on gap analysis. The various gaps visualized in the model are:

Gap 1: Gap between consumer expectation and management perception: This gap arises when the management or service provider does not correctly perceive what the customer wants or needs. I.e. Difference between consumers' expectation and management's perceptions of those expectations

Gap 2: Gap between management's perceptions of consumer's expectation and service quality specification: This is when the management or service provider might correctly perceive what the customer wants, but may not set a performance standard. I.e. improper service-quality standards.

Gap 3: Gap between service quality specifications and service actually delivered. I.e. the service performance gap. This gap may arise in situations pertaining to the service personnel.

Gap 4: Gap between service delivery and external communication: Consumer expectations are highly influenced by statements made by company representatives and advertisements. The gap arises when these assumed expectations are not fulfilled at the time of delivery of the service.

Gap 5: Gap between expected service and experienced service

Seven Service Quality Gaps

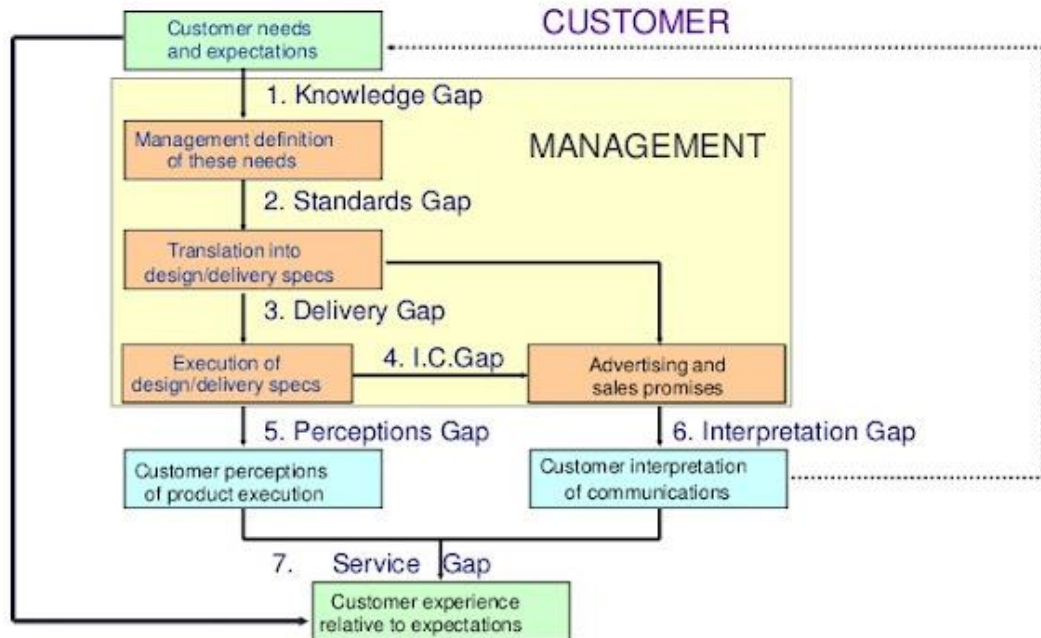


Figure 2.1: GAP service quality model

2.2.3. The SERVQUAL Model

SERVQUAL is one of the tools used in measuring the quality of services. According to Buttle (1996), SERVQUAL is for the measuring and managing the quality of service. Asubonteng et al (1996) also intimate that the model is used to measure the quality of services from the customer's point of view. The originators of the model are Parasuraman, Zenithal and Berry developed in 1985 but was polished or refined in their subsequent articles (Parasuraman et al 1988). The main aim of SERVQUAL is to have a standard and a reliable tool that can be used to measure the quality of services in different service sectors, (Curry and Sinclair, 2002).

Originally, those who developed SERVQUAL introduced ten service quality dimensions or attributes. These are: tangibles, reliability, responsiveness, competency, courtesy, communication, credibility, security, access and understanding the customer. However in

the 1988 article, these were pruned to five (Parasuraman et al 1988). These are; tangibles, reliability, responsiveness, assurance and empathy. Tangibility refers to the physical environment in which the service provider operates. It comprises the physical facilities available, workers, and equipment and communication materials. Reliability concerns the ability with which the service organization can deliver the service dependably and accurately.

Empathy on the other hand, is about the special care and attention given to individual customers when being served. Responsiveness is also the preparedness of the service provider to assist customers and render as quick or prompt service as possible. Assurance too is in connection with the knowledge and the courteous attitude of staff and their ability to instill trust and confidence in customers. Based on the five service quality dimensions, two sets of twenty-two statements or questionnaire are developed, (Donnelly et al 1995 and Iwaarden et al, 2003). The questionnaires are a seven-point likert scale. Robinson (1999) also explains that one set is about customers' expectations (expectation of service quality before using the service) and the other set measures customer perceptions (perceptions of quality after using the service).

The difference between the two; perceptions (P) and expectations (E) constitute the service quality gap. The quality gaps according to Parasuraman (2004) and Tahir and Bakar (2007) are five. These are:

Gap 1: The difference between what customers really (actually) expect and what management think (perceptions) of customers' expectations. Donnelly et al (1995) are of the view that the gap occurs because management did not undertake in-depth studies about customers' needs. Also there are poor internal communication and insufficient management structures. This gap is referred to as the understanding or knowledge gap

Gap 2: Is what is called the standard gap. It is the difference between management perceptions of customer service quality expectations and service quality specifications.

Gap 3: This gap is also known as the delivery gap. The difference between service quality specifications and the actual service quality delivered. This means the failure to ensure that service performance conforms to specifications. Donnelly et al (1995) contend that the failure

emanates from absence of commitment and motivation, insufficient quality control systems and insufficient staff training.

Gap 4: This gap too is termed as the communication gap. It is the difference between the delivery of service and the external information (communication) regarding promises made to customers or implied. Examples of medium used for the external communication are media and customer contracts, (Donnelly et al 1995).

Gap 5: Is the difference between customers' expectation of service quality and the actual service received.

However a limitation of the model is that the five service quality dimensions are not universal and cannot be applied in all service industries, (Ladhari 2009, Saurina Canals 1997, Buttle 1996 and Robinson 1999). They contended that it depends on the context in which the dimensions are applied since the definitions and the number differ. For instance, the results of the study of Babakus and Boller (1992) on an electric and gas utility company using SERVQUAL suggest that the dimension of this industry is one and not five. This has been confirmed by the study of Mels et al (1997). In their case only two dimensions were found. In the same vein, Cronin and Taylor cited in Jun and Cai (2001:278) conducted an investigation into the banking, pest control and dry cleaning and fast food industries and found that, there was no evidence of the five dimensions.

Also, the study of, Johnston (1995) and Joseph et al (1999) in the banking industry did not support the five dimensions. The study of the former unveiled 18 service quality attributes whilst that of the latter found six dimensions. Buttle (1996) opines that there is but a little proof that customers evaluate the quality of service on the basis of the difference between perceptions and expectations. Alluding to this, Ladhari (2009) intimates that researcher's advance that the difference scores do not give any additional information beyond that already existed in the perceptions' items. This has been supported by the study of Babakus and Boller (1992).

The results showed that the perceptions' score was the dominant contributor to the gap scores. Buttle (1996) further posit that the model dwells on the process delivery but not on the outcome of the service encounter. Buttle again punched holes in the likert-scale. He contended that, it is

defective or flawed whilst the use of the two sets of questionnaire are tired-some and confusing. Though credited with the fact that it furnishes information concerning the gaps between perceptions and expectations of the quality of service, it fails to provide clues to the closure of these gaps, (Tan and Pawitra, 2001). Gilmore cited in Kumar et al (2009: 213) put forward that, the five service quality dimensions are highly inter-correlated or related.

Ladhari (2009) accentuates that the factor-loading pattern of the model unearths some weaknesses in the convergent validity in some studies. Thus, most of the SERVQUAL's 22 items have higher loadings on dimensions that are different from those suggested by those who developed the model. For example, the study of Engelland et al (2000) shows that there was an excessive cross-loading as three items belonging to the assurance dimension loaded on the empathy dimension. In the same vein, only one item from the tangibles dimension loaded on the tangibles dimension. The results of the research of Lam (1997) also reveal that items belonging to the assurance, responsiveness and empathy dimensions tended to load in an unstable manner. In spite of the numerous criticisms, SERVQUAL has been adopted for conducting many studies. It is therefore held in high esteem (Buttle 1996).

Other points in favor of SERVQUAL as enumerated by Tan and Pawitra (2001) are given below. The model in general lays bare the strengths and weaknesses of the quality of service provided by organizations. In this way, areas of weaknesses can be prioritized by the organization. Another important merit of the model is that it serves as the standard for organizations to measure the quality of service in the same industry. Apart from this, it serves as a signal to management to take into consideration the perceptions of both management and customers. It also helps management to know customers' impressions about the service purchased. The analysis of the quality gaps assists management immensely to draw their strategies to meet customers' expectations.

2.3. Service Quality and Customer Satisfaction

There is a strong linkage between service and quality dimensions (Anderson and Sullivan, 1993). But debate arises from whether customer satisfaction is an antecedent of service quality judgments (Parasuraman et al; 1985) or the other way round (Anderson and Sullivan, 1993; Cronin and Taylor, 1992; Taylor et al; 1994). Delivering quality service is indeed an important

marketing strategy (Berry and Parasuraman, 1995), but the difficulty in defining service quality and customer satisfaction as well as problems in deploying to specific contexts current instrument for measuring such constructs, represent important constraints for the organizations to approach their markets (Berry and Parasuraman, 1995).

The foundations of service quality were viewed from widely accepted perspective the SERVQUAL model and the technical/fictional Quality Framework (Gronroos, 1983, 1990) SERVQUAL, (Parasuraman et al; 1995) offers five dimensions of service quality to be evaluated in any service setting; reliability, responsiveness, assurance, empathy and tangibles. responsiveness, assurance and empathy are more concerned with the service process.

2.3.1. Reliability

Parasuraman, Zeithaml, and Berry (1985) define reliability as "the ability to perform the promised service dependably and accurately." They suggest that reliability is the most important dimension of service quality because customers expect services to be delivered consistently and without errors. Gronroos (1984) notes that reliability is essential for establishing trust with customers. According to him, service providers can build trust by consistently meeting or exceeding customer expectations.

2.3. 2. Assurance

Parasuraman, Zeithaml, and Berry (1985) define assurance as "the knowledge and courtesy of employees and their ability to convey trust and confidence." They suggest that assurance is important because customers want to feel that the service provider has their best interests in mind and can be trusted. Zeithaml, Berry, and Parasuraman (1996) note that assurance is particularly important in service industries where customers are unable to evaluate the quality of the service beforehand (such as healthcare).

2.3.3. Tangibility

Gronroos (1984) defines tangibles as "the appearance of physical facilities, equipment, personnel, and communication materials." He suggests that tangibles are important because they communicate the service provider's professionalism and competence. Parasuraman, Zeithaml,

and Berry (1985) note that tangibles can be particularly important for services that are high in search qualities (such as haircuts or hotel rooms) because customers are able to evaluate the quality of the service based on tangible cues.

2.3.4. Empathy

Parasuraman, Zeithaml, and Berry (1985) define empathy as "the provision of caring, individualized attention to customers." They suggest that empathy is important because it helps to build a strong customer-provider relationship. Gronroos (1984) notes that empathy is particularly important in services that are high in experience qualities (such as counseling or therapy) because customers often require emotional support.

2.3.5. Responsiveness

Parasuraman, Zeithaml, and Berry (1985) define responsiveness as "the willingness to help customers and provide prompt service." They suggest that responsiveness is important because customers value timely service and a prompt response to their inquiries. Zeithaml, Berry, and Parasuraman (1996) note that responsiveness can be particularly important in service industries that are high in credence qualities (such as legal services) because customers often lack the knowledge or expertise to evaluate the service provider's competence.

2.4. Empirical review

"Assessment of Public Transport Service Quality in Addis Ababa: The Case of Minibus Taxi" by Yitagesu Girma and Getachew A. Belay (2017) - This study assesses the service quality of minibus taxi in Addis Ababa, which is a common mode of public transportation in the city. The study uses a survey and statistical analysis to evaluate service quality dimensions such as reliability, tangibles, responsiveness, assurance, and empathy.

Assessment of Service Quality in Public Bus Transport: A Case Study in Addis Ababa" by Getachew A. Belay and Yitagesu Girma (2016) - This study examines the service quality of public bus transport in Addis Ababa using a survey and statistical analysis. The study evaluates the service quality dimensions of reliability, tangibles, responsiveness, assurance, and empathy, and identifies areas for improvement.

Service Quality and Customer Satisfaction: Evidence from Public Bus Transport in Ethiopia" by Arega Seyoum and Tesfaye Alemu (2019) - This study investigates the relationship between service quality and customer satisfaction in public bus transport in Ethiopia. The study uses a survey and statistical analysis to evaluate the service quality dimensions of reliability, tangibles, responsiveness, assurance, and empathy, and their impact on customer satisfaction.

Service Quality and Customer Satisfaction in Public Transport: A Study of Commuters in Addis Ababa, Ethiopia" by Tewodros Amde and Addisu Nigussie (2018) - This study examines the relationship between service quality and customer satisfaction in public transport in Addis Ababa. The study uses a survey and statistical analysis to evaluate the service quality dimensions of reliability, tangibles, responsiveness, assurance, and empathy, and their impact on customer satisfaction.

Assessment of Service Quality in Ethiopian Airlines Using SERVQUAL Model" by Tadesse Alemu and Tibebe Beshah (2018) - This study assesses the service quality of Ethiopian Airlines using the SERVQUAL model. The study uses a survey and statistical analysis to evaluate the service quality dimensions of reliability, tangibles, responsiveness, assurance, and empathy.

Service Quality and Customer Satisfaction in Ethiopian Banking Sector: A Comparative Study between Public and Private Banks" by Abenezer Tadesse and Yonas Tesfaye (2018) - This study investigates the relationship between service quality and customer satisfaction in the Ethiopian banking sector, comparing public and private banks. The study uses a survey and statistical analysis to evaluate the service quality dimensions of reliability, tangibles, responsiveness, assurance, and empathy, and their impact on customer satisfaction.

These studies can provide useful insights and frameworks for examining bus terminal service quality in Ethiopia, Addis Ababa.

2.5. Conceptual Framework of the Study

As discussed above, both theoretical and empirical reviews were made and indicated the deficient of empirical studies in Ethiopia regarding the phenomenon being study. This section also constrained the direct linkage of the findings of several of the studies to the conceptual

framework. The analytical framework and analysis that follows below is expected to make some connection.

This study is based on the conceptual framework of service quality, which posits that service quality can be evaluated based on various dimensions, including reliability, tangibles, responsiveness, assurance, and empathy. The conceptual framework for this study is drawn from the theory of planned behavior, which suggests that attitudes, subjective norms, and perceived behavioral control influence individuals' intentions to perform a behavior.

The conceptual framework for this study is based on the social exchange theory, which posits that social interactions involve an exchange of resources and that individuals engage in these interactions to maximize their benefits and minimize their costs. The conceptual framework for this study draws on the concept of organizational culture, which refers to the shared values, beliefs, and norms that shape the behavior of individuals within an organization. This study is based on the conceptual framework of customer satisfaction, which posits that customer satisfaction is influenced by various factors, including service quality, price, convenience, and product features.

These conceptual framework statements provide a clear explanation of the theoretical basis for a study and help to guide the research design, data collection, and analysis processes.

