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FACTORS AFFECTING CUSTOMER SATISFACTION OF HOTELS IN DEBRE BERHAN, ETHIOPIA

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Abstracts
The basic purpose of this study was to examine factors that affect customer satisfaction by using variables of perceived service quality, price and corporate image hotels in Debre Berhan. Mixed research approach was employed to obtain the primary data from the respondents by administering structured and semi – structured questionnaire. SERVPERF approach which was adapted and modified to fit hotels by desk review and preliminary interview with hotel supervisors and managers of the hotels. Descriptive statistics such as mean and standard deviation and inferential statistics such as correlation and regression were used. The finding of this study were revealed that three different independent variables (service quality, price and corporate image) variables significantly and positively affect customers' satisfaction at p value <0.005 levels and shows perceived service quality has the highest significant and positive effects on customer satisfaction followed by price and corporate image. From the service quality dimensions' assurance has highest significant and positive effects on customer satisfaction followed by responsiveness, reliability, tangibility and empathy. Finally, it is recommended that to create customer satisfaction on the part of customers, hotels need to provide better service, fair price and build corporate image.
Key words: Corporate image, Customer satisfaction, Price, Service quality, SERVPERF model,

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Back ground of the study
As cited in Le Na (2009/2010) Sheela, (2007) hotel is the place where the tourist stops being the traveler and become a guest and connected closely to the civilizations of mankind. According to ESA (2014), hotel is a commercial establishment which provides rooms in which people can stay, especially to travelers and sometimes to permanent residents, and which provides food, lodging and other services for paying guests including the general public.

According to Le Na, (2009/2010) the history of hotel has different views like it appeared in the sixth century B.C when some couples provide large halls for travelers to drink and others since early biblical times. The Greeks developed thermal baths in villages for rest whereas the Romans built mansions to provide accommodation for the government business. However, the real growth of modern hotel industry took place in the USA by the opening of the city hotel in New York in the year 1794.

As Africa Business, (2015) over view in Ethiopia, hotel industry's contribution to GDP was 4.2% in 2013 and it has rose by 4.5% in 2014 and this figure is predicted to rise by 5% in 2024. However, according to Kifle, (2012) and Carmen (2018) in Ethiopia, the quality of service is the majority of the challenges to the hotels due to lack of trained manpower, very limited accommodating capacity of international standards for leisure tourism, with investment concentrated in main cities and business-type hotels and there is a great demand gap between the demand and supply of international tourist standard hotel service. Also pricing of hotel services depends considerably on the quality of service rendered and its location as to (Profile on international tourist standard hotel 2006).

Customer satisfaction affected by service quality, price and hotel image. From the factors, according to Rust and Oliver, (1994) and Palmer (2001) Service quality has become as one of the key driving forces for business sustainability and is vital for firms' accomplishment and a crucial source of distinctive competence and in sustaining competitive advantage in service industries. According to Farzad (1999) believe that superior and desirable food and reasonable price of the meals offered positively affect customer satisfaction with the hotel and/or destination area. According to Varki and Colgate (2001) price was the part that required payment or sacrifice to obtain the products or services and purchase behavior of customers depended on pricing factors. Also Anderson, &Fornell, (1994) price is a fatal factor that directly impacted on consumer satisfaction, because whenever consumers evaluate the value and purchases a product they think of the price whether it is cheap enough or fit with the value of the product from that the customer will be satisfied or not and concern of all firm and businessman.

So, understanding the factors that affect customers' satisfaction in the hotels and improving in continues manner is a key for the customers, the owner and for the society at large. Therefore, the researcher examined the factors that affect customer satisfaction in Debre Berhan city administration hotels.

Statement of the Problem

Hotel industry has become highly competitive and dynamic in global level, whereas services delivery and satisfaction demanded by all peoples in all countries as consumer. Enhancing customer satisfaction and investigating factors that affect customer satisfaction in hotel industry, will help to avoid the problems, challenges of globalization and competition. Even though factors affecting customer satisfaction can vary or similar with relation to the variables services quality and other variables. According to Manhas & Tukamushaba (2015) success of organization in hotel industry is deeply related with customer satisfaction. However, according to culture and tourism office year 2017-18 annual report and 2018-19 semi-annual assessment and preliminary researcher interview and observation, even though hotels perform and establish different facilities or system to satisfy their customers, the customers complain about the hotel services of DBCA, there are lack of skilled/labour/,service quality's and shortage of infrastructures, unfair price. Due to this, the customer face satisfaction problem in Debre Berhan city the hotels.

