



CUSTOMERS' SATISFACTION TOWARDS SERVICES PROVIDED BY BULE HORA UNIVERSITY, ETHIOPIA

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ABSTRACT

Customer satisfaction is the key to long-term profitability for every organization in the current fast-moving and complex world. This study was to assess the level customer's satisfaction and identify the dimensions of service quality at Bule Hora University. The study was employed an institution-based descriptive cross-sectional survey. 999 sample sizes were selected by using a stratified sampling technique and relevant information for the study was collected through structured questionnaires. The result of the study revealed that the level of satisfaction of Bule Hora University teachers, students, and supportive staffs' were 82.6%, 45.3%, and 82.6% respectively. The proportion of female customers of the University who were satisfied were slightly greater than that of not satisfied. The estimated coefficients for sex, Age, and faculty were different from zero at a 5 percent significance level. The level of customer satisfaction of the University was not as expected as to be. Therefore, the University leaders and all concerned bodies should work more cooperatively in satisfying their customers. The University managements should give attention to providing quality services and facilities for its customers to alleviate the problems listed as potential explanatory variables.



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1. INTRODUCTION

Customer satisfaction, among other things, is a crucial activity for an organization because a customer is a king. Organizations know that their profits depend on the satisfaction of their customers. Customer satisfaction is the key to long-term profitability for every organization in the current fast-moving and complex world. In the modern-day, each organization has made decisions on providing superior customer satisfaction, fundamental of its entire approach to its services. Concerning this, some scholars have said that: keeping customers happy is the best defense against

competitors (Lele, 1987). Customer satisfaction also leads organizations to gain loyalty and achieve the desired objectives. Therefore, organizations need to satisfy their customers promptly so that they can achieve what they plan (Endelkachew, 2013).

Good customer service is an expectation held by the customer regarding how they are treated by anyone representing the company. Consumers want and expect to be addressed respectfully and professionally when dealing with any situation, problem, complaint, question, or assistance that may arise about any aspect of their business relationship. A negative customer service experience often leads to a dissatisfied

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customer; which intern can tarnish the name and reputation of a company by generating negative feedback (Weimer, 2010; Dogbe, 2011).

The creation of customer satisfaction means the identification of consumer needs and organizing the services to meet these needs. Customers need appropriate assistance from the institutes in searching for knowledge. To cope up with the different interests, needs, and problems of students, educational institutes must design appropriate strategies to handle their requests in general. An institute with customer service problems decides to conduct an in the house workshop for key managerial personnel to better equip them to lead customer service improvement (Longenecker, 1998).

There are numerous studies about customer satisfaction in Ethiopia, especially in business areas like banks and some universities (Shanka, 2012; Endalkachew, 2013; Alamirew, 2014; Shanmugapriya and Sethuraman, 2014; Solomon, 2014; Berhanu, 2015; Habte et al., 2015; Zerihun, 2015). Whereas there is no scientific study about customer satisfaction and factors associated with customer satisfaction in the study area.

Since its establishment Bule Hora University, in general, trying its best to fulfill the needs of its customers by providing quality services as much as possible. However, still there is widespread dissatisfaction with the general quality service delivery of the University. The reasons for customer's dissatisfaction might uncomfortable working environment, poor resource allocation, slow response, no staff development, lack of campus beauty, lack of facilities in campus (lounge, internet, entertainment, and transportation), lack of reference books, lack of well-equipped laboratory, classroom, etc. Consequently, it is imperative to evaluate the extent of customer satisfaction ensuring efficiency and effectiveness of the quality of service delivery using the appropriate and approved mechanisms. The main goal of this study was to assess the users' experience and how satisfied they are with the services given by Bule Hora University. The Specific Objectives were: (1) to verify the customer satisfaction towards the Services given by Bule Hora University; (2) to determine the dimensions of service quality that influence customer satisfaction in university; (3) to analyze the customer satisfaction level and their expectations in Bule Hora University; (4) to identify the problems users have encountered when involved in the Bule Hora University service and (5) to examine the relationship between service quality and customer satisfaction

2. METHODS AND MATERIALS

2.1. Study Period and Area

The study was held from February – June 2017 to assess the users' experience and how satisfied they are with the services given by Bule Hora University.

Bule Hora University was a newly founded young University, in 2010 since then; it had a duty to address the National issue of education, research, and community service. The data types employed in this study were obtained from primary sources through a self-administrated questionnaire. While the primary users of Bule Hora University services include students, academics, supportive staff, and stakeholders for ease to access the surveyors referred to users/customers. Weekend students, summer students, and Instructors currently who are on study leave are excluded from this study.

2.2 Study Design

The study was employed an institution-based descriptive cross-sectional survey.

2.3 Population

2.3.1. Source population

The source populations were all students, academic and administrative staff who lives in Bule Hora University at least for one semester or one year.

2.3.2. Sample Size Determination and Sampling Procedure

The study populations were those illegible participants among students, academic and administrative staff who lives in Bule Hora University at least for one semester or one year.