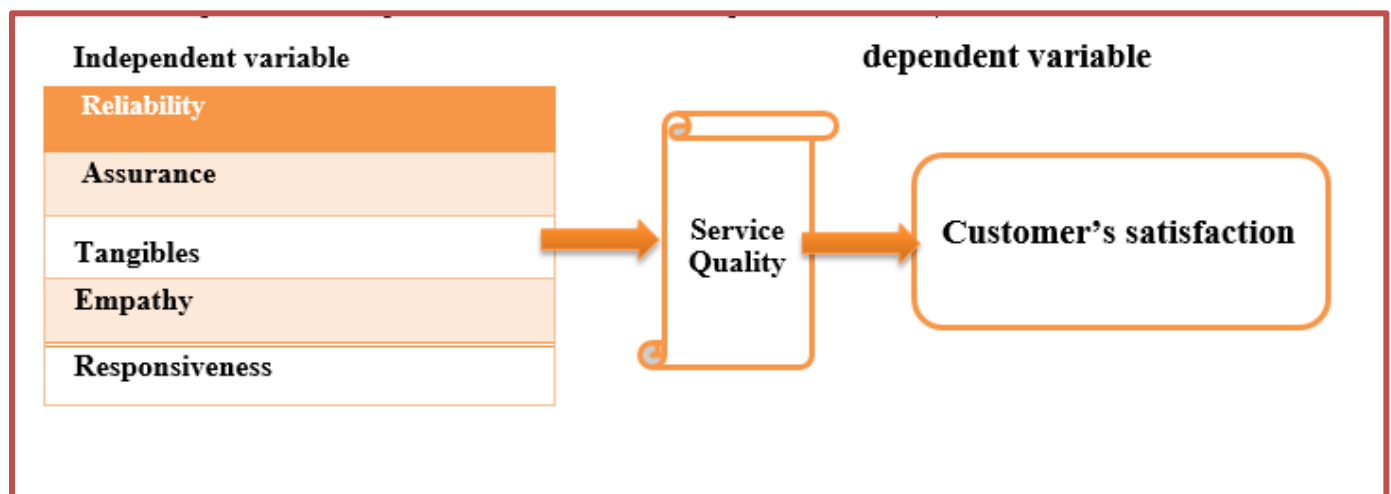


Figure 2.2 Conceptual framework of the study

Source: adopted from HOLSERV model (Wong et al. (1999)

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Description of the Study Area

Addis Ababa, the capital of Ethiopia is not only the political, social, economic and geographic center of the country but also it is the seat of governments ever since the day of its emergence as a city, 1886. It is the home to African Union, the Economic Commission for Africa, Council of the Oriental Orthodox Churches and many other international organizations. Addis Ababa has an area of 540km² (54000ha) and average elevation of 2500m above mean sea level. It is located almost in the central part of the country. According to AACG (2010), the population of the city is nearly 3million. The city is a cultural mosaic of all Ethiopian ethnic groups due to its position as capital of the country. The current administration of Addis Ababa constitutes 11 sub-cities, ‘KefleKetemas’ and 116 Woredas.

Addis Ababa contributes a lot to the economic development of the country and it is where most significant changes in the socio- political sphere of the land emanate from. Addis Ababa has been manifesting to be a fast-growing city in recent decades and contributes about 40% to the national GDP. However, the growth is accompanied with several constraints as it has not been provided with an equal growth in urban transport provisions is lagged behind the existing demand. Moreover, the sector is expressed by many traffic problems. Comparative to other cities in the nation, the greater numbers of motor vehicles are found in Addis Ababa with a total share of 56.1 percent of the total motor vehicles in the nation. Thus traffic problem in the city goes up together with the increase of motor vehicles and population size.

More over the rise in automobile ownership together with the condition of the roads has resulted in the high level of traffic risk and congestion problems.

No matter the size or quality of the terminals, all regional hubs and towns in Ethiopia have terminals that serve as locations of passenger arrival, departure, and transfer. The Transport Authority is in charge of building and maintaining the majority of these terminals. The capital city's intercity bus terminals are specifically included in this group.

Currently, there are six main terminals located at different parts of Addis Ababa serving passengers for boarding and alighting purposes and facilitating travels to different parts of the country. These terminals are: Adisu Gebeya, Asko, Ayer Tena, Kality, Lamberet and Mercato terminals.

The figure is directly adopted from Fikadu K (2013) and no change has been done since remains the same.

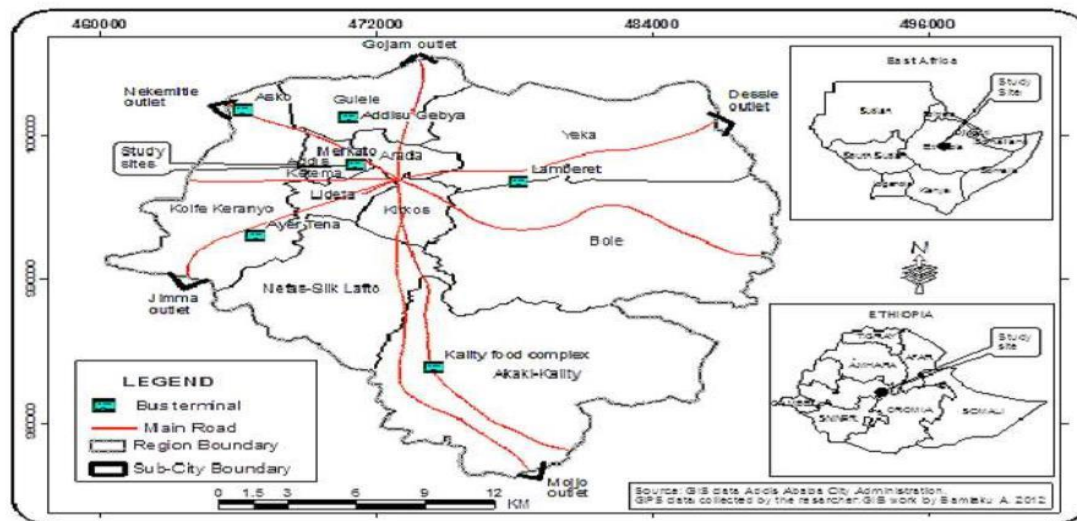


Figure 3.1: Intercity Bus Terminals in Addis Ababa *Directly adopted from Fikadu K(2013)*

Kality Transport Terminal is one a major bus station located in Addis Ababa, the capital city of Ethiopia. Kality terminal is located around Kality on the road to Debre Zeit. It is located about 17 km from the center of Addis Ababa which is the capital city of Ethiopia. Mainly, it is a center for arriving, departing and transferring passengers who travel to / from the eastern and southern corridors of the country.

3.2. Research approach

According to John, (2014), research approaches are plans and procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. There are three basic approaches to research. Those are quantitative approach, qualitative approach and mixed approach. To conducts the study, the researcher we used mixed approach. Because According to Bryman (2006), recently applying mixed research methods in the field of social science has become common and acceptable. Mixed research is a research

approach that combines both quantitative and qualitative research methods, making use of the strengths of each to offset the weaknesses of the other, John W. Creswell (2003).

3.3 Research Design

The goals of scientific research, in broad terms, are to answer questions and acquire new knowledge Geoffrey M., David D. and David F., (2005). This is typically accomplished by conducting research that permits drawing valid conclusions about the relationship between two or more variables. Most researchers agree that the two general goals of scientific research are description, and understanding/explanation. Explanatory being able to describe something and having the ability to predict one thing based on knowledge of another are important goals of scientific research, but they do not provide researchers with a true understanding of a phenomenon Geoffrey M., David D. and David F., (2005). One could argue that true understanding of a phenomenon is achieved only when researchers successfully identify the cause or causes of the phenomenon. Descriptive: description refers to the process of defining, classifying, or categorizing phenomena of interest.

Descriptive research is useful because it can provide important information regarding the average member of a group Geoffrey M., David D. and David F., (2005). Specifically, by gathering data on a large enough groups of people, a researcher can describe the average member, or the average performance of a member, of the particular group being studied. One of the common problems is that descriptive designs do not provide direct cause and effect relationships Shukla, (2008). On the other hand, managers continually make decisions based on assumed relationships. As these assumptions are based on intuitions, they are hardly justifiable and validity of such causation should be examined with causal decisions.

Thus, causal design provides answers to such questions by explaining which variables are the cause (independent variable) and which are the effect (dependent variable). Therefore, the purpose of the research is mainly descriptive and explanatory. It is descriptive because descriptive data were collected through structured questionnaire from customers and also explanatory since the researcher explained the relationship between the service quality variables and customer satisfaction and how these dimensions affect customer satisfaction. The emphasis here was on studying a situation or a problem in order to explain the relationship between

variables. The objective with this kind of research was to analyze cause-effect relationship, explaining what cause produces what effect.

3.4. Data Types and Sources

In an effort to address the research objectives and to provide possible recommendations, the study has both primary and secondary data sources. With regards to primary data, questionnaires have been distributed to the respondents. The primary data has collected from respondents using questionnaire and in-depth key informant interview.

3.5. Sampling Design

3.5.1. Target Population

According to Kitchenham (2002), population represents the group or the individuals to whom the survey applies. In other words, populations contain those group or individuals who are in a position to answer the questions and to whom results of the survey apply. In this study, the target population of Kality terminal includes a large number of passengers, drivers, and staff members who utilize the terminal for transportation and related services. To obtain specific statistical information on the target population of Kality terminal, it may be necessary to consult official reports or conduct a survey of the terminal users.

3.5.2. Sampling Frame

After determining the methods of data collection, the next step is to determine the element from which the data have collected (Churchill, 1995). Sampling is a technique used in research to select a representative subset of individuals or items from a larger population for study. Kothari (2004) described sampling as "the process of selecting a portion of the population to represent the entire population, in order to make inferences about the characteristics of the population."

There are two types of sampling techniques: probability and non-probability sampling. The research was using both probable sampling techniques from which simple random sampling used to collect data from passengers and non- probability sampling techniques has implement from it, Purposive Sampling used to collect data from staff members and government authority.

3.5.3. Sample size

Sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. It should be optimum. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility. To get a representative sample for the population under this study the following sampling technique has used. The resulting sample size in this study was determined as follows:

$$n = \frac{z^2 \times p(1 - p)}{d^2}$$

$$n = \frac{(1.96)^2 \times (0.5) \times (1 - 0.5)}{(0.05)^2} = 384$$

Where;

Z^2 = 95% of confidence level and equals 1.96

P = expected prevalence which equals 50%

d^2 = is the level of precision or sampling error and equals 5% (0.05)

Source: Kothari (2004)

Based on the above information, the sample size (n) is calculated for the target population of and it is 384. Therefore, the study's sample size of 384 is considered to represent the population. By using the sample size obtained from the above formula, the proportion was determined for each branch. The sample proportion is presented in the following table

3.6. Data Collection Tools/Instruments

The data collecting instruments have used for research are questionnaire, interview and observation. Questionnaire has provided into two sections. The first section contained the demographic characteristics of the respondents to get information about their gender, age, occupation, educational level, and frequency of usage of kaliti transport terminal, and for how

many days in a week the passengers use kality terminal. The second section of the questionnaire has designed to direct relate to statement of intercity bus terminal service quality in Addis Ababa city.

3.6.1. Questionnaire

Questionnaire has used because it can be analyzed more scientifically and objectively than other forms of research and also it simplifies the collection of information from large number of people in short time. The researcher measured the questioners by using Likert scale with five response categories (Strongly disagree, Disagree, Neutral, Agree and strongly agree)” The Likert scale method was preferred to make the questioners interesting to respondents and they’re by enhance their cooperation, ultimately to insure maximum response rate (Robson Colin, 2002). Questionnaires has designed in English.

3.6.2. In-depth Interview

Regarding to interview, the researcher has interviewed 3 drivers and 3 admin staff too as key informant by creating comfortable atmosphere during the interview. The interview questions was composed of different issues as it has been stated in the objectives. A brief introduction was also be provided and the aim of the study was clearly described to the interviewee. The face-to-face Interview has carried out following the respondent’s willingness to participate in study and understood the procedures

3. 7. Techniques to Ensure Validity and Reliability

As this study entails the use of quantitative research data, the concepts used to express validity and reliability are broader than those traditionally associated with quantitative research. According to MacMillan and Schumacher (2001:407), validity is the degree to which the interpretations and concepts have mutual meanings between the participants and the researcher. Reliability, on the other hand, a care independent of accidental circumstances. It is closely related to assuring the quality of field notes and guaranteeing the public access to the process of the publication of the research results. Joppe (2001:1) defines reliability as the extent to which

results are consistent over time, and are an accurate representation of the total population under study.

3.7.1. Validity

Validity is defined as the strength of the research conclusion, inferences and propositions and it could either be a construct, content, internal, external or instrument validity. Validity is concerned with how well the concept is defined by the measure(s). Therefore, this study has tried to address validity through the review of literature and adapting instruments used in previous research Shanker (2015).

Thus, to make sure the research's validity, the researcher will use reliable sources such as published books and different articles that support the study topic. In addition, prior to data collection, a pilot data collection was conducted by distributing the 30 questionnaires to some respondents.

3.7.2. Reliability

According to Golafshani (2003:599), reliability is the consistency of measurement, or the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Hair et al. (2007) defined reliability as the extents to which a variable or a set of variable is consistent in what it is extended to measure. To ensure that the research is reliable, as the current study has used multiple items in all variables, internal consistency analysis was carried out through Cornbrash alpha reliability tests. Duffy, and Kilbourne (2001) asserted, Cranach's α measure the consistency with which participants answers items within a scale.

Duffy et al. (2001) further stated, a high α (greater than .60) indicates that the items within a scale are measuring the same Construct. SPSS version 26 was used to produce the values for Cornbrash's α . The results of the reliability analysis are presented in below table. Based on the results of the reliability analysis, one can conclude that the items are internal consistency.

Table 3.1: Reliability sample testing scale

Reliability Statistics

Cronbach's Alpha	N of Items
.801	25

Saleh (2009) states that internal consistency using Cronbach's alpha can be described as follows.

- $0.9 \leq \alpha \leq 1.0$ Excellent
- $0.8 \leq \alpha < 0.9$ Good
- $0.7 \leq \alpha < 0.8$ Acceptable
- $0.6 \leq \alpha < 0.7$ Questionable
- $0.5 \leq \alpha < 0.6$ Poor
- $0.0 \leq \alpha < 0.5$ Unacceptable

the overall of this research reliability scale result was 0.801 which indicates that there is a good consistency. As a result, it can be said that the questionnaire is reliable and ready for distribution to respondents.

3.8. Methods of Data Analysis

The dimensions of the SERVQUAL model used for measuring service quality Parasuraman et al., (1988) had efficiently exploited when the researcher carry out survey, since it deals with expectations and perceptions of individuals about services offered by the terminal. For the researcher to know how customers perceive service quality, it is appropriate to use self-complete. Questionnaires which give the respondents a chance to independently and anonymously give answers that reflect their expectations and perceptions. The questionnaire developed from the SERVQUAL model and this made it objective and not biased. After all the data have been

collected the process of data analysis was undertaken. To summarize and rearrange the data several interrelated procedures performed during the data analysis stage.

The demographic characteristics has been summarized by using frequencies and percentages for all variables including age and sex; data that collected from customers through questionnaire has been analyzed by using descriptive statistics, regression and correlation data analysis techniques. To undertake statistical analysis the student researcher used MS-Excel and SPSS as helping tool.