Researchers were revealed that five service quality dimensions, empathy, responsiveness, assurance, tangibility and reliability are factors which have effect on customer satisfaction in different countries with different level of significance. According to Suzana and Sanja (2013), tangibility and reliability are factors in Croatian hotels, whereas according to Nquyenet et al., (2015) in Vietnam hotels empathy, reliability, and responsiveness and assurance are the major factors. According to Afroza et al., (2014) tangibility, responsiveness and assurance are significant factors for hotels in Bangladesh hotels. According to Darini & khozaei (2016), Devlina et al., (2017), Almohaimmeed (2017) and Bader (2017), Muneeb (2018), price and service quality and price are more contributing factor for the customer satisfaction. In Ethiopia, as to Feven et al., (2016), and Birhanu (2017), revealed that assurance, tangibles, responsiveness, reliability and empathy had high significant impact on customer satisfaction respectively.

According to Kim and Lee (2010), Rahman (2012), Emane et al., (2013) Martínez & Bosque, (2015), reveals that corporate image as organizations observation which is hold by customers in their mind and enables the customers to perceive and evaluate the whole operations of

the organization and results a positive relationship between corporate image and customer satisfaction.

From the above findings, researcher's focused on service quality variable and appeared to be different research results related to conceptualization, designed and services quality dimensions and difficult to decide the factors accurately. On the other hand, customer satisfaction is an attitudinal and hotel industry service was intangible, it changes with different problems and times due to controllable and uncontrollable variables. So, it needs periodical investigation about the factors that affect customer satisfaction. The above studies were also conducted on the higher city, two and above star hotels and findings was not be generalized to hotels in Debre Berhan. The above empirical related the corporate image and price variables were more done in bank and a few on higher hotels and need to be examined in medium level city hotels whether it works or not at Debre Berhan.

Also there is limited known about the factors related to corporate image, prices and customer satisfaction, inclusion of them with service quality will bring comprehensive understanding. So, identifying factors affecting customer satisfaction continues to be one of the most focusing areas of research and satisfying customers is challenging functions for hotels business in marketing management in the 21st Century. So that this research, examined the gaps in the service performances by stating the scope, methodology and variables in Debre Berhan city to enhance the understanding and to identify the performance of the hotel industry. Also currently, according to Debre Berhan culture and tourism office report Debre Berhan city was became the destination of tourist because of heritage, tourist site and investment of mega industries in the city.

As a result, from the above mentioned issues one can conclude there is remained basis to carry out research and examine the factors to explain the effect of services quality, price, and corporate image together on the customer satisfaction and this initiated the researcher to make it the focal point for this study. Therefore, this study attempts to identify the factors affecting customer satisfaction in the case of Debre Berhan city administration hotels.

General Objective

The overall objective of the study is to examine the existing factors affecting customer satisfaction prevailing in the selected hotel industry in Debre Berhan city administration.

Specific Objectives

To determine factors affecting customer satisfaction related to service quality, price and corporate image in Debre Berhan City Administration.

To determine the relationship between perceived service quality, price, corporate image and customer satisfaction of the hotels in Debre Berhan city administration.

To determine to what extent effects of perceived service quality, price and corporate image affect customer satisfaction of the hotels in Debre Berhan city administration

Hypotheses of Study

After studying the various literatures on factors affecting customer satisfaction the following hypotheses are developed.

H_{o1}: Service quality will not have positive and significant effect on customer satisfaction   among hotels in DBCH.

Ho_{1a}: Tangibles will not have positive relationship with the customer satisfaction among hotels   in DBCH.

H_{o1b}: Reliability will not have positive and significant effect on customer satisfaction among   hotels in DBCH

Ho_{1c}: Responsiveness will not have positive and significant effect on customer satisfaction   among hotels in DBCH.

H_{o1d}: Assurance will not have positive and significant effect on customer satisfaction among   hotels in DBCH.

Ho_{1e}: Empathy will not have positive and significant effect on customer satisfaction among   hotels in DBCH.

Ho_2: Price will not have positive and significant effect on customer satisfaction among hotels in DBCH.

Ho_3: Corporate image will not have positive and significant effect on customer satisfaction   among hotels in DBCH.

Delimitation of the study

The scope of the study is delimited to assess factors affecting customer satisfaction in hotel industry to three hotels in Debre Berhan city which are fulfilled the standard of hotels. Therefore, it cannot be considered as a representative of the whole hotels in Ethiopia rather the generalization of study findings and conclusion drawn is limited to the select hotels Getva, Ethio-Bernos and Hiwot hotels. The reason behind studying on the selected hotels is that due to other hotels doesn't full fill the criteria or the standard set by Amahara regional state culture and tourism bureau.

Empirical Literature

There are several studies on factors affecting customer satisfaction and these empirical reviews of related studies in the past and present, has contribution on the study to build the current study and the methodologies used. According to Perran (1995), who studied hotel service quality in Istanbul (Turkey) by adapting the SERVQUAL model, found courtesy and staff competence, communication and transaction, tangibles, customer understanding, accuracy and speedy service, and

solution to problems and their accuracy as the major factors affecting service quality.

