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Effect of service quality dimensions on customers' satisfaction: The case of selected commercial banks in Hawassa, Ethiopia**Wanno Wallole Wabara**

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Service quality is playing an important role to deliver service for customer satisfaction. The aim of this study was to analyse effect of service quality on customers' satisfaction in the Case of selected Commercial Banks in Hawassa, Ethiopia. This Research was conducted by using a cross-sectional research design to gather a quantitative data. By applying multi-stage random sampling technique, a sample size of 393 customers from three sample branches namely Hawassa branch, Tabor branch, and Atotate branch were selected and data were collected using

interview schedule. Ordinal logit regression models were employed to identify the effect of service quality dimensions on customer satisfaction. Out of the five hypothesized explanatory variables, three variables namely reliability, tangibility and assurance were found to have significant effect in customers satisfaction. Therefore, the findings of this imply that service quality has a positive relationship with customer satisfaction.

Key words: Quality; dimension; service; customer; satisfaction; Hawassa; Ethiopia

Biography

Wanno Wallole Wabara from Ethiopia the land of 12 months shining have a Ph.D. in livelihood and poverty reduction, master degree in Development Management and degree in development administration. He is working as a Vice General Director at Southern Ethiopia Policy Study and Research Institute. He is developing, implementing and monitoring, evaluating plan that addressing strategies and program evaluation questions and he also work on data collection methods, analysis and reporting. He is providing and consulting policy suggestions for the regional government.

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