3.9. Ethical consideration

There is much more than the ethics behind the chosen subject to consider during the research process. Considerable focus must be put at ensuring that more specific research ethics, especially while dealing with the construction of the thesis frameworks during the stage of data collection. There should be respect for the participants of both the survey and the interviews. Research ethics include the privacy of possible and actual participants. There should be confidential handling of the data provided by participants, additionally there must be an acknowledgement of the effects the research might have on the participants and their provided information. The research paper believed to fulfill all the research ethics started above in collection and interpretation of primary data.

CHAPTER FOUR

4. Analysis, Interpretation and Discussions

The objective of the analysis of data collected from survey as presented in methodology chapter is to answer the research questions, which include finding out how consumers perceive service quality in Kality Bus Terminal and whether they are satisfied with the service quality also finding out the relationship between service quality and customer satisfaction. This will enable the researcher to attain the objectives of the study which are mainly describing perceived quality and finding out relationship. To find out perceived quality and relationship the researcher employed descriptive and correlation analysis and also analyze customer satisfaction by using gap model.

4.1. Socio-Economic and Demographic of Respondents

The demographic backgrounds of the sample respondents are presented in the table presented below to understand the respondent's profiles. Table one describes the respondents profile that insights about the passengers of Kality bus terminal. Based on the questionnaires collected from 376 respondents, the gender distribution shows that there are slightly more male passengers (52.39%) than female passengers (47.60%). This information can be useful for businesses and marketers who may want to target specific genders with their products or services. The majority of passengers fall into the age group of 31-40 years (45.74%), followed by those in the 41-50 years age group (29.52%). The 18-30 years age group represents a smaller percentage of passengers (18.35%), while those above 50 years represent the smallest percentage (6.38%). This information can be helpful for bus terminal management in terms of scheduling buses during peak hours, as well as for businesses that want to target specific age groups.

The majority of passengers have either a diploma (27.92%) or a degree (32.71%). This information can be useful for businesses that are looking to target educated consumers, or for educational institutions that want to promote their programs to potential students.

Generally, this data can help businesses and marketers understand the demographics of the passengers at Kality bus terminal, and tailor their products and services accordingly.

Additionally, this information can be helpful for bus terminal management in terms of scheduling and providing services that cater to the needs of their passengers.

Table 4.1: Demographic Characteristics of Respondents

Demographic Characteristics			
Group		Frequency	Percent
Gender	Male	197	52.39
	Female	179	47.60
	Total	376	100.0
Age group	18-30 years	69	18.35
	31-40 years	172	45.74
	41-50 years	111	29.52
	Above 50 years	24	6.38
	Total	376	100
Educational level	>12 Grade	94	25.0
	Diploma	105	27.92
	Degree	123	32.71
	Masters	54	14.36
	Total	376	100

Source: own survey, 2023

4.2. Assessing The current level of service quality provided by bus terminals in Kality Terminal

The ground breaking event, which was held in Kaliti transport terminal, was presided over by Minster of Transport and Communication. Under this Minster of Transport and logistics controlled over all activity of intercity bus terminals in Addis Ababa. Currently, administers six terminals which are located in the five gates of the city such as Kality, Ayer Tena, Asko, Lamberet and the eldest Addis Ketema terminal. Addis Ketema terminal possesses two terminals, one for the cross-country buses and the other for short distance services.

Kality Public transport Terminal Regulatory Desk also called Kality Terminal. Kality terminal is located around Kality on the road to Debre Zeit. It is located about 17 km from the center of Addis Ababa which is the capital city of Ethiopia. Mainly, it is a center for arriving, departing and transferring passengers who travel to / from the eastern and southern corridors of the country.

While interview, the interviewee said about the current status quality service provided in kality terminal,” there are routs which started from here to deiffernt destination. The main directions or routes of travel of vehicles from Kality Terminal are: Debre Zeit, Modjo, Adama, Meki, Zeway, Assela, Shashemane, Minjar, Hawassa, Dire Dewa. All these movements are covered by small and medium buses. Additionally, there is only one destination that is covered by long distance bus (LDB) or cross-country bus and it is from Addis Ababa to Semera. There is only one Level 1 cross-country bus that transports passengers in this route and it can hold up to 60 passengers on average. This long distance trip takes place once every day. Figure 4.1 below present’s distances from origin up to destination, tariff with respective level and type of bus.

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ተ.ቁ	መነሻ	መድረሻ	ኪ.ሜ	ታሪፍ /አነስተኛ/			ታሪፍ /መለስተኛ/			አገር አቀፍ ታሪፍ
				ደረጃ 1	ደረጃ 2	ደረጃ 3	ደረጃ 1	ደረጃ 2	ደረጃ 3	
1	ቃሊቲ	ዱከም	21	18.86	17.52	15.42				
2	ቃሊቲ	ደ/ዘይት	31	27.83	25.86	22.77				
3	ቃሊቲ	ሞጅ	57	57.46	53.39	47				
4	ቃሊቲ	ናዝሬት	82	73.63	68.41	60.22				
5	ቃሊቲ	ሙቂ	118	105.95	98.44	86.66				
6	ቃሊቲ	ዝዋይ	147	131.99	122.63	107.96				
7	ቃሊቲ	አሰላ	159	142.76	132.64	116.78				
8	ቃሊቲ	ምንጃር	135	129.30	125.86	123.58	126.02	118.18	108.77	
9	ቃሊቲ	ደ/ብርሀን	139	133.13	129.59	127.24	129.76	121.68	111.99	
10	ቃሊቲ	ሻሻሙ	235	211	196.05	172.59				
11	ቃሊቲ	ሀዋሳ	257	230.76	214.40	188.74				143.92
12	ቃሊቲ	ድሬዳዋ	515							288.40
13	ቃሊቲ	ሀረር	526							294.56
14	ቃሊቲ	ሰሙራ	588							329.28
15	ቃሊቲ	አለታ	347							194.32

Figure 4.1 covered distances from kality terminal up to destination

From field observation, I saw that there is a board around the office, which show that where to go, how much kilometer with respective fare. This a good work but not enough because most of

time no applicable especially the tariff, because it fluctuate from month to month due to increments of fuel. It should be updated to minimize customer dissatisfaction in kality terminal.

The other interviewee said shows that there are associations in which different level are grouped in to different association.so that in kality terminal there are thirty three level one, thirty three level two , fourteen level three associations are actively participate and also nine cross country associations are given service in Kality terminal.

በቃሊት መጥከሪያ ውስጥ አገልግሎት እየሰጡ ያሉ የግንባራ ተቋማት

ተ.ቁ	ደረጃ 1	ደረጃ	ተ.ቁ	ደረጃ 2	ደረጃ	ተ.ቁ	ደረጃ 3	ደረጃ
1	ሀር		34	ተዳምቱ		65	ደቡብ ጀንበር	
2	ሀ/ሸግር		35	ተኩማ		66	ዲምቱ	
3	ሀ/አምቦ		36	የኖ		67	ጂኦሮማያ	
4	ሀ/ፈንፈኔ		37	ኒያላ		68	ጂ.ፒ.ኤስ	
5	ሀ/ሀንዳ		38	ኔቶወርክ		69	ገላን	
6	ሊንጫ		39	አብዚያ		70	ጉዳማሊ	
7	ሎጊታ		40	አብዐ		71	ጊዳቦ	
8	ሐርጫ		41	አ/ታብር		72	ጋራ ተላሎ	
9	ሐይቆች		42	አጥሽ		73	ጋቢያ	
10	መልክ		43	አ/ግሰላ		74	ግራር	
11	መ/ሞይ		44	አዲላላ		75	ገቢ	
12	መ/ወላበ		45	አዳማ		76	ፈንታሊ	
13	ሚቲማ		46	አ/ወብት		77	ፈንፈኔ	
14	ምንታምር		47	አድማስ		78	ፍ/ሰላም	
15	ምቾት		48	አፍሪን ቶሎ				
16	ም/ደቡብ		49	አ.ተያ				
17	ራዕይ		50	አ.ጄርሳ				
18	ሠንገ		51	አርግብ				
19	ሰሜን		52	አላኖ				
20	ሰቢት		53	ከኒሳ				
21	ሳላ		54	ከሰኪ				
22	ተ/ደመና		55	ኪኖ				
23	በሪ		56	ኮከብ				
24	በክልቶ		57	ኮከቲ				
25	በርቢርሳ		58	ወሊማ				
26	ብቃት/አማ		59	ወንጨ				
27	ብቃት/ደ		60	ወደሳ				
30	ቦሰት		61	ዋርክ				
31	ቱ/ሊንጫ		62	ዋንኦፊ				
32	ቱ/ሸጥ		63	ዝቆላ				
33	ቱ/ከኒሳ		64	ደ/ከኒሳ				

1	ሀብረት
2	ሀዳሴ
3	አብይ
4	አብሬር
5	አገደኅት
6	አልሸዳይ
7	ዘመን
8	ፍቅር
9	ዓለም

Figure 4.2 number of association in kality terminal

The current level of service quality provided by bus terminals in Addis Ababa included major facilities are Offices; Passenger waiting area, Ticket offices, toilet, cafeteria. Thus major service facilities which should be included in a terminal for providing satisfactory services to passengers let's discussed below one by one.

Offices

An office can be a physical location where people work, typically in a professional or business setting. It may consist of cubicles, desks, conference rooms, and other facilities where employees carry out their tasks and collaborate with colleagues. Offices are often found in commercial buildings or corporate campuses.

One of the basic requirements that any public service providing organizations need to have is a suitable working rooms and offices for staffs. An organized work room is necessary for a better service provision.



Figure 4.3 offices in kaliti terminal

I observed that At Kaliti terminal, all the offices are built on a temporary basis. It is made from roof and wood. As a result, it is not comfortable to do a work when the temperature is high so that dissatisfaction became more rises. These offices don't include the necessary office furniture and materials in the required number. There is too much sound pollution coming to the offices from the surrounding areas because of the location of the offices is close to the passenger boarding area.

Ticket selling places

At Kaliti Terminal, there is no specific ticket selling place for most of the vehicles categorized under the small and medium buses category. The only pre-travel ticket office is available for the long distance bus which transports passengers from Addis Ababa to Semera. For the remaining routes, ticket selling takes place when loading passengers or inside the vehicles after the journey is started. Furthermore, the driver assistants don't sell tickets for passengers at all.

According to the interviewer, this kind of system of selling tickets in place is used for one reason that is to allow passengers to choose the vehicle they want to travel with. As stated, in other terminals, the ticket should be provided at the terminal entrance. This, many times affects the passengers' freedom to choose vehicles. In this kind of system, passengers don't have a chance

to see the vehicle type in which they are traveling with but rather they are told by the assistances who sell the tickets. Sometimes, the sellers inform passengers by exaggerating the quality of their vehicles. This will later create dispute between passengers and assistants.

On the other hand, avoiding ticketing system will create an environment that is prone to charge the passenger more than the actual traveling tariff set by the transport authority. This only helps the drivers and it is one of the main reasons for disagreement between passengers and operators. Travel ticket preparation is one of the major tasks accomplished by transport associations. Transport associations are supposed to print and provide tickets for each member. But under current situation, they are not doing what they are obliged to do.

Passenger waiting area

A passenger waiting area is a designated space within a transportation facility, such as an airport, bus station, train station, or ferry terminal, where travelers can wait comfortably before their departure. These areas are designed to provide passengers with a safe and convenient place to relax, access information, and prepare for their journey.

Usually, when there is high transport demand or until transporting vehicles arrive to the place of passengers loading, users need to wait sitting at some comfortable places. These places are called passenger waiting areas. These areas should be capable of accommodating the need of a significant number of users with sufficient sitting places. The following picture was taken at some working day at Kaliti Terminal.



Figure 4.4 passengers waiting in kality terminal

As seen in the picture, the waiting area is not that much comfortable for passengers. It doesn't contain proper sitting benches. no waiting place at the terminal. Users also complain on the adequacy and standard of the area. This picture was taken at a time when there was normal number of passengers. But during the peak season, this place is not adequate to receive a lot of users at once. During peak periods, the demand for intercity transportation services increase and the supply decrease. The actual number of vehicles is the same as the other time but not enough to provide the required services due to the increasing demand of users.

It is in this time of higher demand that the passenger waiting area should be adequately available. Therefore, it needs to be designed for the peak seasons

Toilet area

Toilet area typically refers to the space or room in a building or home that is designated for the purpose of personal hygiene and waste elimination, specifically for using the toilet. It is sometimes called a restroom, bathroom, lavatory, or WC (water closet), depending on regional terminology.

The Kality terminal contains these basic amenities but it is not in the required satisfaction of the passengers. For instance, there is 16 restroom at once in the terminal which is located far from passenger gathering area.

Some respondent's said that there is one rest room in one place with different partition wall inside it. the toilets is not clean. It also made from wood and ega sheet. Duo to this when the surrounding temperature increase the toilet area poulted the surroundin area. Therefore, users choose other alternatives where they can access outside of the terminal. The figure below represents the situation discussed



Figure 4.5 toilet area in kality terminal

Undergoing infrastructure

There is undergoing building construction in side Kality transportation terminal, located in Akaki Kality District, for an estimated cost of half a billion Birr.it was designed by Ethiopian Construction Design & Supervision Works Corporation. The project is expected to be finalised after three years.but not yet finished.as a result the terminal not fully functioned.

According to the respondent, this building is so important to upgrade the function of the terminal, because it full fill the gap which have seen before, such as it include good office biro, the staff will have good working environment due to this the customer like passengers and driver will be get fast and quality service. This increase customer satisfaction.



Figure 4.6 undergoing building construction in kality terminal

Pham, H. N. (2018). Service quality and passenger satisfaction at intercity bus terminals in Vietnam. *Transportation Research Procedia*, 34, 127-134. This study examined service quality and passenger satisfaction at intercity bus terminals in Vietnam using a survey of passengers. The study identified factors such as ticketing systems, staff service, and cleanliness as important for passenger satisfaction.

After the collection of the questionnaires from the respondents, the student researcher assessed the current level of respondent's expectation and perception towards service quality of the Kality bus Terminal in five areas: tangibility, reliability, responsiveness, assurance and empathy. Instead of using descriptive statistics of means and standard deviations, gap analysis was used in comparing means between expectation score and perception score of the respondents. Descriptive analysis was performed in order to examine respondent perceived satisfaction on observed variable, overall satisfaction and specific service quality attribute.

4.3. Respondents level of Expectation and Perception on Service Quality of kality Bus Terminal.

After the collection of the questionnaires from the respondents, This section presents the student researcher assessed the respondents' expectation and perception towards service quality of kality Bus Terminal. Service quality is composed of tangibility, reliability, responsiveness, assurance, and empathy. The respondents were asked to rate each statement concerning their expectation and perception of service quality of the kality Bus Terminal. As stated in the research methodology, Likert scale was used to measure the contribution of service quality dimensions for building customer satisfaction. The researcher has assessed customers' expectation and perception levels towards service quality of kality Bus Terminal. The degree of satisfaction towards service quality of kality Bus Terminal is set from 1 to 5 (5 is from the highest expectation/satisfaction, whereas, 1 is the lowest expectation/satisfaction).

The translation of level ranking is analyzed based on the following criteria of customers' satisfaction designed by Best (1977) as cited in Subha and Archana (2013).