According to Mohammad & Fatemeh (2016) the study of factors affecting customer's satisfaction with the three star hotels in Dubai by content analysis revealed that the main factors affecting the tourists' satisfaction were hotel location, food management, cleanliness, facilities, and design and staff behaviors. In other study in three star hotels in According to Devlina et.al., (2017) study on factors affecting customer satisfaction and service quality in the Boutique hotel industry of Kolkata, West Bengal found out that customer satisfaction mainly depends on 2 broad dimensions, reasonable & quality food" and other is "general requirements & hospitality of the hotel. According to Bader (2017) the study restaurant quality was measured using 11 dimensions related to hall, food, hygiene, menu and atmospheric quality, as well as assurance, accuracy, responsiveness, interior design, external environment and price in Saudi Arabia. According to Muneeb (2018) study, food and beverage and price factors that influence customer satisfaction in Pakistan hotel industry using regression model.

According to Simachew and Haile Mariam (2018) the major finding of the study indicates that the hotel customers' perception with regard to five service quality dimensions is below customer expectations. And according to Nurminen (2007) discovered that cost is not the main reason that causes dissatisfaction of customers. Basically, customer dissatisfaction is mostly caused by offering low quality products and services to customers. So that, this study examines factors affect customer satisfaction by using the variables service quality, corporate image and price and examine whether is similar or not with Debre Berhan city hotels.

Research Design and Methodology

In this study the researcher was used explanatory and descriptive survey research design, because the survey design is preferable to conduct research to employed large number of people questioning about their attitudes and opinions towards the specific issue, events or phenomena to address the stated objectives. The study used cross-sectional customer survey data. The reasons for preferring cross-sectional study are due to the vast nature of the customers and effective to manage and collected data and since the data were collected at one point in time from the sample respondents to describe the total population. Triangulation was employed to increase the results reliability by comparing the obtaining data from questionnaire source with interviews sources. The descriptive design was adopted to measure and describe the level of perceived service quality, price, satisfaction and

corporate image. According to (Cronin, Bradley &Halt, 2000; Cooper &Schneider, 2008), explanatory research design was used to explain how and to what extent the above stated constructs were related.

 Population and Sampling Size Determination

Target Population of the study area 14142 customers' average per month estimated from the hotels sales. But this estimation varies due to different reasons. So in order to solve this, the researcher used unknown population size determination. The study was also conducted on three hotels industry of Debre Berhan city.

Sampling Technique and Procedure

The study also used non-probability which categorized in convenience sampling that the method that relies on data collection from population members who are conveniently available to participate in study. To achieve the purpose of the study, the data sources and samples are managers and customers of the hotels.

Table 1: Proportional of samples for each individual hotel Distributed

NO	List of town hotel industries	No of sample customers	Percent
1	Gete-Wame and their family- Getva hotel	152	39
2	Ethio-Bernos hotel	112	29
3	Hiwotenesh and Kaleab –Hiwot hotel	121	32
	Total of The three hotels	385	100

Source: Own survey (2019)

The following sample size formula for infinite/unknown population is used to arrive at a representative number of respondents (Godden, 2004; Daniel, 1999):

$$SS= \frac{z^2 x p(1-p)}{M^2}$$

Where: SS = Sample size for the infinite population

Z = 1.96 for 95% confidence level of significance

P = population proportion 0.5 (50%) since this would provide the maximum sample size.

M = Margin of Error (allowable error) at 5% (0.05)

Deff = 2 (Design effect)

Therefore, the calculated sample size was derived by the following proportions probability formula; Where; n =sample size

Z=parameter related to error risk (1.96 for 95% confidence level)

Sample size, $n = \frac{z^2 pq}{e^2}$ e = Margin of error (0.05)

$$n = \frac{z^2 pq}{e^2} = \frac{1.96^2(1-0.5)0.05^2}{0.05^2} = \frac{0.9604}{0.0025} = 384.16$$

So that, the sample size is 385 customers were generated and the respondents were used for this study to gather the data. Since each hotel has different number of customers, to give equal chance the

researcher was employed proportional sampling based on the hotel customers' number until the required sample size full filled.

Types of data

The study employed both qualitative and quantitative types of data. The quantitative data used to gather information related to factors which affect customer satisfaction in hotels by using pre-coded structured questionnaire and the qualitative data were collected through interview to get reliable information about the perception of customer satisfaction.

Method of Data Analysis and Interpretation

To analyze data quantitative techniques were employed. The data collected from questionnaire was analyzed through statistical tools such as percentages, standard deviation, mean, regression, correlation, and frequencies by using SPSS version 24.0 and the data obtained through interviews and descriptive statistics were applied to describe the different socio-economic characteristics of the study variables.