2.4. Sample Size Determination and Sampling Procedure

2.4.1. Sample Size Determination

Sample size determination is an important issue because the sample that is too large may need high cost and resources while the sample too small may lead to inaccurate results. So, in Stratified Random Sampling, Sub-samples are randomly drawn from samples within different strata that are more or less equal on some characteristics. The total population in Bule Hora University is less than 10,000 therefore the following formula was employed. The formulas proposed by Israel (2009) were applied in sample size determination as follows:

$$n = \frac{N}{1 + N(e)^2}$$

From this formula, n is the sample size, N is the population size and e is the confidence level (0.03).

Using $N = 9,925$ in the formula, the resulting sample size (n) will 999. The samples for each stratum were distributed based on the probability proportional allocation.

2.4.2. Sampling Procedure

Populations were defined statistically as the entire group of individuals from which a sample may be selected for statistical analysis. It's any complete group with at least one characteristic in common. We were used stratified random sampling to get more precise estimators that represent the whole population. Stratified sampling is a process that involves the division or stratification of a population by partitioning population units in the sampling frame into non-overlapping and relatively homogeneous groups called strata.

There are 8,453, 462, and 1,010 students, Instructors, and supportive staff respectively. There are 9,925 customers in the University. Then by assuming there is internal primary users' effect on customer satisfaction, we used a technique of stratified random sampling. The strata are students, academic staff, and supportive staff. We were allocated the sample using the stratified random sampling technique of proportional allocation. Because it reduces the chance of being unlucky and having a disproportionately large or small number of sample units selected from a sub-population. That was considered significant for the analysis and it ensured proper representation of important sub-population groups without biasing the selection operation.

Therefore Where, n_h =the sample size for stratum h ,

N_h =the population size for stratum h , N =is the total population size, n =is the total sample size h =the number of staratum i.e 1 and 2.

In this study, the researchers will be using simple random sampling for all the population. They allocate the sample using the stratified random sampling technique of proportional allocation. Because it reduces the chance of being unlucky and having a disproportionately large or small number of sample units selected from a sub-population. That is considered significant for the analysis and it ensures proper representation of important sub-population groups without biasing the selection operation.

$$n_1 = \frac{n}{N} * N_1 = \frac{999}{9,925} * 8,453 = 851$$

$$n_2 = \frac{n}{N} * N_2 = \frac{999}{9,925} * 462 = 46$$

$$n_3 = \frac{n}{N} * N_3 = \frac{999}{9,925} * 1,010 = 102$$

We will select 416 small business operators and 7 tax administrative office employees. 423 samples of respondents from the population size of 1727 small

business operators and tax administrative office employees.

2.5. Sampling Frame

Our target populations were all students, Instructors, and supportive staff of Bule Hora University. The sampling frame was the list of students, Instructors, and supportive staff in the university.

2.6. The Study Variables

2.6.1. Independent Variables

Independent variables were the variable that is varied during the experiment and what the researcher thinks that affect the dependent variable. For this study, the independent variables were: Educational level, Experience, Faculty, Job Category, Gender, Age, Good governance, Cooperative teaching, Finance usage, Availability of computer, Infrastructure, Educational material support, Chance of getting an education and Conducive environment in teaching.

2.6.2. Dependent variable

Dependent variable was level of customer satisfaction.

2.7. Data Collection Methods

A survey questionnaire was used to collect primary data. The questionnaire had multiple-choice questions and Likert scale questions. The structured questions were preferred because they minimized response variation, took less time to code and transcribe, and led to increased response rate. The variables in the instrument were filled on the ordinal and interval measurement scale.

The ordinal scales were ensured that variables are mutually and collectively exhaustive of each category of response as well as that they are exhibiting the property of order. The rating scales had been used 5 points Likert type scale, where 1 was set for not at all and 5 set for a very large extent. The questionnaires were self-administered to select students, academics, and other support staff in different classes of the university. The sample size for each group was distributed according to their probability proportion. The students had been requested to take twenty minutes to answer questions after which the questionnaires are collected and tallied to ensure that all the questionnaires were returned.

2.8. Data Processing and Analysis

Data analysis is the process of evaluating data using analytical and logical reasoning to examine each component of data provided. Data from various sources had been gathered, reviewed, and then analyzed to form some sort of finding or conclusion. Now, for the

analysis of this study both descriptive and inferential statistics were used. Descriptive statistics had been used to describe the basic features of the data in a study. It consists of allocation, organization, summarization, and percentage of data. And also we had been used frequency distribution, pie charts, and Bar charts in the descriptive part of statistics. Inferential statistics had been used to assess the strength of the relationship between an independent (causal) variable and dependent (effect) variables. The Chi-square test for independence had been applied when we have two or more categorical variables from a single population. It is used to determine whether there is a significant relationship between the two variables. An odds ratio (OR) was used to measure of association between an exposure and an outcome. The OR represents the odds that outcomes were occur given a particular exposure, compared to the odds of the outcome occurring in the absence of that exposure. To analyze the data used in this study binary and ordinal logistic regression had been employed.

2.9. Data Quality Assurance

To manage the quality of data continuous supervision during data collection was made. Computer frequencies were used to check for missed variables and outliers. Any errors identified at this time were corrected after revision of the original questionnaire retrieved using the code numbers. During the actual data collection, the supervisors had been supervised, data collectors. The supervisors have checked the activities of each data collector by moving with them. Each night the supervisors had been checked all the questionnaires filled for completion, clarity, and proper identification of the respondent.