The score between 1.00-1.80 mean lowest satisfaction (Lowest)

The score between 1.81-2.61 mean low satisfactions (low)

The score between 2.62-3.41 mean average satisfaction (Average or Medium)

The score between 3.42-4.21 mean good satisfaction (High)

The score between 4.22-5.00 mean very good satisfaction (Highest)

4.3.1 Customer satisfaction with the services provided by bus terminals in Addis Ababa:

Before evaluating customer satisfaction that determines the the quality of service provided in kality public transport terminals the study wanted to show the reliability of the data using the cronsbach's alpha.

4.3.1.1. Cronbach's alpha (α) Coefficient

Cronbach's alpha is used to measure of reliability or internal consistency of variables. It assumes respondents get similar scores on each question that asked on the same issue.

Cronbach's alpha coefficient was used to test the reliability or consistency of the questionnaire survey and its value ranges from 0 to 1. The Cronbach's alpha values were determined using SPSS software taking factors that determines the road construction project performances α -values is 0.801 (Good consistency).

Table 4-2: Results of Cronbach's alpha coefficient

Reliability Statistics	
Cronbach's Alpha	N of Items
.801	25

Source: Own Survey, 2023

4.3.1.2. Analysis of evaluating of service quality at bus terminals in Addis Ababa Using Gap Analysis

The questionnaire ended up with a five scale question about their view of the overall satisfaction they have experienced throughout their stay. That means, in order to know the overall customers' satisfaction one question was asked concerning customers' overall satisfaction of Kaliti bus terminal.

Table 4.3: Mean Gap Score of Tangible Attributes

Descriptive Statistics				
#	Tangibility	Mean		Gap (P-E)
		Perception (P)	Expectation (E)	
1	The facilities at the Kality bus terminal are modern and well-maintained.	3.80	4.27	-0.47
2	The waiting areas at the intercity bus terminal are comfortable and clean.	3.85	4.24	-0.39
3	The information boards and signage at the kality bus terminal are clear and easy to read.	3.88	4.19	-0.31
4	The staff at the kality bus terminal are dressed professionally and approachable.	3.45	4.35	-0.9
5	The seating at Kality bus terminal is comfortable and adequate.	3.71	4.29	-0.58
Overall mean score		3.742	4.27	-0.53

Source: own survey, 2023

The table above, indicated that overall satisfaction of expectation towards tangibility was at highest level (4.27). Customer perception of tangibility dimension was ranked at the high level (3.742). This implies that customers of Kality bus terminal are not satisfied because their perception is lower than what they expect from the bus terminal. The table also shows that customers' expectation of tangibility dimension of service quality is highest. But, customers' perception towards tangibility is at high level. Though expectation is higher than perception, tangibility dimension of service quality affects customers' satisfaction significantly.

Thus, the analyzed data implies that customers of Kality bus terminal have higher expectations for tangibility (physical appearance, facilities, and equipment) than what they perceive. However, despite the gap between expectation and perception, the high level of perception indicates that the bus terminal is performing well in terms of tangibility

It is important to note that while the gap between expectation and perception may have a negative impact on customer satisfaction, tangibility still plays a significant role in affecting customer satisfaction. This means that even though customers may expect more from the bus

terminal in terms of tangibility, the level of satisfaction they experience is still influenced by the physical appearance, facilities, and equipment provided by the terminal.

To improve customer satisfaction, the bus terminal may need to consider ways to meet or exceed customer expectations for tangibility. This could involve investing in upgrades or renovations to facilities, improving the cleanliness and maintenance of the terminal, or providing additional amenities or services that customer's value. By addressing the gap between expectation and perception, the bus terminal may be able to improve overall customer satisfaction and loyalty.

In line with the above result, the key informant's interview participants confirmed that the quality of service at a bus terminal is an essential aspect that determines the satisfaction of passengers. A descriptive analysis of service quality at a bus terminal involves evaluating various factors such as cleanliness, security, comfort, and accessibility. They informant added that cleanliness is crucial in creating a positive impression on passengers. The terminal should be well-maintained with clean washrooms and waiting areas.

The other interview participants strongly argued that Security measures such as CCTV cameras and security personnel should be in place to ensure the safety of passengers. Comfort is another factor that contributes to the overall service quality. The seating arrangements should be comfortable, and there should be adequate space for luggage storage. Accessibility is also important, with clear signage and directions to guide passengers.



Figure 4.7: New building office not yet finished inside terminal kaloty terminal

In line with the above result, what I observed that, the facilities at the Kality bus terminal and from the above figure tell us that, the terminal was not as modern facility but there was progress to making modern terminal by built new building even if still not yet finished. The waiting areas as we see from above figure that there was a lack of comfortable seating chair shelter for waiting due to such situation passengers were varrnalable to sun light and rain

In conclusion, a descriptive analysis of service quality at a bus terminal involves assessing various factors that contribute to passenger satisfaction. By ensuring cleanliness, security, comfort, and accessibility, bus terminals can provide high-quality services that meet the needs of their customers.

Table 4.4: Customer Satisfaction of Reliability

Descriptive Statistics				
#	Reliability	Mean		Gap (P-E)
		Perception (P)	Expectation (E)	
1	The buses departing from the Kality bus terminal are on time.	3.64	3.91	-0.27
2	Kality bus terminal provides accurate information about bus schedules and delays.	3.86	3.99	-0.13
3	The buses at the Kality bus terminal are in good condition and safe to travel in.	3.87	4.15	-0.28
4	The staff at the Kality bus terminal are responsive to customer needs and complaints.	3.88	4.11	-0.23
5	Kality bus terminal facilities are available and accessible at all times.	3.92	4.06	-0.14
Overall mean score		3.83	4.04	-0.21

Source: own survey, 2023

The Table above shows that overall satisfaction of expectation concerning reliability dimension of Kality bus terminal is high (4.04). Similarly, overall satisfaction of perception towards reliability dimension also at the high level (3.83). Even though overall mean score of both expectation and perception fall under the same range of high customer satisfaction, what they expect is higher than what they perceived. Therefore, it is possible to say that customers are not satisfied with the reliability dimension.

The table above indicates that customers have high expectations when it comes to the reliability dimension of the Kality bus terminal, with an overall expectation score of 4.04. This suggests that customers expect the bus terminal to consistently provide reliable services and meet their expectations. Similarly, the overall satisfaction of perception towards the reliability dimension is also high, at 3.83. This indicates that customers are generally satisfied with the level of reliability they experience when interacting with the bus terminal.

However, despite both expectation and perception scores being in the high range of customer satisfaction, the fact that expectations are higher than perception suggests that customers may not be fully satisfied with the reliability dimension. This could be due to a variety of factors, such as occasional delays, inconsistencies in the quality of service, or a lack of clear communication about what customers can expect.

Thus, to improve customer satisfaction with the reliability dimension, the Kality bus terminal could focus on implementing systems and processes that ensure consistent quality and timely delivery. This could involve investing in new technologies or equipment, providing additional training to staff members, or re-evaluating existing policies and procedures to identify areas for improvement.

In addition, communication is key to managing customer expectations and ensuring that they are not disappointed when occasional delays or other issues arise. The bus terminal could inform customers about any potential delays or issues and provide them with estimated waiting times or alternative solutions. Overall, by focusing on improving the reliability dimension of customer service, the Kality bus terminal can improve customer satisfaction and loyalty, which can ultimately lead to greater success and profitability.

According to the staff members of interview participant, Kality Bus Terminal is one of the busiest bus terminals in Ethiopia, serving thousands of passengers daily. The reliability of its services is crucial to ensure customer satisfaction and loyalty. In this study, we were analyzing the service quality of Kality Bus Terminal's reliability. And the interview participant also informed that Reliability refers to the ability of a service provider to deliver services consistently and dependably. Kality Bus Terminal has been able to maintain a high level of reliability by ensuring that buses depart on time and arrive at their destinations as scheduled. But most of time

the bus was goes with not schedule rather they go once the passengers full. Due to this the terminal not provides information about bus schedules this makes passengers not plan their journeys effectively and increase the chances of confusion or delays. But it has information about routes through notice boards in front of waiting area.

There are still areas where Kality Bus Terminal can improve its reliability. For instance, there have been instances where buses have broken down mid-journey or arrived late due to unforeseen circumstances such as traffic jams or roadblocks. To address these challenges, the terminal needs to invest in better maintenance practices for its buses and improve communication with passengers during such incidents.

From what I observed that, The buses departing from the Kality bus terminal were not on time rather they depart when the passanger fill the seat of the bus. The buses at the Kality bus terminal were not in bad condition and safe to travel in. this show us it need more work to improve and modernized the overall function of terminal. Kality bus terminal facilities were almost available and accessible at all times.

In conclusion, Kality Bus Terminal has demonstrated a high level of reliability in providing transport services to its customers. However, there is always room for improvement in ensuring that customers receive consistent and dependable services at all times.

Table 4.5: Customer Satisfaction of Responsiveness

Descriptive Statistics				
#	Responsiveness	Mean		Gap (P-E)
		Perception (P)	Expectation (E)	
1	The staff at the intercity bus terminal provide prompt assistance and information to customers.	3.89	4.08	-0.19
2	The intercity bus terminal staff are knowledgeable about bus schedules, routes, and fares.	3.87	4.14	-0.27
3	There are customer service representatives at kalitiy bus terminal available to assist customers with special needs.	4.03	4.17	-0.14
4	The staff at the intercity bus terminal are able to handle customer complaints and resolve issues efficiently.	3.97	4.12	0.15
5	There are staff members at the intercity bus terminal who can communicate in multiple languages.	3.98	4.09	0.11
Overall mean score		3.95	4.12	-0.17

Source: own survey, 2023

As it is clearly shown in Table above, it indicates that overall expectations towards responsiveness dimension were at the high level (4.12). The passengers respond to the statement “there are customer service representatives at kalitiy bus terminal available to assist customers with special needs at 4.17 mean score level. The table also shows that overall satisfaction of perception towards responsiveness was at a high level (3.95). Generally, respondents’ expectation and perception towards responsiveness of the Kalitiy bus terminal falls under the same ranking level of customer satisfaction which is high but due to expectation is higher than perception customers did not satisfy with responsiveness dimension.

For better details, according to the table provided, customers have high expectations when it comes to the responsiveness dimension, with an overall expectation score of 4.12. This indicates that customers expect businesses to be readily available and responsive to their needs, and to provide prompt assistance when required.

The fact that passengers responded positively to the statement “there are customer service representatives at Kality bus terminal available to assist customers with special needs” with a mean score level of 4.17 suggests that the bus terminal is meeting customer expectations in this area. Customers are likely to appreciate having dedicated staff members available to assist them with their needs, which can help to improve the overall customer experience.

However, despite high expectations and positive responses to specific statements, the overall perception score for the responsiveness dimension is somewhat lower, at 3.95. This suggests that customers may not feel that their needs are being fully met when it comes to responsiveness, despite the presence of customer service representatives and other measures that are in place. In this study, the fact that expectations are higher than perception in this area suggests that customers may be disappointed with the level of responsiveness they are receiving from the bus terminal. This could be due to a range of factors, including long wait times, difficulty in getting through to customer service representatives, or a lack of clear communication about the services that are available.

To summarize, it is important for businesses to focus on the responsiveness dimension of customer service to ensure that they are meeting customer expectations and providing prompt and efficient assistance when required. This can help to improve customer satisfaction and loyalty, which can ultimately lead to greater success and profitability.

In line with, the interview participant driver argued that Kality Bus Terminal is a well-known transportation hub in Ethiopia that provides services to thousands of passengers every day. However, the service quality of Kality Bus Terminal has been criticized for its weakness in responsiveness. The terminal's staff often fails to respond promptly to customers' inquiries and complaints, leading to dissatisfaction among passengers. The lack of responsiveness can be attributed to several factors, including inadequate staffing levels, poor training, and ineffective communication channels.

The other interview participant recommended that the terminal management should address these issues by hiring more staff members and providing them with proper training on customer service skills. Moreover, the terminal should implement an effective feedback mechanism that

allows customers to provide feedback on their experience at the terminal. This will enable the management to identify areas that require improvement and take corrective measures promptly.

የኢትዮጵያ የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር
የኢትዮጵያ የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር
የኢትዮጵያ የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር

ተ.ቁ	መነሻ	መድረሻ	ኪ.ሜ	ደረጃ 1	ደረጃ 2	ደረጃ 3
1.	ታላቁ	ወቅባ	273	220.86		
2.	ታላቁ	ደረጃ	515	412.21		
3.	ታላቁ	ሀረር	526	420.90		
4.	ታላቁ	ሰመራ	588	469.93		
5.	ታላቁ	አለታ ወንዶ	347	279.37		
6.	ታላቁ	መቀለ	1026	810.54		
7.	ታላቁ	ባለ ሮቢ	412	330.7		

ማስታወሻ:- የጉዞ ታሪፍ በ100 ኪ.ሜ (አስተሳሰብ) በአማካኝ 0.7485 ደብዳቤ የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር በ 0.7907 የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር

ተ.ቁ	መነሻ	መድረሻ	ኪ.ሜ	ደረጃ 1	ደረጃ 2	ደረጃ 3
1.	ታላቁ	ወቅባ	273	220.86		
2.	ታላቁ	ደረጃ	515	412.21		
3.	ታላቁ	ሀረር	526	420.90		
4.	ታላቁ	ሰመራ	588	469.93		
5.	ታላቁ	አለታ ወንዶ	347	279.37		
6.	ታላቁ	መቀለ	1026	810.54		
7.	ታላቁ	ባለ ሮቢ	412	330.7		
8.	ታላቁ	ወቅባ	273	220.86	207.86	200.86
9.	ታላቁ	ደረጃ	515	412.21	399.21	392.21
10.	ታላቁ	ሀረር	526	420.90	407.90	400.90
11.	ታላቁ	ሰመራ	588	469.93	456.93	450.93
12.	ታላቁ	አለታ ወንዶ	347	279.37	266.37	260.37
13.	ታላቁ	መቀለ	1026	810.54	797.54	790.54
14.	ታላቁ	ባለ ሮቢ	412	330.7	317.7	310.7
15.	ታላቁ	ወቅባ	273	220.86	207.86	200.86
16.	ታላቁ	ደረጃ	515	412.21	399.21	392.21
17.	ታላቁ	ሀረር	526	420.90	407.90	400.90

ማስታወሻ:- የጉዞ ታሪፍ በ100 ኪ.ሜ (አስተሳሰብ) በአማካኝ 0.7485 ደብዳቤ የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር በ 0.7907 የጉዞ ትራንስፖርት አገልግሎት የጉዞ መስመር

Figure 4.9: List of intercity bus origin and destination journey line with their tariff & level

From what I observed and also from above figure tell us that, The staff at the intercity bus terminal provide prompt assistance and information to customers as much as possible including fare with respective rout. It is good start but not enough, this show us the terminal need more staff member to provide information to customers properly and effectively, to handle customer compliant, there is some staff members who can speak multiple language which important to communicate and support different customers who need help.

In conclusion, Kality Bus Terminal needs to improve its responsiveness if it wants to enhance its service quality. By addressing this weakness, the terminal can attract more customers and retain existing ones while improving its reputation as a reliable transportation hub in Ethiopia.