Descriptive Statistics for service quality dimensions, price, corporate image and customer satisfaction

Table 2: Mean score of descriptive Statistics for service quality dimensions, price, corporate image and customer satisfaction

	Customer satisfaction	Tangibility	Reliability	Responsiveness	Assurance	Empathy	Service quality	Price	Corporate image
Mean	3.3507	3.5305	3.3657	3.3591	3.3147	3.4010	3.3942	3.2644	3.5064
Std. Devt.	0.58541	0.50862	0.57038	0.50405	0.55151	0.54706	0.41568	0.60215	0.56690

Source: Own research (2019)

From Table 2, the mean value of the tangibility has the highest (3.5305) from the service quality dimensions and flowed by empathy (3.4010).). From which is indicate the hotels have better performance in tangibility and empathy and others respectively. The mean value of assurance reliability and responsiveness are (3.3147), (3.3657) and (3.3591) respectively. In addition, mean value of 3.3942, 3.2644 and 3.5064are the mean value of overall service quality, price, and corporate image respectively. Lastly, the customer satisfaction mean value was (3.3507

Correlation of service quality, price, corporate image and customer satisfaction

To know the nature, direction and significance of the relationship of the variables, Bivariate correlations procedure to compute Pearson's correlation coefficient. For this research purpose, Karl-Pearson's correlation coefficient (r) was adopted, guided by the nature of data (scale). The value varies between 0 (no relationship) and 1 (perfect

linear relationship) or -1 (perfect negative linear relationship). The significance level (p-value) is the probability of obtaining results as extreme as the one observed. If the significance level is small (e.g., $p<0.05$) then the correlation is assumed to be significant and linearly related. Opposite will be true, if the significance level is relatively large (e.g., $p>0.05$).

According to Malhotra, (2004) the general guidelines for interpreting the correlation values, the relationship would be very weak/negligible when "r" ranges 0-0.2, weak/low for 0.2-0.4, moderate for 0.4 0.7, strong/high for 0.7-0.9, and very strong for 0.9-1.0 and whereas Matkar (2012) _r 'ranges 0-0.2, weak/low for 0.2-0.4, moderate for 0.6- 0.7, strong/high for 0.7-0.8 good 0.8-0.9 very good, and excellent 0.9-1.0. So that, according to Hair, et al., (2010) before attempting to regression analysis, and computation of correlation coefficients between independent and dependant variables suggested considering the problem of multi-collinearity, which exists when "r" is greater than 0.9 or several associations (values) are greater than 0.7 in the correlation matrix.

Table 3: Correlation between services perceived quality dimensions and customer satisfaction

	Customer	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Customer	1.0000					
Tangibility	0.6738	1.0000				
Reliability	0.6861	0.4804	1.0000			
Responsiveness	0.6913	0.5226	0.4775	1.0000		
Assurance	0.7126	0.4740	0.5297	0.4699	1.0000	
Empathy	0.6641	0.5199	0.4687	0.5210	0.5423	1.0000

Note**: Correlation is significant at the 0.01 level (2-tailed) and (Sources: own survey data 2019)

As indicated Table 3, the correlations between service quality dimensions, and customer satisfaction, shows strongest correlation with value of   assurance (r=0.713%), and followed by responsiveness (r= 0. 691%). In addition, there is strong correlation between   reliability, tangibility, and empathy with the value of (r=0.686%, 0.674% and 0.664%, $p<0.001$) respectively. The result shows that there is a positive/significant correlation between the variables service delivery, (IV) and customer satisfaction (DV).

Therefore, the influence of five service quality dimensions on customer satisfaction was considered to be strongest and in line with the findings of other previous studies Ala`a & Ahmad (2012), Feven et al (2016), and Birhanu (2017).

Table 4: Correlations between service quality, price, and corporate image with customer satisfaction

Constructed dimensions	Customer satisfaction	Service quality	Price	Corporate image
Service quality	0. 885**			
Price	0. 626**	0.587**		
Corporate image	0. 600**	0.581**	0.386**	

(Sources: Own survey data 2019)

Note: ** correlation is significant at the 0.01 (2-tailed).

As indicted in Table 4, the correlations between service quality, price and corporate image with customer satisfaction were strong. From the correlation, Service quality   has strongest correlation with customer satisfaction with value of (r=0. 8850%) and followed by price and corporate image with the value of (r=0. 626%, and 0. 600%, p<0.001) respectively.

Test of assumptions

Before performing regression among the variables, the researcher performed different assumptions. These are multi-collinearitiy, normality, Shapiro –Wilk, normal plot and linearity, Skewness and Kurtosis. For instance, Skewness and Kurtosis values should not exceed 1 and 2 the absolute values respectively. If the standard deviation doubles   by two, the absolute values are not exceeding the standard deviation.

According to Sergeesh, et al., (2014), before performing the regression analysis, as suggested by assumptions and conditions of normal distribution, linear relationship between the independent and dependent variables, error-free measurement, independence of error, and multi-collinearity were examined.

According to Gujarati (2003) LPM, faces numbers of econometric problems like hetero-scedasticity and others. In order to cheek the goodness of the F - statistics of the model, simple regression to express the relationship between the dependent and independents variables and simple correlation to express the degree of closeness the variable was done.