The questionnaires were subjected to a validity and reliability test. Reliability and validity are tools of an essentially positivist epistemology (Watling, as cited in winter, 2000). A pilot survey had been conducted to test the face validity of the study instrument. The questionnaires were administered to illegible university staff and students and were asked to make any comments on questions or terms which were unclear or ambiguous. Their feedbacks were used to remove vague questions, double-barreled questions and to improve the research instrument that is then adopted in the survey. Internal construct validity will indicate if the same items that reflect a factor in one study load on the same factor on replication.

2.10. Ethical Consideration

Ethical clearance was obtained from Institutional Review Board of Bule Hora University, before the implementation of data collection. Bule Hora University was communicated and informed about the objective of the study and official permission was obtained. Finally, the study participants were informed about the purpose of the study and confidentiality: the protection of their

response by the anonymity of the questionnaire, and the respondents themselves had given their anonymous responses to the data collectors and had requested an informed verbal consent. Additionally, respondents who have emotional problems were supported, and those who have a misconception on service quality issues were communicated with appropriate information.

3. RESULTS AND DISCUSSION

3.1. Descriptive Analysis

A type of statistically recommended data analysis that contains descriptive analysis is percentages, graphs, tables, and charts as follows.

Table 1. Socio-demographic characteristics of Respondents

| Variable | n | % | |
|---------------------|------------------|-----|-------|
| Sex | Male | 588 | 58.9 |
| | Female | 410 | 41.0 |
| | Total | 998 | 99.9 |
| | Missing value | 1 | .1 |
| | Total | 999 | 100.0 |
| Age | Less than 25 | 833 | 83.4 |
| | 25-35 | 139 | 13.9 |
| | 36-46 | 18 | 1.8 |
| | Greater than 46 | 8 | .8 |
| | Total | 998 | 99.9 |
| | Missing value | 1 | .1 |
| | Total | 999 | 100.0 |
| Customer Experience | Less than 1 year | 270 | 27.0 |
| | 1-4 year | 591 | 59.2 |
| | Greater 4 | 134 | 13.4 |
| | Total | 995 | 99.6 |
| | Missing value | 4 | .4 |
| | Total | 999 | 100.0 |

Out of a total of 999 respondents involved in this study, about 588(58.9%) of them were males and only 410(41%) of them were females. The age group of less than 25 were the predominant 833 (83.4%) study subjects followed by 25-35 139(13.9%) and age group greater than 46 was account only 8 (0.8%)

Table 2. Frequency distribution of Academic staff, students and supportive staff

| | n | % | |
|-----------------------------|----------------------|-----|-------|
| Job Category of respondents | Student | 851 | 85.2 |
| | Academic Staff | 46 | 4.6 |
| | Administrative Staff | 102 | 10.2 |
| | Total | 999 | 100.0 |

The result given in the above Table reveals that, of the total teachers, students and Administrative staff in the University 85.1%, 4.6% and 10.2% of them were involved in the study respectively. The majority of students were ranked the level of service quality offered by Bule Hora University as good. Out of study participants, 228 of them were rank the level of service

quality offered by Bule Hora University as poor. As it is indicated in the table below the majority of the

administrative staff were rank the level of service quality offered by this University as excellent (Table 3).

Table 3. Level of service quality versus Job Category Cross tabulation

| Variable | | Job Category | | | Total |
|--------------------------|------------|--------------|----------------|----------------------|-------|
| | | Student | Academic Staff | Administrative Staff | |
| Level of service quality | Excellent | 28 | 0 | 80 | 108 |
| | Very good | 91 | 7 | 20 | 118 |
| | Good | 276 | 8 | 2 | 286 |
| | Fair | 193 | 10 | 0 | 203 |
| | Poor | 228 | 20 | 0 | 248 |
| | No comment | 18 | 1 | 0 | 19 |
| Total | | 834 | 46 | 102 | 982 |

Generally speaking, the overall customer satisfaction of Bule Hora University was more than fifty (50) percent, and this indicates that the university facilitates and done different assignments given to it to increase the level of its customer satisfaction relative to its previous work. More again, and attention should be given to students, and new employers since they were not satisfied with the service given by Bule Hora University as compared to respondents that we're satisfied with the service given by the university. Relevant factors that are more related to customer satisfaction are listed in the table below (Table

4). The opinion of the majority of students was neutral with a claim that there are experienced and qualified instructors in Bule Hora University. However, as it is cogently seen from the table the proportion of students who were strongly satisfied with a claim that there are experienced and qualified instructors in Bule Hora University were greater than those who were strongly dissatisfied. Less than half about 26.6% of respondents gave their responses that there were lacks of sufficient experienced and qualified instructors in the university.