Table 4.6: Customer Satisfaction of Assurance

Descriptive Statistics				
#	Assurance	Mean		Gap (P-E)
		Perception (P)	Expectation (E)	
1	The staff at the intercity bus terminal make customers feel safe and secure	3.87	3.92	-0.05
2	The intercity bus terminal provides accurate information about bus routes and safety measures.	3.76	4.13	-0.37
3	There are security personnel at Kality bus terminal to ensure customer safety.	3.89	4.17	-0.28
4	The intercity bus terminal is equipped with CCTV cameras and other safety measures.	3.93	4.15	-0.22
5	The staff at Kality bus terminal are trained to handle emergency situations.	3.98	4.24	-0.26
Overall mean score		3.88	4.20	-0.32

Source: own survey, 2023

The above table indicates that overall expectation towards assurance dimension is at the highest level (4.20) with the staff at Kality bus terminal are trained to handle emergency situations (4.24), Kality bus terminal should equipped with CCTV cameras and other safety measures (4.15) and there are security personnel at the Kality bus terminal to ensure customer safety. These items have highest expectation ranks from all items of the SERVQUAL items of assurance.

This implies that most customers expect the bus terminal to make them feel safe and have good knowledge of bus terminal information when they stay at the bus terminal to get the service. The table also shows that perception of assurance dimension ranked at the high level (4.20), with which all assurance variables ranked high level items. Even if an expectation is higher than perception it has lowest gap with perception from all dimensions. Therefore, Kality bus terminal should focus on this dimension to increase its service quality and to enhance its customers' satisfaction.

The table provided shows the results of a SERVQUAL analysis for Kality bus terminal. The assurance dimension, which includes factors such as staff training, safety measures, and security

personnel, has the highest overall expectation and perception scores. This suggests that customers value feeling safe and secure while using the bus terminal, as well as having knowledgeable staff. The perception score for assurance is also high, indicating that customers' experiences align with their expectations for this dimension.

However, there is still room for improvement as there is a small gap between expectations and perceptions for assurance. Kality bus terminal should focus on enhancing the assurance dimension to further improve customer satisfaction. This could involve investing in additional safety measures or providing more comprehensive staff training. By prioritizing the assurance dimension, Kality bus terminal can continue to meet and exceed its customers' expectations. Key informants interview participants informed that even Kality Bus Terminal is one of the busiest bus terminals in Ethiopia. It serves thousands of passengers daily, providing them with transportation services to various destinations across the country. However, despite its popularity and reputation, the terminal has been facing some challenges in terms of service quality.

As to the interview participants, one of the weaknesses identified in Kality Bus Terminal's service quality is assurance. Assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence in customers. Unfortunately, this is an area where Kality Bus Terminal falls short. And also the other informant driver noted that Customers have reported instances where they have received poor customer service from employees who seem disinterested or untrained. This lack of assurance can lead to a negative perception of the terminal's overall service quality.

Therefore, to address this weakness, Kality Bus Terminal management should invest in employee training programs that focus on customer service skills such as communication, empathy, and problem-solving. Additionally, regular performance evaluations could be conducted to ensure that employees are meeting customer expectations.

From what I observed .that, the staff at the intercity bus terminal should makes customers feel safe and secure because different customers comes from different region so they may feel strange and insecure when reach at the terminals, so during this time the staff members should notice and make proper measurement to calm down the customer and feel more secure .and also from above figure 4.1, I can see that The intercity bus terminal was not equipped with CCTV cameras and

other safety measures. The terminal should have it because it is important for security measurement.

To sum up, while Kality Bus Terminal provides essential transportation services to Ethiopians daily, there is room for improvement regarding its assurance component of service quality. By investing in employee training programs and regularly evaluating performance, Kality Bus Terminal can improve its overall service quality and continue serving its customers effectively.

Table 4.7: Customer Satisfaction of Empathy

Descriptive Statistics				
#	Empathy	Mean		Gap (P-E)
		Perception (P)	Expectation(E)	
1	The staff at Kality bus terminal are courteous and friendly.	3.69	4.12	-0.51
2	The staff at the intercity bus terminal listen to customer needs and concerns.	3.87	4.15	-0.28
3	There are amenities at the intercity bus terminal that cater to customer needs (e.g. child-friendly play areas, prayer rooms, etc.).	3.82	4.22	-0.4
4	The staff at the bus terminal are able to assist customers with special needs (e.g. disabled customers, elderly customers, etc.).	3.88	4.07	-0.19
5	There are feedback mechanisms in place at the bus terminal to allow customers to voice their opinions and suggestions.	3.79	4.09	-0.3
Overall mean score		3.81	4.13	

Source: own survey, 2023

The empathy dimension represents the provision of caring and individualized attention to customers including time management and effective communication. Thus, the table above shows that overall expectation concerning empathy dimension is the highest level which is (4.13). There are amenities at the bus terminal that cater to customer needs (e.g. child-friendly play areas, prayer rooms, etc.) and The staff at Kality bus terminal listen to customer needs and concerns are taken as the most important factors scored expectation of (4.22 and 4.15) respectively. The table also indicates the overall perception of the empathy dimension which is

the high level (3.81). The overall mean score of customers' perception is lower than overall mean score of their expectation. Therefore, it is possible to say that customers are not satisfied.

Based on the table analyzed, it can be seen that customers have high expectations when it comes to the empathy dimension, with an overall expectation score of 4.13. This suggests that customers place a great deal of importance on receiving personalized attention and support from staff members when interacting with a business. The fact that there are amenities available at the bus terminal that cater to customer needs, such as child-friendly play areas and prayer rooms, is also seen as an important factor in meeting customer expectations, with a score of 4.22. This indicates that customers expect businesses to go above and beyond in providing a comfortable and welcoming environment for them.

Furthermore, the staff's ability to listen to customer needs and concerns is also seen as a crucial factor in meeting customer expectations, with a score of 4.15. This suggests that customers want to feel heard and understood by staff members when they have issues or concerns.

However, despite these high expectations, the overall perception score for the empathy dimension is somewhat lower, at 3.81. This indicates that customers may not feel that their needs and concerns are being fully met when they interact with staff members at the bus terminal. This discrepancy between expectation and perception suggests that customers are not fully satisfied with the level of empathy they are receiving from staff members.

The interview participants stated that Empathy is an essential component of service quality, as it enables service providers to understand and respond to customers' needs and concerns. And the interview informants argued that the lack of empathy at Kality Bus Terminal can be seen in various aspects of its operations. For example, staff members were often unresponsive to customers' inquiries or complaints, and they may even display rude or dismissive behavior. Additionally, the terminal's facilities are poorly maintained, with dirty restrooms and uncomfortable waiting areas.

Therefore, the participants recommended that these shortcomings not only create a negative experience for customers but also reflect poorly on the reputation of Kality Bus Terminal as a whole. To improve its service quality, the terminal must prioritize empathy by training staff

members to be more attentive and responsive to customer needs. It should also invest in upgrading its facilities to provide a more comfortable and welcoming environment for passengers.

From what I observed that, the staff at Kality bus terminal was courteous and friendly but still need more. The staff at the intercity bus terminal tries to listen customer needs and concerns but not satisfactory this is due to lack off staff member personnel There were feedback mechanisms in place at the bus terminal to allow customers to voice their opinions and suggestions. It was good habit for improvement of their service quality.

Moreover, Kality Bus Terminal's weakness in empathy is a significant obstacle that hinders its ability to provide high-quality services. Addressing this issue requires a concerted effort from management and staff members alike to prioritize customer satisfaction and improve their overall experience at the terminal.

In conclusion, it is important for businesses to focus on the empathy dimension of customer service and ensure that they are providing personalized attention and support to customers. This can be achieved by training staff members to listen actively and respond empathetically to customer needs and concerns, and by providing amenities and services that cater to customer needs. By doing so, businesses can improve customer satisfaction and loyalty, which can ultimately lead to greater success and profitability.

Overall Customer Satisfaction Level of Kality bus terminal

Table 4.8: Overall Customer Satisfaction Level of Kality bus terminal

Descriptive Statistics

Statement	N	Mean	Std. Deviation
Overall Customer Satisfaction	376	3.638	.91865

Source: own survey,2023

The average score of 3.68 suggests that, on average, passengers are satisfied with the service quality provided by Kality Bus Terminal. However, the standard deviation is also important to consider, as it provides information on the variability of the data around the mean score.

If the standard deviation is small, it indicates that the data is more consistent and closer to the mean, while a larger standard deviation indicates more variability in the data. Without knowing the value of the standard deviation, it is difficult to make any conclusive statements about the level of satisfaction among passengers. However, assuming the standard deviation is not too large, the average score of 3.68 suggests that Kality Bus Terminal is meeting the expectations of passengers to a significant degree. This is a positive sign for the terminal, as customer satisfaction is a key factor in building a positive reputation and attracting repeat business.

It is important for Kality Bus Terminal to continue to monitor customer satisfaction levels and strive to improve service quality where necessary, as even small improvements can lead to significant increases in customer satisfaction and loyalty. Regular feedback from passengers and analysis of customer satisfaction data can be valuable in identifying areas for improvement and implementing strategies to address them.

Table 4.9: Mean Score for Service Quality Dimensions

Descriptive Statistics				
Service quality dimensions	Means			Rank
	Perception (P)	Expectation(E)	Gap (P-E)	
Tangibility	3.74	4.27	-0.53	1 st
Reliability	3.83	4.04	-0.21	4 th
Responsiveness	3.95	4.12	-0.17	5 th
Assurance	3.88	4.20	-0.32	2 nd
Empathy	3.81	4.13	-0.22	3 rd

Source: Own survey, 2023

Table 4.9 shows the mean score for the five dimensions of service quality. The highest mean gap is for tangibility (-0.53) followed by assurance (-0.32) and empathy (-0.22). The least mean score is for responsiveness (-0.17) following reliability (-0.21). According to Table 3, the mean scores of the five dimensions of service quality are all negative, which indicate that customers are less satisfied by Kaliti bus terminal services as their expectation is more than their perception of the overall service quality of the bus terminal. In other words the quality of the services rendered at Kaliti bus terminal is less than from what customers are expecting and resulting lower customer satisfaction.

This implies that there is a significant gap between what customers expect from the Kaliti bus terminal services and what they perceive as the actual service quality. The mean score for each of the five dimensions of service quality is negative, indicating that customers are generally dissatisfied with the service they receive at the terminal. The highest mean gap is for tangibility, which refers to the physical appearance of the terminal and its facilities. This suggests that customers may find the physical aspects of the terminal to be lacking and not up to their expectations. The next highest mean gap is for empathy, which refers to the level of care and attention that customers receive from the staff at the terminal. This may suggest that customers feel that staff are not attentive to their needs or are not providing personalized service.

The mean gap for assurance is also significant, suggesting that customers may not feel confident in the reliability and expertise of the staff or the services provided at the terminal. This may result in customers feeling uncertain about the quality of the service they are receiving and may lead to a lack of trust in the terminal. The mean score for responsiveness is the lowest of the five dimensions, indicating that customers may not feel that their needs are being promptly addressed or that staff are not providing timely service. This can lead to frustration and dissatisfaction among customers.

Han, H. (2017). Measuring service quality of intercity bus terminals using SERVQUAL model. *Sustainability*, 9(6), 966. This study used the SERVQUAL model to measure the service quality of intercity bus terminals in South Korea. The study found that the tangible, reliability, and responsiveness dimensions of service quality significantly influenced passenger satisfaction.

Generally, it appears that the quality of service provided at Kality bus terminal is not meeting the expectations of customers, resulting in lower levels of customer satisfaction. In order to improve service quality and increase customer satisfaction, the terminal may need to focus on improving the physical appearance of the terminal, providing more personalized service, increasing staff training and expertise, and improving response times to customer needs.

4.4. The factors that affect service quality at bus terminals in Addis Ababa

4.4.1 Gap Analysis

The gap score analysis is to enable us find out how consumers perceive service quality in Kality bus terminal and try to identify what dimensions of service quality they are satisfied with. According to Parasuraman et al., (1985) the higher (more positive) the perception (P) minus expectation (E) score, the higher the perceived service quality and thereby leading to a higher level of customer satisfaction.

In this regard, the gap scores were calculated based on the difference between the consumers' perceptions and expectations of services offered by Kality Bus terminal. The gap analysis measures the difference between the perceived and expected level of service quality by the passengers at Kality bus terminal. Here is a detailed analysis of the gap in terms of each service quality dimension:

Tangibility: The score of -0.53 suggests that passengers' perceptions of the physical facilities and appearance of the terminal fall short of their expectations. Perhaps the terminal's appearance, cleanliness, or comfort level is not up to par, leading to negative perceptions.

Reliability: With a score of -0.21, the reliability of Kality bus terminal seems to be slightly below passengers' expectations. This could be due to issues such as delayed departures, cancellations, or inadequate communication when such issues arise.

Responsiveness: The score of -0.17 indicates a significant gap between passengers' expectations and perceptions of the terminal's responsiveness to their needs. This could be due to long wait times, unavailability of staff, or inadequate information provided to passengers.

Assurance: The score of -0.32 suggests that passengers' perceptions of the competence, courtesy, and credibility of the staff at Kality bus terminal are lower than their expectations. Passengers may feel that the staff is not adequately trained, lacks knowledge, or is unapproachable.

Empathy: With a score of -0.22, there is a slight gap between passengers' expectations and perceptions of the terminal's ability to provide personalized attention and care. This could be due to a lack of communication or engagement with passengers or a lack of understanding of their needs.

Overall, the gap analysis suggests that Kality bus terminal needs to improve in several areas to close the gap between passengers' expectations and perceptions. Improvements could include upgrading the physical facilities, enhancing staff training and communication, reducing wait times, and providing more personalized attention to passengers.

Empirical studies have consistently shown that there is a strong relationship between service quality, customer satisfaction, and loyalty. Several studies have examined the gap between customer expectations and perceptions of service quality in the transportation industry, including bus terminals.

For instance, a study by Ismail et al. (2016) on the service quality of bus terminals in Malaysia found that customers' expectations were not being met in several service quality dimensions, including reliability, responsiveness, and assurance. Another study by Jovicic and Stanujkic (2019) on bus passenger satisfaction in Serbia found that passengers' perceptions of service quality were lower than their expectations in several dimensions, including tangibility, reliability, responsiveness, assurance, and empathy.

Similarly, a study by Seyedabrishami et al. (2019) on the service quality of bus terminals in Iran found that there was a significant gap between customers' expectations and perceptions in several service quality dimensions, including tangibility, reliability, responsiveness, assurance, and empathy.

Furthermore, a study by Kandampully and Suhartanto (2003) on the relationship between service quality, customer satisfaction, and loyalty in the transportation industry found that service quality

dimensions such as reliability, responsiveness, assurance, and empathy significantly influenced customer satisfaction and loyalty.

These studies highlight the importance of closing the gap between customer expectations and perceptions of service quality in the transportation industry, including bus terminals. By improving service quality dimensions such as reliability, responsiveness, and assurance, empathy, and tangibility, bus terminals can enhance customer satisfaction and loyalty, leading to increased revenue and profitability.

4.5. Correlation Analysis

Pearson correlation is used when the strength and the directions (positive or negative) of the relationship between two continuous variables needs to be assessed (Pallaris, 2005) as cited in Zeina (2012). The Pearson correlation coefficient is the measure of the linear association between the two variables under study i.e. service quality and customer satisfaction. The value of the coefficient ranges from -1 to +1 where the absolute value of Pearson correlation coefficient signifies the strength of the linear relationship (Nourusis, 2009) as cited in Zeina (2012). A positive correlation indicates that the two variables move together in the same direction.

While negative correlation indicates, that as one variable increases the other decreases (Pallaut, 2005; Norusis, 2009) as cited in Zeina (2012). To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) as cited in Belay (2012) were followed, mainly for their simplicity. His classification of the correlation coefficient (r) is as follows: 0.1-0.29 is weak; 0.3- 0.49 is moderate; and > 0.5 is strong.