According to Nunnaily, (1978), for the assumption of error-free measurement of regression, it was considered to be no concern in the context of this study, as the reliability coefficients (Cronbach alphas) were above the threshold limit of 0.7. The tolerance value below 0.1 and VIF statistics above 10 indicate multi collinearity amongst the independent variables (Hair et al., 2009). As the computed values were above 0.1 for tolerance statistics, and VIF ranging within 1 -10 (as indicated along the regression summary in the following section), multiple regressions were assumed to be free from the problem of multi collinearity.

Normal Probability Plot; A comparatively simple graphical device to study the shape of the probability density function (PDF) of a random variable is the normal probability plot (NPP) which makes use of normal probability paper, a specially designed graph paper. On the horizontal, or x, axis, we plot values of the variable of interest (say, OLS residuals, ˆui), and on the vertical, or y, axis, we show the expected value of this variable if it were normally distributed. Therefore, if the variable is in fact from the normal population, the NPP will be approximately a straight line.

Regarding to test of normality, according to (Field, 2009) the central limit theorem, as long as the sample size is 30 or more; the sampling distribution would tend to be normal irrespective of the population distribution. Fundamentally, the large enough sample size (385) used in this study satisfies the requirement of normality, however, in order to examine the suitability of data for further analysis, two measures of normality- Kurtosis and Skewness were computed.

Regression and correlation   service quality dimensions on customer satisfaction

Table 5: Regression of tangibility on customer satisfaction

Model	R	R Square	Adjusted R square	Std. Error of the Estimate	correlation	customer satisfaction and tangibility
	0. 674 a	0. 454	0. 452	0.43318		Customer satisfaction
					Tangibility	0.674
Regression Coefficients						

	Un-standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(constant)	0.613	0.162		0.000		
Tangibility	0.776	0.046	0.674	0.000	1.000	1.000

The regression results of the analysis indicated in model summery Table 5, R, 0.674 indicate the correlation tangibility with customer satisfaction. The adjusted R^2 value of 0.452% indicates that around 0.45% of the variation in customer satisfaction can be explained by tangibility and a unit increase of tangibility will results increases by (B= 0.674%) in the customer satisfaction of the hotels.

Table 6: Regression of responsiveness and customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	correlation customer satisfaction and responsiveness

0.691	0.478	0.476	0.42363		Customer satisfaction
Responsiveness					0.691
Regression Coefficients					

Coefficient	Un-standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(constant)	0.654	0.153		0.000		
Responsiveness	0.803	0.045	0.691	0.000	1.000	1.000

The regression results of the analysis indicated in model summery Table 6, R, 0.691 indicate the correlation responsiveness with customer satisfaction. The adjusted r2 value of 0.476% indicates that around 0.48% of the variation in customer satisfaction can be explained by responsiveness and a unit increase of responsiveness will result increases by (B= 0.691%) in the customer satisfaction of the hotels.

Table 7: Regression of reliability and customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	correlation satisfaction and reliability	
	0.686	0.471	0. 469	0. 42644		Customer satisfaction
					Reliability	0.686

Regression Coefficients						

Coefficient	Un-standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(constant)	0.980	0.136		0.000		
Reliability	0.704	0.040	0.686	0.000	1.000	1.000

The regression results of the analysis indicated in model summery Table 7, R, 0.686 indicate the correlation reliability with customer satisfaction. The adjusted r2 value of 0.469% indicates that around 0.47% of the variation in customer satisfaction can be explained by reliability and a unit increase of reliability will result increases by (B= 0.686%) in the customer satisfaction of the hotels.

Table 8: Regression of assurance and customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	correlation satisfaction and assurance	customer
						Customer satisfaction
	0.713	0.508	0.506	0.41129	Assurance	0.713
Regression Coefficients						

Coefficient	Un-standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(constant)	0.843	0.134		0.000		
Assurance	0.756	0.040	0.713	0.000	1.000	1.000

The regression results of the analysis indicated in model summery Table 8, R, 0.713 indicate the correlation assurance with customer satisfaction. The adjusted r2 value of 0.506% indicates that around 0.51% of the variation in customer satisfaction can be explained by tangibility and a unit increase of assurance will result increases by (B= 0.713%) in the customer satisfaction of the hotels.

Table 9: Regression of empathy on customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Correlation satisfaction and empathy	customer
	0.664	0.441	0.439	0.43831		Customer satisfaction
					Empathy	0. 664a
Regression Coefficient						

Coefficient	Un standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(constant)	0.934	0.148		0.000		
Empathy	0.711	0.043	0.664	0.000	1.000	1.000

The regression results of the analysis indicated in model summery Table 9, R, 0.664 indicate the correlation empathy with customer satisfaction. The adjusted r2 value of 0.439% indicates that around 0.44% of the variation in customer satisfaction can be explained by tangibility and a unit increase of empathy will results increases by (B= 0.664 %) in the customer satisfaction of the hotels.