Table 4. Explanatory variables versus Overall customers Satisfaction Cross tabulation

| Variables | | Overall Customers Satisfaction | | | | Total |
|---------------------|------------------------|--------------------------------|---------|-----|---------|-------|
| | | Yes | Percent | No | Percent | |
| Job Category | Student | 378 | 45.3 | 457 | 54.7 | 835 |
| | Academic Staff | 38 | 82.6 | 8 | 17.4 | 46 |
| | Administrative Staff | 84 | 82.6 | 18 | 17.4 | 102 |
| | Total | 500 | 50.86 | 483 | 49.14 | 983 |
| Gender | Male | 272 | 46.9 | 308 | 53.1 | 580 |
| | Female | 227 | 56.47 | 175 | 43.53 | 402 |
| | Total | 499 | 50.8 | 483 | 49.2 | 982 |
| Customer Experience | Less than 1 year | 116 | 44.27 | 146 | 55.73 | 262 |
| | 1-4 year | 306 | 52.49 | 277 | 47.51 | 583 |
| | Greater | 75 | 55.97 | 59 | 44.03 | 134 |
| | Total | 497 | 50.77 | 482 | 49.23 | 979 |
| Academic status | Lecture | 14 | 82.35 | 3 | 16.65 | 17 |
| | Assistance Lecturer/GA | 23 | 82.14 | 5 | 17.86 | 28 |
| | Other | 1 | 100 | 0 | 0 | 1 |
| | Total | 38 | 82.6 | 8 | 17.4 | 46 |

Table 5. There are experienced and qualified instructors in the university

| | | n | % |
|---------------|-----------------------|-----|-------|
| Students | Strongly Dissatisfied | 31 | 3.1 |
| | Dissatisfied | 135 | 13.5 |
| | Neutral | 291 | 29.1 |
| | Satisfied | 186 | 18.6 |
| | Strongly satisfied | 70 | 7.0 |
| | Total | 713 | 71.4 |
| Missing Value | | 286 | 28.6 |
| Total | | 999 | 100.0 |

As it is observed from the table above, opinion of the majority of students were neutral with claim that there are experienced and qualified instructors in Bule Hora University. However,as it is cogently seen from the

table the proportion of students who were strongly satisfied with claim that there are experienced and qualified instructors in Bule Hora University were greater than who were strongly dissatisfied. The

University services office also expected to fulfill this service responsive dimension variables unless there are internal and external variables to challenge it to do so. Less than half about 26.6% of respondents gave their responses that there were lacks of sufficient experienced and qualified instructors in the university.

This study is used to obtain the information about to what extent the service variety is available in order to meet the user needs. There are many alternatives to give services based on the customer/user needs. Bule Hora University services office also expected to fulfill his service responsive dimension variables nless here are internal and external ariables to challenge it to do so. Finally, this question is intended to figure out the students familiarity with the administrative affairs such as cafeteria, dormitory, communication, library, clinic, ICT, field trip related, registrar, finance, campus environment and affirmative action and special needs service in terms of meeting their needs from a different perspective. The result given in the above table ensures that the cafeteria, dormitory, communication, library,

clinic, ICT, field trip related, registrar, finance, campus environment and affirmative action and special needs service was below average (3) liker scale according to users opinions which is less than 2.91 with the standard deviation of more than 1. Therefore, the faculty of Engineering and technology, Business and Economics ,Social science, Health and administrative affairs of the university such as cafeteria, dormitory, communication, library, clinic, ICT, field trip related, registrar, finance, campus environment and affirmative action and special needs service were the most factors that are more related to lower customer’s satisfaction in the university. Therefore, the University managements and all concerned body should try to identify and overcome the reason of the above listed administrative affairs in order to giving them the opportunity to serve their customer better. The number of students whose responses were strongly dissatisfied with the proper and enough provision of food is the most frequent (235), followed by neutral (203). The counts for dissatisfied and satisfied are almost the same 170 and 168 respectively. Whereas the count of strongly satisfied was only 74.