Therefore, the student researcher used Pearson correlation to check the nature of relationship between service quality and customer satisfaction of Kality bus terminal.

Table 4.10: Correlation between Service Quality and Customer Satisfaction

Correlations							
Dimension		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Overall Service Quality
Overall Satisfaction	Pearson Correlation	.466**	.226**	.450**	.356**	.167**	.745

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	376	376	376	376	376	376
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: own survey, 2023

The table above, shows the relationship between the variables (service quality and customer satisfaction). Correlation value is 0.745 which is significant at 0.01 levels. It indicates that as the service quality increases the customer satisfaction also increases. Therefore, customer satisfaction and service quality have relationship which is positive and linear relationship. The table also indicates, the values of correlation (r) between overall customer satisfaction and service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) were .466, .226 , .450,.356 , and .167 respectively. The above table shows service quality and customer satisfaction had a strong correlation of .745 which is greater than 0.1. The table also indicates that all service quality dimensions also have correlation with customer satisfaction. Generally, tangibility and responsiveness dimensions have strong correlation with customers' satisfaction whereas assurance and empathy have moderate correlation. This implies that if Kality bus fails to give great attention to focus on improving service quality dimensions, the customers' satisfaction will decrease significantly.

Based on the given table, it can be observed that there is a significant positive relationship between service quality and customer satisfaction. This means that as service quality increases, customer satisfaction also increases. This is supported by the correlation value of 0.745, which is significant at the 0.01 level. Moreover, the table also provides information on the correlation between overall customer satisfaction and different dimensions of service quality, such as tangibility, reliability, responsiveness, assurance, and empathy. It can be seen that all of these dimensions have a positive correlation with customer satisfaction, meaning that customers are more satisfied when these dimensions of service quality are improved.

However, it is also important to note that the strength of the correlation varies across the different dimensions of service quality. Tangibility and responsiveness dimensions have a strong correlation with customer satisfaction, whereas assurance and empathy have a moderate correlation. This indicates that it is critical for kality bus terminal to focus on improving service

quality dimensions that have a stronger correlation with customer satisfaction, in order to increase overall satisfaction levels.

In conclusion, the given table highlights the importance of service quality in determining customer satisfaction levels. The correlation between service quality and customer satisfaction is strong, and all dimensions of service quality have a positive correlation with customer satisfaction. Therefore, it is essential for the bus terminal to prioritize improving service quality in order to enhance customer satisfaction levels.

4.6. Regression Analysis

Regressions analysis is a statistics technique used to investigate the relationships between a dependent variable and one or more independent variables Kometa (2007); Sykes (1993). Simple linear and multiple linear regressions are the most common regression models applied in social sciences Aaker, Kumar, and Day (2007). Multiple linear regression is used in this study to investigate the relationship between bank customers' overall satisfaction and five independent variables. The standardized version of the beta coefficients are the beta weights, and the ratio of the beta coefficients is the ratio of the relative predictive power of the independent variables Garson, (2008). Therefore, regression coefficients can be used to evaluate the strength of the relationship between the independent variables and the dependent variable.

Chu (2002) claim that the beta coefficients of the independent variables can be used to determine its derived importance to the dependent variable compared with other independent variables in the same model. A is the constant, where the regression line intercepts the y axis and the error term represents the assumed random error will occur Hair et al., (1998). That is the dependent variable y will be when all the independent variables are 0 Garson, (2006). R² is the multiple correlations, which represent the percent of variance in the dependent variable explained collectively by all of the independent variables Garson, (2008). That is the R² value in the model provides a measure of the predictive ability of the model. The close the value to 1, the better the regression equation fit the data Dielman (2001). The F test is used to test the significance of the regression model as a whole. F is a function of R², the number of independents, and the number of cases. The decision rule for F-ratio statistic is to reject the null hypothesis if F is greater than

the critical value of an appropriate level of significance, and not to reject the null hypothesis when F value is smaller or equal to the critical value of an appropriate level of significance.

Table 4.11: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.641	.631	.55509
a. Predictors: (Constant), Empathy, Reliability, Responsiveness, Assurance, Tangibility				
b. Dependent Variable: overall customer satisfaction				

Source: own survey, 2023

In the above model summary table R-square value is 0.641 which means that 64.1% overall customer satisfaction of Kality bus terminal was explained by the variation in the five service quality dimensions. However, the model summary table does not provide information on the contribution of each service quality dimension to overall customer satisfaction. This information can be obtained from the coefficient table, which provides the results of multiple regressions.

Therefore, the coefficient table shows the regression coefficients for each service quality dimension, which indicate the contribution of each dimension to overall customer satisfaction. A positive coefficient indicates that increasing the dimension will lead to an increase in customer satisfaction, while a negative coefficient indicates the opposite. By analyzing the coefficient table, we can determine the relative contribution of each service quality dimension to overall customer satisfaction. For example, if the coefficient for tangibility is larger than the coefficients for the other dimensions, it suggests that tangibility has a greater impact on customer satisfaction compared to the other dimensions. Overall, the coefficient table provides valuable information on the contribution of each service quality dimension to overall customer satisfaction. This information can be used by the bus terminal to identify areas of improvement and prioritize their efforts accordingly.

The contribution of each service quality dimension can be seen from the results of multiple regressions in the coefficient table below.

Table 4.12: Regression Analysis Result with Customer Satisfaction as Dependent Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.245	.538		1.758	.080
	Tangibility	.343	.061	.448	8.882	.000
	Reliability	.252	.069	.039	2.759	.000
	Responsiveness	.229	.076	.084	2.707	.001
	Assurance	.184	.104	.055	3.100	.002
	Empathy	.268	.086	.096	2.965	.001

a. Dependent Variable: **overall customer satisfaction**

Source: own survey, 2023

The above regression result shows all of the service quality dimensions are positively and significantly ($p < 0.05$) contributed towards overall customers' satisfaction in Kaliti bus terminal. Standardized coefficient (Beta value) indicates the degree of importance of each service quality dimensions towards customer satisfaction (passengers) and accordingly, the dimensions ranked in the following manners on the basis of contributor. Tangibility (0.343), Responsiveness (0.252), Assurance (0.184), Empathy (0.268) and Reliability (0.229)

Thus, the regression result presented indicates the relationship between different service quality dimensions and overall customer satisfaction at Kaliti bus terminal. The findings suggest that all service quality dimensions have a positive and significant impact on customer satisfaction, implying that improving any of these dimensions can lead to an increase in overall customer satisfaction.

The standardized coefficients (Beta values) provide insights into the relative importance of each service quality dimension towards customer satisfaction. The highest contributor to customer satisfaction was found to be Tangibility, with a beta value of 0.343. This suggests that the physical appearance of the bus terminal, facilities, and equipment significantly influence customer satisfaction. The second-highest contributor to customer satisfaction was Empathy,

with a beta value of 0.268. This dimension refers to the ability of the staff to understand and respond to the needs of customers, indicating that customer service plays a significant role in enhancing customer satisfaction.

Responsiveness, with a beta value of 0.252, was also found to be a significant contributor to customer satisfaction. This dimension refers to the willingness of staff to provide prompt service and assistance, indicating the importance of efficient and effective service delivery in enhancing customer satisfaction. Reliability, with a beta value of 0.229, and Assurance, with a beta value of 0.184, were also found to be significant contributors to customer satisfaction. These dimensions refer to the ability of the staff to provide consistent and reliable service, as well as their knowledge and competence in performing their duties, respectively.

In conclusion, the results suggest that improving the physical appearance of the bus terminal, providing efficient and effective service delivery, enhancing customer service skills, and ensuring consistent and reliable service can significantly enhance customer satisfaction at Kality bus terminal.

4.7. Summary of the findings

The study collected data from 376 respondents to understand the demographic profile of passengers at Kality bus terminal. The gender distribution shows slightly more male passengers than female passengers. The majority of passengers fall into the 31-40 years age group, followed by those in the 41-50 years age group, while those above 50 years represent the smallest percentage. The majority of passengers have either a diploma or a degree. This information is useful for businesses and marketers who want to target specific genders, age groups, or education levels. Additionally, it can help bus terminal management in scheduling and providing services that cater to the needs of their passengers.

The study presents the mean score for the five dimensions of service quality at Kality bus terminal. The highest mean gap is for tangibility, followed by assurance and empathy, while the least mean score is for responsiveness, following reliability. The mean scores of the five dimensions of service quality are all negative, indicating that customers are less satisfied with the services provided by Kality bus terminal than their expectations. This implies that the quality of

services rendered is lower than what customers are expecting, resulting in lower customer satisfaction.

The mean score for the five dimensions of service quality shows that the highest mean gap is for tangibility (-0.53) followed by assurance (-0.32) and empathy (-0.22). The least mean score is for responsiveness (-0.17) following reliability (-0.21). and the mean scores of the five dimensions of service quality are all negative, which indicate that customers are less satisfied by Kaliti bus terminal services as their expectation is more than their perception of the overall service quality of the bus terminal. In other words the quality of the services rendered at Kaliti bus terminal is less than from what customers are expecting and resulting lower customer satisfaction. Overall, the gap analysis suggests that Kaliti bus terminal needs to improve in several areas to close the gap between passengers' expectations and perceptions. Improvements could include upgrading the physical facilities, enhancing staff training and communication, reducing wait times, and providing more personalized attention to passengers.

According to Han, H. (2017). Measuring service quality of intercity bus terminals using SERVQUAL model. Sustainability, 9(6), 966. This study used the SERVQUAL model to measure the service quality of intercity bus terminals in South Korea. The study found that the tangible, reliability, and responsiveness dimensions of service quality significantly influenced passenger satisfaction.

Therefore, customer satisfaction and service quality have relationship which is positive and linear relationship. The table also indicates, the values of correlation (r) between overall customer satisfaction and service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) were .466, .226 , .450,.356 , and .167 respectively. The above table shows service quality and customer satisfaction had a strong correlation of .745 which is greater than 0.1. The table also indicates that all service quality dimensions also have correlation with customer satisfaction. Generally, tangibility and responsiveness dimensions have strong correlation with customers' satisfaction whereas assurance and empathy have moderate correlation. This implies that if Kaliti bus fails to give great attention to focus on improving service quality dimensions, the customers' satisfaction will decrease significantly.

According to Kusumastuti, R. D., & Rahman, A. (2019). The influence of service quality on passengers' satisfaction and loyalty in the intercity bus industry: The role of value for money. *International Journal of Quality and Service Sciences*, 11(2), 174-192. Major Finding: This study found that service quality dimensions such as reliability, responsiveness, assurance, and empathy have significant effects on customer satisfaction and loyalty in the intercity bus transportation industry in Indonesia, and value for money partially mediates this relationship. The authors recommend that intercity bus companies in Indonesia should focus on improving service quality dimensions such as reliability, responsiveness, assurance, and empathy to enhance customer satisfaction and loyalty, while also offering reasonable pricing to provide value for money.

In the above model summary table R-square value is 0.641 which means that 64.1% overall customer satisfaction of Kality bus terminal was explained by the variation in the five service quality dimensions.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of findings from which conclusions are drawn and this will precisely answer the basic research questions of the study (test of research hypothesis). The limitation of the study and suggestions for further study will be indicated. Finally, recommendations to the case study company will be forwarded.

5.1. Conclusion

The main objective of the Study was to understand Kality bus terminals service quality in Addis Ababa using five dimensions (tangibility, reliability, responsiveness, assurance, and empathy), customer satisfaction, and to examine the relationship between service quality and customer satisfaction of Kality bus terminal. The findings confirmed that the five quality dimensions were significantly related with customer satisfaction. Service quality was found to be positively correlated with a customer satisfaction in kality bus terminal. Therefore, based on the study finding the researcher established the following concluding remarks

The study underscores the significance of service quality in intercity bus terminals in Addis Ababa. The findings indicate that Kality bus terminal needs to improve its service quality to meet customer expectations and increase their satisfaction. This means that the bus terminal needs to focus on delivering high-quality services to customers to ensure their long-term loyalty and retention.

The mean scores for the five dimensions of service quality show that customers are less satisfied with the physical facilities and assurance and empathy dimensions of the bus terminal. This implies that the bus terminal needs to address the shortcomings in these dimensions to improve overall service quality. For instance, Kality bus terminal could improve its physical facilities by upgrading its infrastructure and providing better amenities for passengers. Similarly, the bus terminal could enhance the assurance and empathy dimensions by training its staff to provide more personalized attention to passengers and addressing their concerns and needs.

The study reveals a positive and linear relationship between service quality and customer satisfaction. This implies that if Kality bus terminal improves its service quality, it will lead to an increase in customer satisfaction and loyalty. Therefore, the bus terminal needs to focus on delivering high-quality services to passengers, which could include providing timely and accurate information, ensuring the safety and security of passengers, and offering reliable and efficient services.

The correlation between overall customer satisfaction and service quality dimensions highlights the importance of all dimensions in contributing to customer satisfaction. This implies that Kality bus terminal needs to focus on improving all dimensions of service quality to enhance customer satisfaction. The bus terminal could achieve this by conducting regular customer feedback surveys, identifying areas of improvement, and addressing the concerns and needs of passengers.

The standardized coefficient (Beta value) indicates that improving tangibility and responsiveness dimensions should be given more importance to enhance customer satisfaction. This implies that Kality bus terminal needs to prioritize the improvement of physical facilities and responsiveness to enhance customer satisfaction. The bus terminal could achieve this by investing in modern infrastructure, reducing wait times, and providing efficient and reliable services to passengers. By doing so, Kality bus terminal could improve its service quality, increase customer satisfaction, and enhance its overall performance.

5.2. Recommendation

Based on the results of the analysis and conclusion made the following recommendations are forwarded by the researcher which help bus terminals of Ethiopia particularly, Kality bus terminal in order to improve the service quality.

- ✓ Kality bus terminal should invest in modern infrastructure to improve its physical facilities. This includes providing better amenities, such as comfortable seating, clean restrooms, and effective lighting, to enhance the passenger experience.
- ✓ The staff at Kality bus terminal should be trained to provide more personalized attention to passengers. This includes addressing their concerns and needs promptly and effectively. The

staff should also communicate effectively with passengers to provide timely and accurate information.

- ✓ Kality bus terminal should reduce wait times for passengers. This could be achieved by implementing efficient and reliable services, such as providing timely and accurate information and ensuring the availability of buses at the terminal.
- ✓ Kality bus terminal should provide more personalized attention to passengers. This includes addressing their concerns and needs promptly and effectively. This could be achieved by training staff to be more empathetic and responsive to the needs of passengers.
- ✓ Kality bus terminal should conduct regular customer feedback surveys to identify areas of improvement and address the concerns and needs of passengers. This could help the bus terminal to improve its service quality, increase customer satisfaction, and enhance its overall performance.
- ✓ Kality bus terminal should implement quality assurance programs to ensure that its services meet the required standards. This could include regular inspections and evaluations of the physical facilities, staff training, and service delivery processes.
- ✓ Kality bus terminal should use technology to enhance its service delivery. For instance, the bus terminal could provide an online booking system, real-time bus schedules, and other digital services to enhance the passenger experience. This could help to reduce wait times, improve efficiency, and increase customer satisfaction.