Regression over all perceived service quality dimensions on customer satisfaction

To examine the influence of perceived service quality on, customer satisfaction, linear and multiple regression models analysis, standard

were computed to analyze the direct relationships between effects of independents (predictors) variables on the dependent variable.

Table 10: Regression of overall Service quality on customer satisfaction

Model	R	R Square	Adjusted-R Square	Std. Error of the Estimate	R Square Change	Sig
1.	0.885	0.783	0.782	0.27325	0.783	0.000
Regression Coefficients						

	Un standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(Constant)	-.878	0.120		0.000		
Over all Service quality	1.246	0.035	0.885	0.000	1.000	1.000

(Sources: Own survey data 2019)

The regression results of the analysis indicated in model summery Table 10, R, 0.889 indicate the correlation over all service quality with customer satisfaction. The adjusted r2 value of 0.789% indicates that around 0.79% of the variation in customer satisfaction can be explained by service quality. The coefficient indicates a unit service quality increases, the result will increase with the value of 0.89% of Beta value in the customer satisfaction of the hotels.

Table 11: Regression of perceived service quality dimensions on customer satisfaction

Model	R	R Square	Adjusted-R Square	Std. Error of the Estimate	Sig
1.	0.887	0.787	0.784	0.27223	0.000
Regression Coefficients					

	Un standardized Coefficients		Standardized Coefficients B	Sig	Collinearity Statistics	
	B	Std, Error			Tolerance	VIF
(Constant)	-.885	.121		0.000		
Tangibility	0.243	0.037	0.211	0.000	0.597	1.674
Reliability	0.249	0.033	0.242	0.000	0.614	1.629

Responsiveness	0.292	0.037	0.251	0.000	0.599	1.668
Assurance	0.298	0.035	0.281	0.000	0.582	1.719
Empathy	0.169	0.035	0.158	0.000	0.568	1.760

(Sources: Own survey data 2019)

From the Table 11, the model summary indicates multiple R, (0.887), which service quality dimensions have strong relationship with customer satisfaction and Adjusted-R Square was Adjusted-R Square (0.784), in which the model cover   around 78%. Whereas R square R2 (0.787), R Square Change and the Standard error is 0.27223. So the analysis the five dimensions of service quality contributed 78% and the other factors contribute the remaining 0.22% towards customer satisfaction.

From the dimension of assurance appeared to be the highest significant contributor with coefficient value ($\beta=0.298\%$), to determine customer satisfaction which is in line with earlier researcher Feven et al, (2016) and Brihanu (2017) . Responsiveness is the second higher significant ($\beta=0.292\%$, $p<0.000$), which is in line with Afroza et al (2014) and Simachew & Hailemariam (2018). And reliability ($\beta=0.249\%$, $p<0.000$), tangibles ($\beta=0.243\%$, $p<0.000$).Empathy ($\beta=0.169\%$), at $p<0.000$ has the leas timpact compared to the other variables which is supported by Afroza et al (2014) and Feven et al, (2016).So the dimensions were appeared to be significant predictors of customer satisfaction (at 95% confidence level), in the context of Debre Berhan hotel sector. From the this, a unit increase in assurance, responsiveness, reliability, tangibles and empathy will increase the customer satisfaction of the responding hotels' customers by (β = value 0.28%, 0.25%, 0. 24%, 0.21% and 0.16 %) respectively. This, means installing confidence, providing safe transactions, service delivery from the hotel's staff, consistently courteous, knowledge to answer questions, well coming guests are the major factors. In addition, staffs willing to provide prompt service and assistance to guests 'requests and problems, providing a safe

Customer satisfaction y=-0.885+0.243(tangibility) + 0.249 (reliability) +0.292 (responsiveness,) +0.298 (assurance) +0.169 (empathy) +E (error term)

Guided by this, tangibility, reliability, responsiveness, assurance and empathy have positive and significant effect on customer satisfaction among hotels in DBCH and rejected the hypothesis (H1a, H1b, H1c, H1d, and H1e) as: perceived tangibility, reliability, responsiveness, assurance and empathy will not have positive and significant effect on customer satisfaction DBHI.

 Additionally, the customers' forward comments like Ethio-Bernos hotel provides services a friendly atmosphere to customers, cleaner and

efficient when compared to competitors whereas satisfactory for Hiwot hotel. But the overall services of the hotels Getva provides better when compared to other competitor in the city. However, their problems in Ethio-Bernos hotel service delivery like, employee doesn't understand the individual interest perfectly, and sometimes large amount of potato in meat tibus and the machine of chips is not good, poorly darning shower that quickly over flow inconsistent access to water /sink, shower toilets and fixture not securely attached and lack of sufficient parking. Whereas Hiwot hotel service quality and quantity decreasing from time to time, like lack of variety of food, quality of rooms, shower and bed, cleanness materials, poor handling customer satisfaction and focus on the customers who have wealth and the foreign, sound pollution employees who working in food preparation and there is a problem in handling customer satisfaction, few employees in number and fail to fast response. So that, according to Mathews (2008), we can say they face difficulty the ability to continue satisfying their customers while at the same time making huge profits.