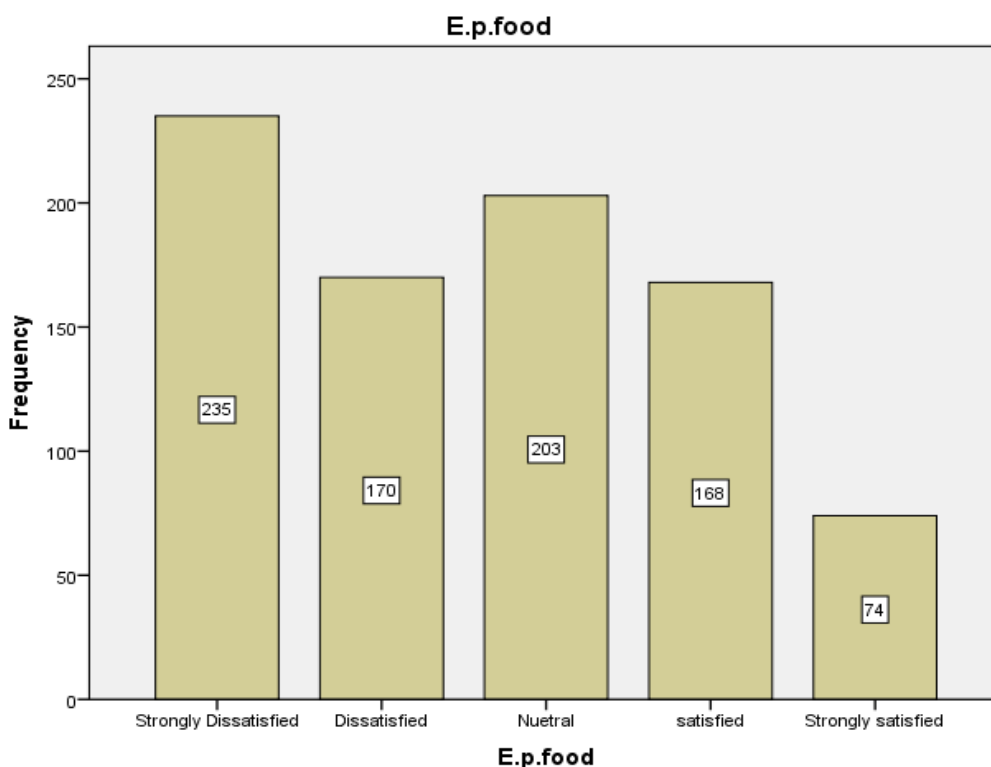


Figure 1/ Bar chart of properly and enough provision of food

The number of students whose responses were neutral to the question were experienced and qualified instructors in the university the most frequent (291), followed by

satisfied (186). The counts for strongly dissatisfied, dissatisfied, and strongly satisfied are 31, 135, and 70 respectively

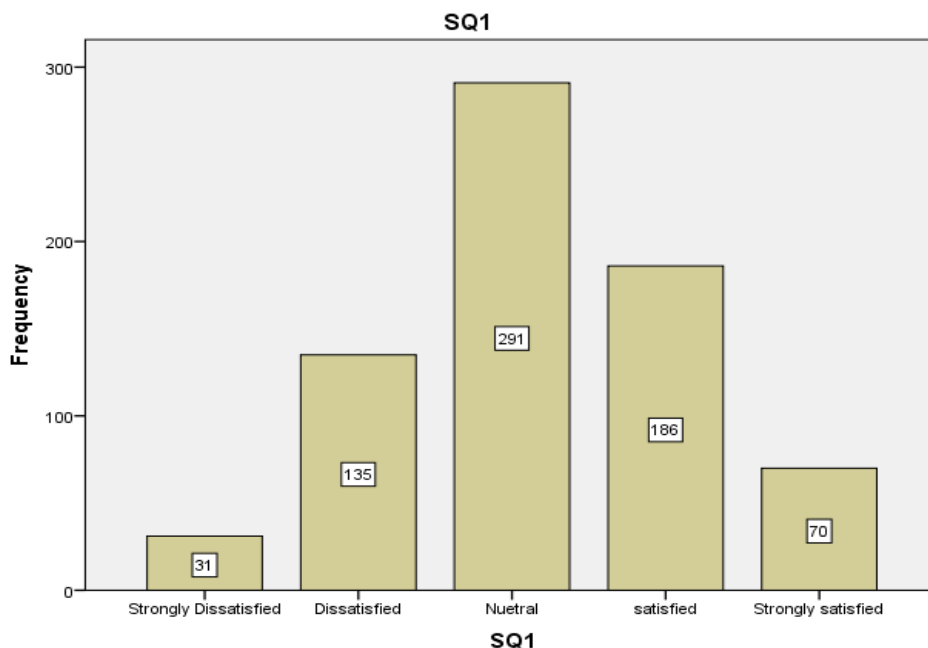


Figure 2. Bar chart of presence of experienced and qualified instructors in the university

The number of students whose opinions were satisfied with the question there are teachers with professional ethics in the university was the most frequent (228), followed by neutral (224). The counts for strongly dissatisfied, dissatisfied, and strongly satisfied are 44, 158, and 57, respectively (Figure 4). The number of students whose opinions were dissatisfied with the question university has a special program for students with having special needs (such as classroom comfort and restroom) were the most frequent (236), followed by strongly dissatisfied (201). The counts for neutral and satisfied were almost the same 171, and 173 respectively. Whereas, the count of strongly satisfied was only 57. In this specific question, it was intended to

know the overall level of users or customers' satisfaction with the service given by Bule Hora University. Based on the response obtained from the customers more than half 50.1% of the respondents were satisfied with services given by the University (Figure 5). 28.43% of the respondents gave their experiences that the tendencies of the level of the service quality of the University were good (Figure 6). This was another question asked by the survey conductor team, perhaps to determine how the service providers follow their professional ethics, & principles while servicing delivery. The result shows a satisfying service provider experience (Figure 7).