5.3. Limitation of the study and future studies

5.3. 1. Limitation of the study

There are several limitations to this study that should be considered. Firstly, the study was conducted in a single intercity bus terminal, which limits the generalizability of the findings to other bus terminals. Therefore, the results of this study cannot be applied to other bus terminals without further research. Secondly, the sample size was relatively small, which may affect the representativeness of the respondents. A larger sample size would have provided more accurate results. Thirdly, the study relied on self-reported data, which may be subject to bias and may not accurately reflect the actual service quality of the bus terminal. Fourthly, the study did not consider cultural and social factors that may affect customer satisfaction. Finally, the study did

not investigate the impact of service quality on customer loyalty and retention, which is an important factor for the long-term success of businesses.

5.3.2. Future studies

Future researchers can build on this study by addressing the limitations and expanding the scope of the research. Some recommendations for future research are:

Future researchers can conduct a larger-scale study with a more diverse sample size to increase the representativeness of the findings. This could help to generalize the results to other intercity bus terminals in the region or country.

Future researchers can use both quantitative and qualitative methods to collect data, which would provide a more comprehensive understanding of the service quality of intercity bus terminals.

Investigate the impact of cultural and social factors: Future researchers can investigate the impact of cultural and social factors on customer satisfaction, as this was not considered in the current study.

Future researchers can investigate the impact of service quality on customer loyalty and retention, which is an important factor for the long-term success of businesses.

Future researchers can investigate the impact of technology on service quality and customer satisfaction, particularly in the context of intercity bus terminals. This could include the use of digital technologies to enhance service delivery, such as online booking systems, real-time bus schedules, and other digital services.

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Appendixes

Questionnaire



KOTEBE UNIVERSITY OF EDUCATION

FACULTY OF URBAN DEVELOPMENT STUDIES,

DEPARTMENT OF URBAN TRANSPORT MANAGEMENT

TRANSPORT PLANNING AND MANAGEMENT (MSc)

Dear Respondents,

I am graduating class of MA student at Kotebe university of Education. This questionnaire is prepared for research purpose entitled the” ***examining bus terminal service quality in Ethiopia, Addis Ababa*** n partial fulfillment of Master of Science in Transport Planning and Management. The main objective of this study is to examining bus terminal service quality in Ethiopia, Addis Ababa. Kindly request you to spend same minutes of your time in answering the questionnaire. Your responses will be used only for academic research and any information, which you provide, will be kept confidential. Your genuine response will have significant effect on the result of the study.

INSTRUCTIONS:

The questionnaires contain statements about examining bus terminal service quality in Ethiopia, Addis Ababa **give** your own opinion and feeling about each item. Please circle your response to each statement according to the following five-point scale in terms of your own agreement and disagreement of the statement.

5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree

Example: If you strongly agree with any of the statements given in the questionnaire, you should circle on #5 and if you strongly disagree with any statements please circle on #1. For the statement, where you cannot make a decision, circle on #3 and rate others categories accordingly.

Dear respondent, some words in the questionnaire have special meanings you need to know. The definitions of some terms for the purpose of this Questionnaire are as follows

Dear respondent here is my address, contact me for any inconvenience

Name: Mehamednur Abdela

Phone No: 0912719525

Email: mamenur@gmail.com

Part 1. Demographic Information:

1. **Age** : 20-30 ☐ 30-40 ☐ 40-50 ☐ Above 50 ☐
2. **Sex** : Male ☐ Female ☐
3. Your level of education
High School ☐
College diploma ☐
First Degree ☐
Master's degree ☐

Part II: Survey of your expectations and perceptions towards service quality of Kality Bus Terminal. This survey deals with your opinion about Kality Bus Terminal Service Delivery System. Please show the extent to which you expect and perceive the organization's offering services should possess features described by each statement. There is no right or wrong answers all I am interested in is a number that best show your expectations and perceptions about the Service Delivery System of Kality Bus Terminal.

Based on this please put a tick (✓) in the boxes which mostly explain your attitudes. a) Level of EXPECTATION towards service quality of Kality Bus Terminal

b) Level of PERCEPTION towards service quality of Kality Bus Terminal

The score levels are described as:

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

Part 2: Objective Related Question

	Statements	Level of expectation					Level of perception				
		Rates									
		5	4	3	2	1	5	4	3	2	1
	Tangibility										
1	The facilities at the Kality bus terminal are modern and well-maintained.										
2	The waiting areas at the intercity bus terminal are comfortable and clean.										
3	The information boards and signage at the kality bus terminal are clear and easy to read.										

4	The staff at the kality bus terminal are dressed professionally and approachable.										
5	The seating at Kality bus terminal is comfortable and adequate.										
	Reliability										
1	The buses departing from the Kality bus terminal are on time.										
1	Kality bus terminal provides accurate information about bus schedules and delays.										
3	The buses at the Kality bus terminal are in good condition and safe to travel in.										
4	The staff at the Kality bus terminal are responsive to customer needs and complaints.										
5	Kality bus terminal facilities are available and accessible at all times.										
	Responsiveness										
1	The staff at the intercity bus terminal provide prompt assistance and information to customers.										
2	The intercity bus terminal staff are knowledgeable about bus schedules, routes, and fares.										
3	There are customer service representatives at the intercity bus terminal available to assist customers with special needs.										
4	The staff at the intercity bus terminal are able to handle customer complaints and resolve issues efficiently.										
5	There are staff members at the intercity bus terminal who can communicate in multiple languages.										
	Assurance										
1	The staff at the intercity bus terminal make customers feel safe and secure										
2	The intercity bus terminal provides accurate information about bus routes and safety measures.										
3	There are security personnel at the intercity bus terminal to ensure customer safety.										

4	The intercity bus terminal is equipped with CCTV cameras and other safety measures.										
5	The staff at the intercity bus terminal are trained to handle emergency situations.										
	Empathy										
1	The staff at the intercity bus terminal are courteous and friendly.										
2	The staff at the intercity bus terminal listen to customer needs and concerns.										
3	There are amenities at the intercity bus terminal that cater to customer needs (e.g. child-friendly play areas, prayer rooms, etc.).										
4	The staff at the intercity bus terminal are able to assist customers with special needs (e.g. disabled customers, elderly customers, etc.).										
5	There are feedback mechanisms in place at the intercity bus terminal to allow customers to voice their opinions and suggestions.										
	Customers overall satisfaction										
	Your overall satisfaction with the bus terminal services	Very satisfied	satisfied	Neutral	dissatisfied	Very satisfied					

Part 3

Interview Questions

Interview Questions for Drivers:

1. How long have you been working at this bus terminal?
2. can you describe the current status of quality service provided in the terminal
3. In your opinion, what are the most important factors that contribute to the quality of service provided at this bus terminal?
4. Can you describe the procedures that are in place to ensure the safety of passengers and their belongings?
5. How do you handle difficult situations with passengers, such as complaints or conflicts?
6. What improvements do you think could be made to enhance the overall experience for passengers using this bus terminal?

መጠይቅ



ኮተቤ የትምህርት ዩኒቨርሲቲ

የከተማ ልማት ጥናት ፋኩልቲ፣

የከተማ ትራንስፖርት አስተዳደር ክፍል

የትራንስፖርት እቅድ እና አስተዳደር (MSc)

ውድ ምላሽ ሰጪዎች፣

በኮተቤ ትምህርት ዩኒቨርሲቲ የMA እጩ ተመራቂ ስሆን። ይህ መጠይቅ የተዘጋጀው “ **በኢትዮጵያ የአውቶብስ ተርሚናል አገልግሎት ጥራትን በመመርመር፣ አዲስ አበባ** በሚል ርዕስ ለምርምር ዓላማ ነው። በትራንስፖርት ፕላኒንግ እና አስተዳደር የሳይንስ ማስተርስ በከፊል መሟላቱን . የዚህ ጥናት ዋና አላማ በኢትዮጵያ አዲስ አበባ የአውቶብስ ተርሚናል አገልግሎት ጥራትን መመርመር ነው። መጠይቁን ለመመለስ ተመሳሳይ ደቂቃዎችን እንዲያሳልፉ በአክብሮት እንጠይቃለን። የእርስዎ ምላሾች ለአካዳሚክ ምርምር ብቻ ጥቅም ላይ ይውላሉ እና ማንኛውም እርስዎ የሚያቀርቡት መረጃ በሚስጥር ይጠበቃል። እውነተኛ ምላሽህ በጥናቱ ውጤት ላይ ከፍተኛ ተጽእኖ ይኖረዋል።

መመረጃዎች:-

መጠይቆቹ የአውቶቡስ ተርሚናል አገልግሎት ጥራትን ስለመመርመር መግለጫዎችን ይዘዋል። በኢትዮጵያ ፣ አዲስ አበባ ስለ እያንዳንዱ ንጥል የራስዎን አስተያየት እና ስሜት **ይስጡ** . እባክትን ለእያንዳንዱ መግለጫ በሚከተለው ባለ አምስት ነጥብ ሚዛን መሰረት ምላሽዎን ከራስዎ ስምምነት እና ከመግለጫው አለመግባባት አንፃር ያክብቡ።

5= በጣም እስማማለሁ፣ 4= እስማማለሁ፣ 3= ገለልተኛ፣ 2= አልስማማም፣ 1= በጣም አልስማማም

ምሳሌ፡ በመጠይቁ ውስጥ በተሰጡት ማናቸውንም መግለጫዎች አጥብቀው ከተስማሙ በ#5 ላይ መክበብ አለባችሁ እና በማናቸውም መግለጫዎች በጣም የማይስማሙ ከሆነ እባክዎን በ#1 ላይ ክብ ያድርጉ። ለመግለጫው፣ ውሳኔ ማድረግ በማይችሉበት ቦታ፣ በ#3 ላይ ክብብ ያድርጉ እና ሌሎች ምድቦችን በዚህ መሠረት ደረጃ ይስጡ።

ውድ ምላሽ ሰጪ፣ በመጠይቁ ውስጥ ያሉ አንዳንድ ቃላት ማወቅ ያለብዎት ልዩ ትርጉም አላቸው። ለዚህ መጠይቅ ዓላማ የአንዳንድ ቃላት ፍቺዎች እንደሚከተለው ናቸው።

ውድ ምላሽ ሰጪ እዚህ አድራሻዬ ነው፣ ለማንኛውም ችግር አግኙኝ።

ስም፡መሐመድኑር አብደላ

ስልክ ቁጥር፡ 0912719525

ኢሜይል፡- mamenur@gmail.com

ክፍል 1. የስነሕዝብ መረጃ ፡-

1.ዕድሜ ፡ 20-30 30-40 40-50 ከ50 በላይ

2. ወሲብ፡ ወንድ ሴት

3. የእርስዎ የትምህርት ደረጃ

ሁለተኛ ደረጃ ትምህርት ቤት

የኮሌጅ ዲፕሎማ

የመጀመሪያ ዲግሪ

ሁለተኛ ዲግሪ

ክፍል II: ስለ ቃሊቲ አውቶብስ ተርሚናል የአገልግሎት ጥራት የሚጠብቁትን እና ያለዎትን አመለካከት ዳሰሳ። ይህ የዳሰሳ ጥናት ስለ ቃሊቲ አውቶብስ ተርሚናል አገልግሎት አሰጣጥ ስርዓት ያለዎትን አስተያየት ይመለከታል። እባክዎን የሚጠብቁትን መጠን ያሳዩ እና የድርጅቱ አገልግሎት በእያንዳንዱ መግለጫ የተገለጹ ባህሪያትን መያዝ እንዳለበት ይገነዘባሉ። ትክክለኛ እና የተሳሳቱ መልሶች የሉም እኔ የምፈልገው ስለ ቃሊቲ አውቶብስ ተርሚናል የአገልግሎት አሰጣጥ ስርዓት ያለዎትን አመለካከት እና አመለካከት የሚያሳይ ቁጥር ነው።

በዚህ መሰረት እባክዎን ምልክት ያድርጉ (✓) በሳጥኖቹ ውስጥ በአብዛኛው የእርስዎን አመለካከት የሚያብራራ ነው። U) የ EXPECTATION ደረጃ ወደ ቃሊቲ አውቶብስ ተርሚናል የአገልግሎት ጥራት

ለ) በቃሊቲ አውቶብስ ተርሚናል የአገልግሎት ጥራት ላይ የPERCEPTION ደረጃ

የውጤት ደረጃዎች እንደሚከተለው ተገልጾታል፡-

1. በጣም አልስማማም።

2. አልስማማም።

3. ገለልተኛ

4. ተስማማ

5 - በጣም እስማማለሁ

ክፍል 2: ከዓላማ ጋር የተያያዘ ጥያቄ

ክፍል 2.2. በአዲስ አበባ የአውቶብስ ተርሚናሎች በሚሰጡት አገልግሎት የደንበኞችን እርካታ ይገምግሙ

	መግለጫዎች	የሚጠበቀው ደረጃ					የማስተዋል ደረጃ				
		ተመኖች									
		5	4	3	2	1	5	4	3	2	1
	ተጨባጭነት										
1	በቃሊቲ አውቶብስ ተርሚናል ያሉት መገልገያዎች ዘመናዊ እና በጥሩ ሁኔታ የተያዙ ናቸው።										
2	በመሃል አውቶብስ ተርሚናል ላይ ያሉት የመቆያ ቦታዎች ምቹ እና ንጹህ ናቸው።										
3	በቃሊቲ አውቶብስ ተርሚናል ላይ ያሉት የመረጃ ሰሌዳዎች እና ምልክቶች ግልጽ እና ለማንበብ ቀላል ናቸው።										
4	የቃሊቲ አውቶብስ ተርሚናል ውስጥ ያሉ ሰራተኞች ሙያዊ አለባበስ ያላቸው እና የሚቀርቡ ናቸው።										
5	በቃሊቲ አውቶብስ ተርሚናል ያለው መቀመጫ ምቹ እና በቂ ነው።										
	አስተማማኝነት										
1	ከቃሊቲ አውቶብስ ተርሚናል የሚነሱ አውቶብሶች በሰዓቱ ናቸው።										
1	የቃሊቲ አውቶብስ ተርሚናል ስለ አውቶብስ መርሃ ግብሮች እና መዘግየቶች ትክክለኛ መረጃ ይሰጣል።										
3	በቃሊቲ አውቶብስ ተርሚናል ያሉት አውቶብሶች በጥሩ ሁኔታ ላይ ናቸው እና ለመግባት ደህና ናቸው።										
4	በቃሊቲ አውቶብስ ተርሚናል ውስጥ ያሉ ሰራተኞች ለደንበኞች ፍላጎት እና ቅሬታ ምላሽ ይሰጣሉ።										
5	የቃሊቲ አውቶብስ ተርሚናል በማንኛውም ጊዜ ተደራሽ እና ተደራሽ ነው።										
	ምላሽ ሰጪነት										
1	በአቋራጭ አውቶብስ ተርሚናል ላይ ያሉ ሰራተኞች ፈጣን እርዳታ እና መረጃ ለደንበኞች ይሰጣሉ።										