Finally, in Getva hotel there is some problem like food quantity and quality specially when there is ceremonial, lack of hot water in the shower and TV is not work in bed room. To make more reliable, the researcher checked these problem from the city culture and tourism office and they confirmed that these type of problem was happening sometimes in the three hotels.

Therefore, the influence of service quality on customer satisfaction was considered to be strong in line with the findings of other previous studies Francosis, et al., (2007), Simon (2012), Tewodros (2015), Nguyen et al., (2015), Feven et al., (2016), and Birhanu (2017) and Simachew and Haile Mariam (2018). Moreover, the result was found to be free from the multi collinearity problem, as indicated by the statistics of Tolerance and VIF.

Regression Analysis of Perceived price on Customer satisfaction

Table 12: Regression of price on Customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error	Sig
1	0.626	0.392	0.390	0.45704	0.000

Regression Coefficients								
Model	Un-standardized Coefficients		Standardized Coefficients Beta				Collinearity Statistics	
	B	Std. Error		T	Sig.		Toleran ce	VIF
(Constant)	1.363	0.135		10.122	1.363			

| Price | 0.609 | 0.041 | 0.626 | 15.007 | 0.609 | 1.000 | 1.000 |

(Sources: own survey data 2019)

Dependent Variable: customer satisfaction and independent variable price

The regression results of the analysis indicated in model summery Table 12, adjusted R2 value of 0.390% indicates that around 0.390% of the model variation in customer satisfaction can be explained by price.

The coefficients indicate price on customer satisfaction positively and significantly affects customer satisfaction and can be represented as: customer satisfaction y=1.363+0.609 (price). And every increase overall fair price will have increased the associated customer satisfaction by 0.626% (B) times and rejected the second hypothesis as H2 perceived price will not have positively and significantly influence the customer satisfaction DBCH. However, regarding the prices of all hotels there is controversial i.e., around 75 of the respondents say is not fair price for all hotels and 11 of the respondents wrote some times change the bed price in Hiwot hotel and in Getva hotel, 62 of the respondents wrote there is no variety of prices and the payment system takes much times, whereas Ethio- Bernos has fair price.

Therefore, the influence of price on customer satisfaction was considered to be strong and in line with Andaleeb and Conway (2006), Aurimas & Borisas (2009), Athula (2014), Abdul and Zainal (2016) and Bader (2017).

Regression result of perceived corporate image on customer satisfaction

Table 13: Regression of corporate image on customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Change	Sig
1	0.600a	0.360	0.358	0.46910	196.069	0.000
Regression Coefficients						
Model	Un-standardized Coefficients		Standardized Coefficients		Collinearity statistics	
	B	Std. Error	Beta	T	Tolerance	VIF
1(Constant)	1.179	0.157		7.505		
Corporate image	0.619	0.044	0.600	14.002	1.000	1.000

Sources: Own survey data 2019)

Dependent Variable: customer satisfaction and independent variable corporate image

From the Table 13 model summary indicates R values is 0.600 % shows the relationship of customer satisfaction and corporate image. Adjusted

r2 value of 0.358 indicate that around 36% the variation in customer satisfaction can be explained by corporate image, the other factors contribute the remaining 64% towards customer satisfaction.

In the analysis of β coefficient value shows that, corporate image has positive and significant effect on customer satisfaction. So the relationship between corporate image (explanatory variable) and customer satisfaction (dependent variable) can be represented as: customer satisfaction y = 1.179+0.619(corporate image). And also, implied that a unit increase overall corporate image will increase the associated customer satisfaction by 0.600% (β) times. Regarding the corporate image, the customers' additionally forward comments, like Etho- Bernos hotel, indicate the culture of the society, has better attractive internal and external design compared to other hotels, whereas Getva named the hall by society village and history like Minjar, Ankober, and Liche hall. For Hiwot hotel, the hotel has good location and the internal and external design was good for Getva and Hiwot hotels. And Hiwot lack of lift for disables persons. Finally, all of the hotels haven't participations in the community service in well organized manner.

Therefore, the influence of corporate image on customer satisfaction was considered to be strong and in line with Kumbhar, (2011) and corporate image in bank industry work for hotel industries and supported by Darini&khozaei (2016) that corporate image has positive and significant relationship on customers' satisfaction in hotel sector. Finally, rejected the H3 hypothesis as perceived corporate image will not positively and significantly influence the customer satisfaction DBHI.