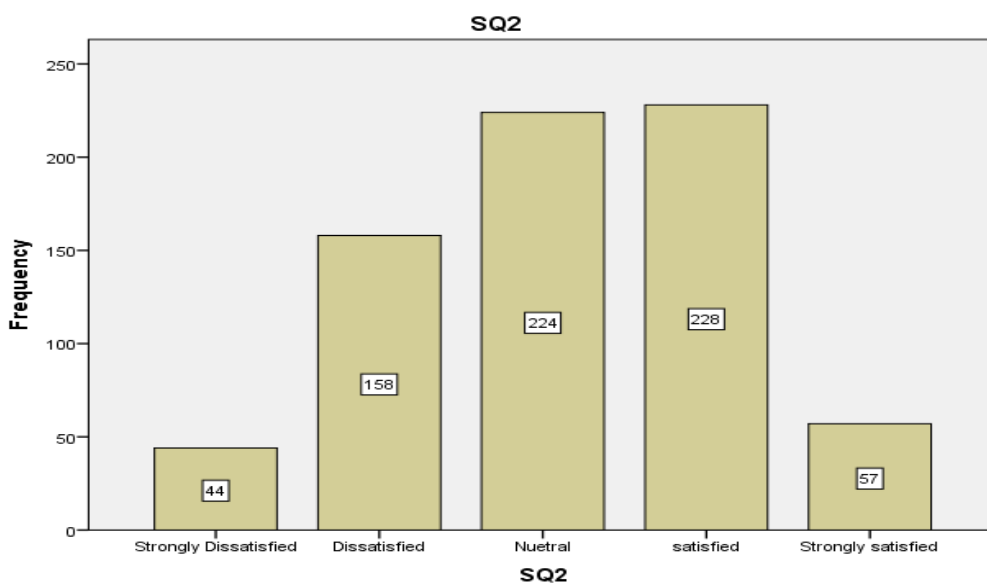


Figure 3. Bar chart of teachers with professional ethics in the University

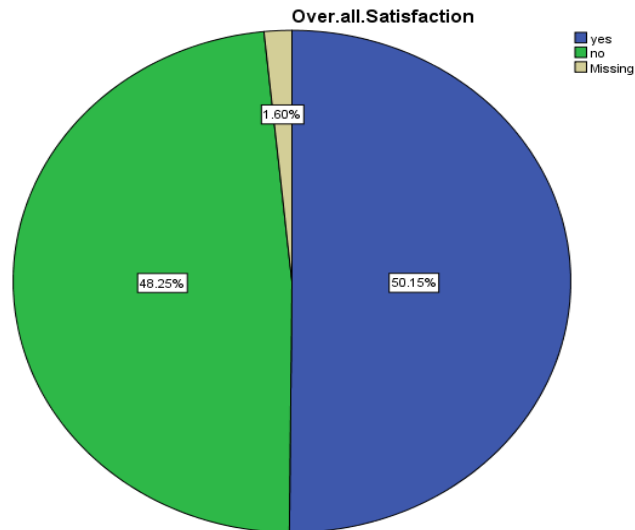


Figure 4. Overall level of customer satisfaction

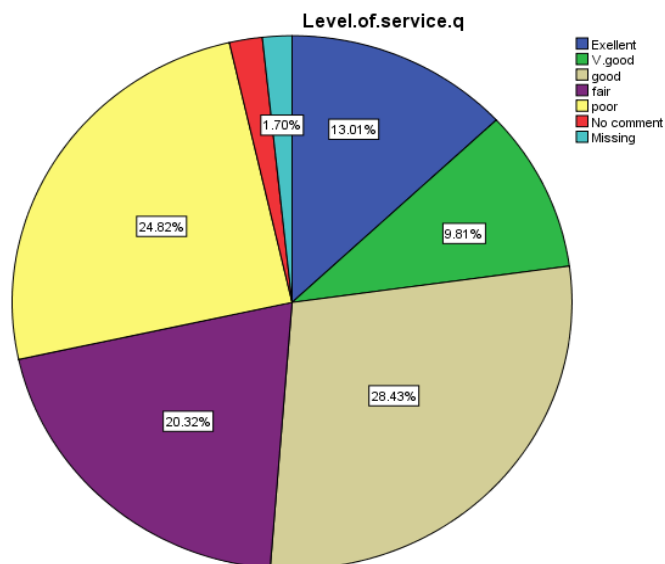


Figure 5. level of service quality of the University

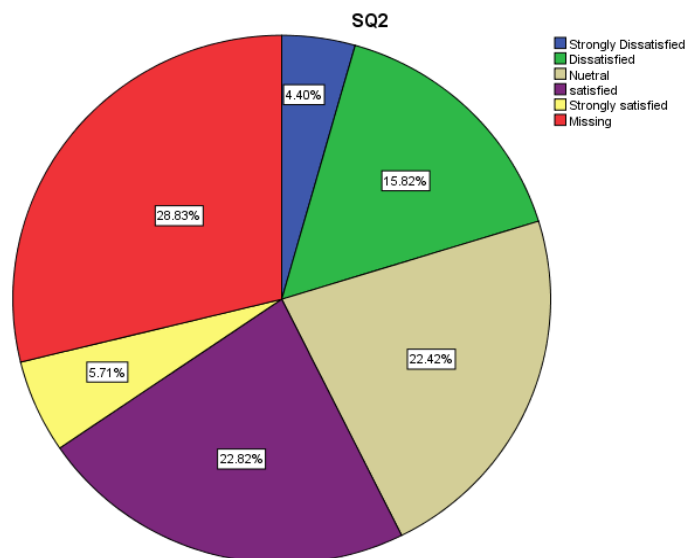


Figure 6. Professional ethics, principles and standards pie chart

3.2 Inferential Analysis

Inferential statistics deals with making inferences or conclusions about a population based on data obtained from some of the population. Inferential statistics consists of performing estimation and hypothesis testing. The table below was used to determine whether there is a

statistically significant association between explanatory variables and dependent variables. Since p-value = 0.000 of Pearson Chi-square test of association was less than 0.05, there is strong evidence to reject the null hypothesis and conclude that there is an association between customer satisfaction and job category of respondents at a 5% level of significance.