2	የመሃል ከተማ አውቶቡስ ተርሚናል ሰራተኞች ስለ አውቶቡስ መርሃ ግብሮች፣ መንገዶች እና ዋጋዎች እውቀት አላቸው።										
3	ልዩ ፍላጎት ያላቸውን ደንበኞች ለመርዳት በመሃል ከተማ አውቶቡስ ተርሚናል የደንበኞች አገልግሎት ተወካዮች አሉ።										
4	በከተማ አውቶቡስ ተርሚናል ውስጥ ያሉ ሰራተኞች የደንበኞችን ቅሬታ ማስተናገድ እና ችግሮችን በብቃት መፍታት ይችላሉ።										
5	በተለያዩ ቋንቋዎች መግባባት የሚችሉ የኢንተር ከተማ አውቶቡስ ተርሚናል ላይ ሰራተኞች አሉ።										
ዋስትና											
1	በመሃል አውቶቡስ ተርሚናል ላይ ያሉ ሰራተኞች ደንበኞቻቸውን ደህንነት እና ደህንነት እንዲሰማቸው ያደርጋሉ										
2	የመሃል አውቶቡስ ተርሚናል ስለ አውቶቡስ መስመሮች እና የደህንነት እርምጃዎች ትክክለኛ መረጃ ይሰጣል።										
3	የደንበኞችን ደህንነት ለማረጋገጥ በከተማው አውቶቡስ ተርሚናል የደህንነት ሰራተኞች አሉ።										
4	የከተማ አውቶቡስ ተርሚናል የሲሲቲቪ ካሜራዎች እና ሌሎች የደህንነት እርምጃዎች አሉት።										
5	በከተማ አውቶቡስ ተርሚናል ውስጥ ያሉ ሰራተኞች የአደጋ ጊዜ ሁኔታዎችን ለመቆጣጠር የሰለጠኑ ናቸው።										
ርህራሄ											
1	በመሃል ከተማ አውቶቡስ ተርሚናል ያሉት ሰራተኞች ጨዋ እና ተግባቢ ናቸው።										
2	በከተማ አውቶቡስ ተርሚናል ላይ ያሉ ሰራተኞች የደንበኞችን ፍላጎት እና ስጋቶች ያዳምጣሉ።										
3	በመሃል ከተማ አውቶቡስ ተርሚናል የደንበኞችን ፍላጎት የሚያሟሉ መገልገያዎች አሉ (ለምሳሌ ለህጻናት ተስማሚ የሆኑ መጨወቻ ቦታዎች፣ የጸሎት ክፍሎች፣										

	ወዘተ)።										
4	በመሃል ከተማ አውቶቡስ ተርሚናል ላይ ያሉ ሰራተኞች ልዩ ፍላጎት ያላቸውን ደንበኞች (ለምሳሌ የአካል ጉዳተኛ ደንበኞች፣ አረጋውያን ደንበኞች፣ ወዘተ) ለመርዳት ይችላሉ።										
5	ደንበኞቻቸው አስተያየታቸውን እና አስተያየታቸውን እንዲሰጡ ለማስቻል በከተማው አውቶቡስ ተርሚናል ላይ የግብረመልስ ዘዴዎች አሉ።										
	የደንበኞች አጠቃላይ እርካታ										
	በአውቶቡስ ተርሚናል አገልግሎቶች ያለዎት አጠቃላይ እርካታ	በጣም ... ረክቻለሁ	ገለልተኛ	አልረካም።	በጣም ... ረክቻለሁ						

ክፍል 3

የቃለ መጠይቅ ጥያቄዎች

የቃለ መጠይቅ ጥያቄዎች

1. በዚህ የአውቶቡስ ተርሚናል ለምን ያህል ጊዜ እየሰሩ ነው?
2. በአሁኑ ጊዜ በአውቶቢስ መናህሪያ ውስጥ የሚሰጡ ጥራት ያላቸውን አገልግሎት ግለፁ
3. በእርስዎ አስተያየት፣ በዚህ የአውቶቡስ ተርሚናል ለሚሰጠው አገልግሎት ጥራት አስተዋጽኦ የሚያደርጉ ዋና ዋና ነገሮች ምንድን ናቸው?
4. የተሳፋሪዎችን እና የንብረቶቻቸውን ደህንነት ለማረጋገጥ የተከናወኑ ሂደቶችን መግለፅ ይችላሉ?
5. ከተሳፋሪዎች ጋር አስቸጋሪ ሁኔታዎችን እንዴት ይቋቋማሉ፣ ለምሳሌ ቅሬታዎች ወይም ግጭቶች?
6. ይህን የአውቶቡስ ተርሚናል ለሚጠቀሙ መንገደኞች አጠቃላይ ልምድን ለማሳደግ ምን ማሻሻያ ሊደረግ ይችላል ብለው ያስባሉ?

SITE IMAGE AT KALITY TERMINAL (from figure A-I)

ተ.ቁ	መገኛ	መድረሻ	ኪ.ሜ	ደረጃ 1	ደረጃ 2	ደረጃ 3
1	ቃለቲ	ሀዋሳ	257	273.173	267.65	265.657
2	ቃለቲ	ሻሸመኔ	235	228	216.37	194.73
3	ቃለቲ	አሰላ	159	154.71	146.40	131.76
4	ቃለቲ	ባቱ	147	143.03	135.35	121.81
5	ቃለቲ	መቲ	118	114.81	108.65	97.78
6	ቃለቲ	አዳማ	82	79.79	75.50	67.95
7	ቃለቲ	ሞጆ	64	62.27	58.93	53.03
8	ቃለቲ	ቢሾፍቱ	31	30.16	28.54	25.69
9	ቃለቲ	ዱከም	21	20.43	19.34	17.40
10	ቃለቲ	ምንጃር	139	134.89	132.10	130.25
11	ቃለቲ	ደ/ብርሃን	134	139	136.10	134.47

Figure A: departure information board



Figure B: office area



Figure C: waiting area



Figure D: Toilet area



Figure E: poor toilet



Figure F: Entrance or main gate of kality terminal



Cafeteria inside terminal

Figure G: Cafeteria inside kality terminal

ከታላቁ ተሃሽ የሆኑ የአገር አቋራጭ የጉዞ መስመሮች ከጥር 2015 ወር 9.ም ጀምሮ ስራ ላይ የሚውል ታሪፍ

ተ.ቁ	መነሻ	መድረሻ	ኪ.ሜ	አገር አቋራጭ		
				ደረጃ 1	ደረጃ 2	ደረጃ 3
1.	ታላቁ	ሀዋላ	273	220.86		
2.	ታላቁ	ድራዳዋ	515	412.21		
3.	ታላቁ	ሀረር	526	420.90		
4.	ታላቁ	ሰመራ	588	469.93		
5.	ታላቁ	አለታ ወንዶ	347	279.37		
6.	ታላቁ	መቀሌ	1026	810.54		
7.	ታላቁ	ባሌ ሮቤ	412	330.7		

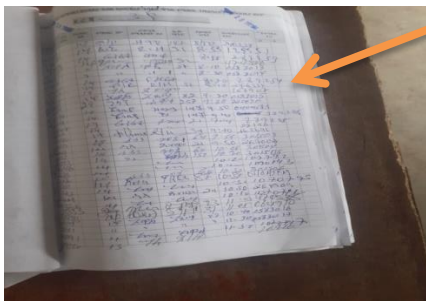
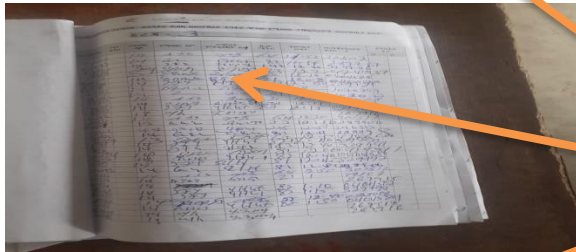
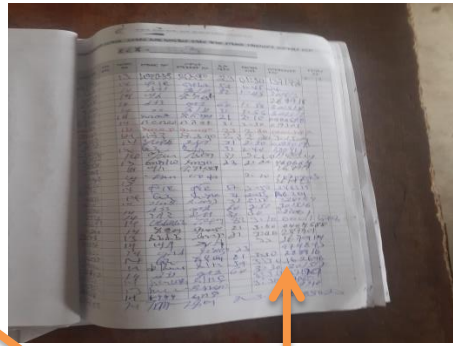
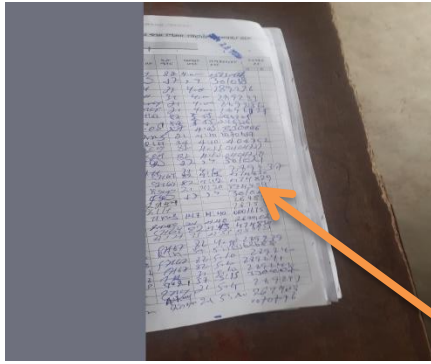
ማስታወሻ:- የነፃሩ ታሪፍ በ100 ኪ.ሜ (አስፋልት) በሰው ብር 0.7485 ይሰላ የነበረ ሲሆን አዲሱ ደግሞ በ 0.7907 የሚሰላ ይሆናል።

ከታላቁ ተርሚናል ተሃሽ የሆኑ የጉዞ መስመሮች ከጥር 2015 ወር 9.ም ጀምሮ ስራ ላይ የሚውል ታሪፍ

ተ.ቁ	መነሻ	መድረሻ	ኪ.ሜ	አገር አቋራጭ		
				ደረጃ 1	ደረጃ 2	ደረጃ 3
1.	ታላቁ	ሀዋላ	273	220.86		
2.	ታላቁ	ድራዳዋ	515	412.21		
3.	ታላቁ	ሀረር	526	420.90		
4.	ታላቁ	ሰመራ	588	469.93		
5.	ታላቁ	አለታ ወንዶ	347	279.37		
6.	ታላቁ	መቀሌ	1026	810.54		
7.	ታላቁ	ባሌ ሮቤ	412	330.7		
8.	ታላቁ	ሀዋላ	273	273.173	267.65	265.657
9.	ታላቁ	ሸቦመኔ	235	228	216.37	194.73
10.	ታላቁ	ኦ.ሶ.ላ	159	154.71	146.40	131.76
11.	ታላቁ	ባይ	147	143.03	136.35	121.61
12.	ታላቁ	መቼ	118	114.81	106.65	97.76
13.	ታላቁ	አላማ	82	79.79	75.60	67.95
14.	ታላቁ	ቢያሳቱ	31	30.16	28.54	26.69
15.	ታላቁ	አ.ከም	21	20.43	19.34	17.40
16.	ታላቁ	ምገዳር	139	134.89	132.10	130.25
17.	ታላቁ	ደ/ብርሃን	134	139	136.10	134.47
18.	ታላቁ					

ማስታወሻ:-
 ፡ ለአስፋልት እና መለሰተኛ:- በ አስፋልት በሰው ብር 0.97276 እና በመስከር ደግሞ 0.7907 የሚሰላ ይሆናል።

Figure H: List of intercity bus origion and destination journey line with their tariff & level



DATE	TIME	BUS ID	LEVEL	STATUS	REMARKS
10/10/2020	08:00	1001	1	OK	
10/10/2020	08:15	1002	2	OK	
10/10/2020	08:30	1003	3	OK	
10/10/2020	08:45	1004	4	OK	
10/10/2020	09:00	1005	5	OK	
10/10/2020	09:15	1006	6	OK	
10/10/2020	09:30	1007	7	OK	
10/10/2020	09:45	1008	8	OK	
10/10/2020	10:00	1009	9	OK	
10/10/2020	10:15	1010	10	OK	
10/10/2020	10:30	1011	11	OK	
10/10/2020	10:45	1012	12	OK	
10/10/2020	11:00	1013	13	OK	
10/10/2020	11:15	1014	14	OK	
10/10/2020	11:30	1015	15	OK	
10/10/2020	11:45	1016	16	OK	
10/10/2020	12:00	1017	17	OK	
10/10/2020	12:15	1018	18	OK	
10/10/2020	12:30	1019	19	OK	
10/10/2020	12:45	1020	20	OK	
10/10/2020	13:00	1021	21	OK	
10/10/2020	13:15	1022	22	OK	
10/10/2020	13:30	1023	23	OK	
10/10/2020	13:45	1024	24	OK	
10/10/2020	14:00	1025	25	OK	
10/10/2020	14:15	1026	26	OK	
10/10/2020	14:30	1027	27	OK	
10/10/2020	14:45	1028	28	OK	
10/10/2020	15:00	1029	29	OK	
10/10/2020	15:15	1030	30	OK	
10/10/2020	15:30	1031	31	OK	
10/10/2020	15:45	1032	32	OK	
10/10/2020	16:00	1033	33	OK	
10/10/2020	16:15	1034	34	OK	
10/10/2020	16:30	1035	35	OK	
10/10/2020	16:45	1036	36	OK	
10/10/2020	17:00	1037	37	OK	
10/10/2020	17:15	1038	38	OK	
10/10/2020	17:30	1039	39	OK	
10/10/2020	17:45	1040	40	OK	
10/10/2020	18:00	1041	41	OK	
10/10/2020	18:15	1042	42	OK	
10/10/2020	18:30	1043	43	OK	
10/10/2020	18:45	1044	44	OK	
10/10/2020	19:00	1045	45	OK	
10/10/2020	19:15	1046	46	OK	
10/10/2020	19:30	1047	47	OK	
10/10/2020	19:45	1048	48	OK	
10/10/2020	20:00	1049	49	OK	
10/10/2020	20:15	1050	50	OK	
10/10/2020	20:30	1051	51	OK	
10/10/2020	20:45	1052	52	OK	
10/10/2020	21:00	1053	53	OK	
10/10/2020	21:15	1054	54	OK	
10/10/2020	21:30	1055	55	OK	
10/10/2020	21:45	1056	56	OK	
10/10/2020	22:00	1057	57	OK	
10/10/2020	22:15	1058	58	OK	
10/10/2020	22:30	1059	59	OK	
10/10/2020	22:45	1060	60	OK	
10/10/2020	23:00	1061	61	OK	
10/10/2020	23:15	1062	62	OK	
10/10/2020	23:30	1063	63	OK	
10/10/2020	23:45	1064	64	OK	
10/10/2020	00:00	1065	65	OK	
10/10/2020	00:15	1066	66	OK	
10/10/2020	00:30	1067	67	OK	
10/10/2020	00:45	1068	68	OK	
10/10/2020	01:00	1069	69	OK	
10/10/2020	01:15	1070	70	OK	
10/10/2020	01:30	1071	71	OK	
10/10/2020	01:45	1072	72	OK	
10/10/2020	02:00	1073	73	OK	
10/10/2020	02:15	1074	74	OK	
10/10/2020	02:30	1075	75	OK	
10/10/2020	02:45	1076	76	OK	
10/10/2020	03:00	1077	77	OK	
10/10/2020	03:15	1078	78	OK	
10/10/2020	03:30	1079	79	OK	
10/10/2020	03:45	1080	80	OK	
10/10/2020	04:00	1081	81	OK	
10/10/2020	04:15	1082	82	OK	
10/10/2020	04:30	1083	83	OK	
10/10/2020	04:45	1084	84	OK	
10/10/2020	05:00	1085	85	OK	
10/10/2020	05:15	1086	86	OK	
10/10/2020	05:30	1087	87	OK	
10/10/2020	05:45	1088	88	OK	
10/10/2020	06:00	1089	89	OK	
10/10/2020	06:15	1090	90	OK	
10/10/2020	06:30	1091	91	OK	
10/10/2020	06:45	1092	92	OK	
10/10/2020	07:00	1093	93	OK	
10/10/2020	07:15	1094	94	OK	
10/10/2020	07:30	1095	95	OK	
10/10/2020	07:45	1096	96	OK	
10/10/2020	08:00	1097	97	OK	
10/10/2020	08:15	1098	98	OK	
10/10/2020	08:30	1099	99	OK	
10/10/2020	08:45	1100	100	OK	

Figure I: Daily Departure bus with level & bus id number recorded