Table 6. Chi-square Test of independence versus customer satisfaction and Job category

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 72.032 ^a | 2 | .000 |
| Likelihood Ratio | 77.868 | 2 | .000 |
| Linear-by-Linear Association | 66.488 | 1 | .000 |
| N of Valid Cases | 983 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.56.

The result of the table below reveals that, there was strong evidence to reject the null hypothesis, and conclude that there was an association between customer

satisfaction and sex of respondents at a 5% level of significance. Since p-value = 0.000 of Pearson Chi-square test of association is less than 0.05.

Table 7. Chi-square Test of independence versus customer satisfaction and Sex of respondents

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 51.963 ^a | 3 | .000 |
| Likelihood Ratio | 56.890 | 3 | .000 |
| Linear-by-Linear Association | 47.996 | 1 | .000 |
| N of Valid Cases | 982 | | |

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.93.

The p-value was less than 0.05, there is evidence to reject the null hypothesis. Therefore, we conclude that there is an association between the level of customer

satisfaction and the age of respondents at a 5 percent level of significance

Table 8. Chi-square Test of independence versus Level of customer satisfaction and Age of respondents

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 51.963 ^a | 3 | .000 |
| Likelihood Ratio | 56.890 | 3 | .000 |
| Linear-by-Linear Association | 47.996 | 1 | .000 |
| N of Valid Cases | 982 | | |

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.93.

Since the p-value is less than 0.05, there is strong evidence to reject the null hypothesis. Therefore, we conclude that there is an association between the level of

customer satisfaction and customer experience at a 5 percent level of significance

Table 9. Chi-square Test of independence versus Level of customer satisfaction and customer experience

| Chi-Square Tests | | | |
|------------------------------|--------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 6.701 ^a | 2 | .035 |
| Likelihood Ratio | 6.712 | 2 | .035 |
| Linear-by-Linear Association | 6.127 | 1 | .013 |
| N of Valid Cases | 979 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 65.84.

As shown in the below table, since the p-value is 0.898 greater than 0.05, there is no evidence to reject the null hypothesis. Therefore, we conclude that there was no

association between the level of customer satisfaction and customer academic status at a 5 percent level of significance.

Table 10. Chi-square Test of independence versus Level of customer satisfaction and customer academic status

| Chi-Square Tests | | | |
|------------------------------|-------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .216 ^a | 2 | .898 |
| Likelihood Ratio | .387 | 2 | .824 |
| Linear-by-Linear Association | .065 | 1 | .799 |
| N of Valid Cases | 46 | | |

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .17.

3.3. Binary Logistic Regression Model

When applying the binary logistic regression models, the predicted variable takes the value 1 with a probability of success p , or the value 0 with a probability of failure $1-p$. In this study, the dependent variable included is level customer satisfaction, with only two possible values satisfied or not satisfied (table 11). Logistic Regression Table is used to show the estimated coefficients, standard error of the coefficients, z-values, and p-values. When you use the logit link function, you also see the odds ratio and a 95% confidence interval for the odds ratio. As shown in the logistic regression table output, you can see that the estimated coefficients for sex, age, and faculty have a p-value less than 0.05, indicating that there was sufficient evidence that the coefficients are different from zero at a 5 percent significance level. The estimated coefficient of 0.84 for females represents the change in the ratio of the log of the probability of satisfied to not satisfied when the subject female as

compared to male, with the covariate Age, Customer Experience, and faculty are held constant. For females, the positive coefficient of 0.84 indicates that female respondents tend to be satisfied than male respondents with the service given by the Bule Hora University. Therefore, it is an indication that the University gives attention to females and encouraging them which can be taken as good practices.

The estimated coefficient -1.356 for the respondents found in the 36 -46 years age group was the ratio of log probability of satisfied to not satisfied with a unit increase in age, given the factor sex and faculty held constant. The negative coefficient of -1.356 indicates that the respondents whose age groups were in 36-46 years tend to be satisfied than the respondents whose age group were in less than 25 years with the service given by the Bule Hora University. Therefore, the result indicates that a one-unit increase in age minimally affects customer satisfaction.

Table 11: Summary Results of Binary Logistic Regression model

| Variables in the Equation | | | | | | | | | |
|---------------------------|------------|----------|----------|-------|------|------|--------|-------------------|----------|
| | | B | S.E. | Wald | df | Sig. | Exp(B) | 95% CI for EXP(B) | |
| | | | | | | | | Lower | Upper |
| Step 1 ^a | Gender(1) | .840 | .144 | 5.83 | 1 | .000 | 2.32 | 0.372023 | 14.42265 |
| | Age | | | | 3 | .006 | | | |
| | Age(1) | 1.694 | 8.740 | -0.19 | 1 | .000 | 5.44 | 1.14E-49 | 2.95E+47 |
| | Age(2) | -1.356 | 8.740 | -0.16 | 1 | .000 | 0.26 | 1.6E-49 | 4.14E+47 |
| | Age(3) | -1.979 | 8.740 | -0.23 | 1 | .000 | 0.14 | 8.6E-50 | 2.22E+47 |
| | Faculty | | | | 5 | .000 | | | |
| | Faculty(1) | 1.631 | .329 | 1.92 | 1 | .006 | 5.1 | 0.028802 | 122.6457 |
| | Faculty(2) | -.525 | .331 | -1.59 | 1 | .012 | 0.59 | 0.008838 | 39.59489 |
| | Faculty(3) | -.50 | .326 | 1.60 | 1 | .010 | 0.61 | 0.026777 | 105.6572 |
| | Faculty(4) | -1.533 | .845 | 1.81 | 1 | .040 | 0.22 | 0.000101 | 212033.6 |
| | Faculty(5) | 1.51 | .293 | 2.91 | 1 | .004 | 4.53 | 0.05675 | 96.84386 |
| Constant | -.687 | 56871.96 | -1.2E-05 | 1 | .000 | 0.50 | .000 | | |

a. Variable(s) entered on step 1: Gender, Age and Faculty.

3.4. Goodness-of-Fit Tests

A goodness-of-fit test is used to display Pearson, deviance, and Hosmer-Lemeshow goodness-of-fit tests. If the p-value is less than your accepted α -level, the test would reject the null hypothesis of an adequate fit (Table 13). The above table reveals that, the p-values of Pearson, deviance, and Hosmer-Lemeshow of goodness-of-fit tests were greater than 5% significant level, which indicates that there is insufficient evidence to claim that the model does not fit the data adequately.

4. CONCLUSIONS AND RECOMMENDATIONS

The main goal of this study was to assess the users' experience and how satisfied they are with the services given by Bule Hora University. The data types that have been employed in this study were being obtained from primary sources through a self-administrated questionnaire. We have selected samples of 999 customers from the population size of 9,925 customers by using a stratified sampling technique. We were use

frequency distribution, pie chart, and bar chart in the descriptive part of statistics and Chi-square test of independence, Binary Logistic Regression model, and Odds ratio in inferential statistics. The level of satisfaction among teachers, students, and administrative staff's customers are 82.6%, 45.3%, and 82.6% respectively. As it can be observed from the result, the female customers were more satisfied than male customers. Although, the total number of respondents who are satisfied with the service given by the University was higher than those who were not satisfied. Customer satisfaction can be measured variables were different in each case. Generally, the overall customer satisfaction of Bule Hora University is more than fifty (50) percent and this indicates that the University facilitates and done different assignments given to it to increase the level of its customer satisfaction relative to its previous work. More again, and attention should be given to students and new employers since they were not satisfied with the service given by Bule Hora University as compared to respondents that are satisfied with the service given by the university.

The result of the study reveals that a significant proportion of the students were not satisfied in the faculty of engineering and technology, Business and Economics, Social science, and Health science as compared with Agriculture and Natural and Computational Science. Again, the administrative affairs of the University such as cafeteria, dormitory, communication, library, clinic, ICT, field trip related registrar, finance, campus environment and affirmative action and special needs service were the most factors that are more related which lead to lower customer's satisfaction in the University. Therefore, the University managements and all concerned bodies should try to identify and overcome the reason for the above-listed faculty and administrative affairs to allowing them to serve their customer better. The explanatory variables such as job category, sex, and age were associated with customer satisfaction whereas customer academic status and customer experience were significantly not associated with customer's satisfaction at a 5% level of significance.

The logistic regression model output reveals that the estimated coefficients for sex, Age, Customer Experience, and faculty have a p-value less than 0.05, indicating that there was sufficient evidence that the coefficients were different from zero at a 5 percent significance level. Sex, Age, Customer Experience, and faculty were statistically associated with customer's satisfaction. From the table above it is observed that the odds of female customers who are satisfied with the

facility and service offered by Bule Hora University are increased by the amount of 32% as compared to male customers. From this, it can be concluded that female customers were better satisfied than males with the service and facility offered by Bule Hora University. In addition to this, the odds of customers who were in the age category 25-35 years, their level of satisfaction was decreased by 26% as compared to customers in age category less than 25. The odds of the level of customer's satisfaction of faculty of Natural and Computational Science was increased by 10% as compared to customers who were under the faculty of Business and Economics. Hence, it can be concluded that customers of faculty of Natural and Computational Science were better satisfied than faculty of Business and Economics with service and facility offered by Bule Hora University. Furthermore, the odd level of customer's satisfaction of faculty of Agriculture was increased by 53% as compared to customers who were under the faculty of Business and Economics. From this, it can be concluded that customers of faculty of Agriculture were better satisfied than faculty of Business and Economics with service and facility offered by Bule Hora University.

Finally, the p-values of Pearson, deviance, and Hosmer-Lemeshow displayed in the result of the goodness of fit tests are greater than 5 percent level of significance which reveals that the model fit data adequately.

Based on the finding, the satisfaction of the University customer is not as expected as to be. Therefore, the University, faculty, and department leaders should work more cooperatively in satisfying their customers. The University should pay more attention to providing quality services and facilities for its customers to alleviate the problems listed as potential explanatory variables. It is more advisable if the managements put attention in providing the basic needs and relevant materials for workers to increase its customer's satisfaction, and it is advisable if there is a periodic discussion with teaching and administrative staff on service delivery and complaint handling process.

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