Table 13: Regression of service quality, price and corporate image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change
1	0.90	0.809	0.808	0.25662	0.809	491.487

Regression Coefficients							
Model	Un-standardized Coefficients		standardized Coefficients			Tolerance	VIF
	B	std error	B	T	Sig		
(Constant)	-1.036	0.116		-8.946	0.000		
Service quality	1.021	0.046	0.725	22.046	0.000	0.508	1.969
Price	0.156	0.028	0.155	5.334	0.000	0.652	1.533
Corporate image	0.123	0.030	0.119	4.122	0.000	0.659	1.517

(Sources: own survey data 2019)Dependent: customer Satisfaction, Predictors: (constant) service quality, price and corporate image

From Table 14 above the value of R= 0.90% which indicates the relationship between the IV and DV. The R square (R^2) 0.809, Adjusted r2 value of 0.808% indicates that 0.81 % of the variation in customer satisfaction can be explained by service quality, corporate image and price. And R Square Change 0.809 and the Standard errors are 0.25662.The results of the analysis indicated in coefficients value above table 18 that perceived, service quality, price and corporate image influence positively and significantly (β=), p<0.05, the customer satisfaction with the hotel provisions. So, the relationship between (explanatory variables) and customer satisfaction (dependent variable) can be represented as:

$$\textit{Customer satisfaction } y = -1.036(\beta_0) + 1.021 \textit{ (service quality, } x_1) + 0.156 \textit{ (price, } x_2) + 0.123 \textit{ (corporate image, } x_3)$$

This implied that every increase of overall service quality, price and corporate image, it will increase the associated customer satisfaction by 0.73 %, 0.16% and 0.12% (β) times respectively and rejected the hypothesis H1, H2 and H3 positively and significantly affect the customer satisfaction DBHI.

Therefore, the influence of service quality, corporate image and price on customer satisfaction was considered to be strong and in line earlier researchers, Feven et al, (2016) Birhanu (2017), related to service quality, Darini&khozaei (2016)related to corporate image and Muneb (2018)related to price each variable separately.

Qualitative analysis of the interview Questions from the hotel mangers
1. Have you ever received complains and comments from your customers' interaction to the quality of services offered by this hotel and from which area raise customers complain? A. food and beverage B. corporate image C. price. D. Bed and others Can you explain the reason behind?

Yes, we receive different comments and complain from our customers related to service quality, price and others to be improving. Sometimes they inform to the employees weather they satisfied or not in each service. Most of the time the customer raise compliances related food, beverage, and bed accommodation like food quality, employees speed, knowledge ,level of salt and fat and bed material . Most of the time complains raised by the customers who experiences and the employees of the hotels are lacks academic knowledge rather experience, and there is lack of training center in hotel industry.

2. Did the hotel management take any remedy action based on customers' suggestions and comment's?

Yes, the supervisor supervise the customer while they are using the service and take corrective action and if the customers have issues on the service ,the manager of the hotel checks immediately and takes

different action based on the customer suggestion like improving the service quality related issues food and materials and others.

3. How customers rate their satisfaction and what systems follow to deliver the services would you explain it?

Based on the customers comment, our hotel is rate the hotels some of very good and others good position by service deliver, corporate image and price. This indicates different issue to be improved. In order to provide better service, we follow different procedures, standards and individuals interest.

4. Do you think the services quality that offered by the hotel is factor for customer satisfaction?

Yes, service has to be delivered with reference to some standards and creating high customer satisfaction can be difficult in the hotels industry due to different reasons like service quality, location and performance of the hotel itself. However, providing service quality is a factor for customer satisfaction. The relationships between owner and employees management has impact on the customer satisfaction. Employees' satisfaction related better service deliver which in turn create customer satisfaction.

5. Do you think your prices set for all services are fair and price is factor for customer satisfaction? Yes, it is fair enough. The price sated by the hotel sometimes factor for customer satisfaction but the hotel provides fair price compared to our service delivery standards and it created customer satisfaction. And currently the hotel working price revising with reference to the quality, type and level of our services and facilities it is for delivered.

6. Have you ever build corporate image about your hotel? Can you explain corporate image of your hotel and corporate image is factor for customer satisfaction?

We are striving to build for corporate image. To build a better corporate image we have to improve the quality of our services. Yes; some hotels have built their corporate image through service quality that finally leads to customer satisfaction. Corporate image is a factor for customer satisfaction if the customers assume the hotel internal and external design is excellent he/she perceived satisfaction, if not they doesn't satisfy and not used to the hotel at all. Corporate image of the hotel is very good and it can because for customer satisfaction. In hotels main factor for customer satisfaction products like food, beverage, physical facilities, employees' performance related issues which is categorized tangibility, reliability responsiveness and empathy. So other service dimensions and variables are not the main factors for customer satisfaction.

Therefore, from the interview of the manager and the data analysis, customer satisfaction of the hotel depends on the variables service

quality, price and corporate image and these variables the factor affecting customer satisfaction and indicates there is no difference between the interview and quantitative analysis.

Table 15: Summary of Hypothesis Testing Results

Code		Test Result
1	Ho1: Service quality will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
2	Ho1a: Tangibles will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
3	Ho1b: Reliability will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
4	Ho1c: Responsiveness will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
5	Ho1d: Assurance will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
6	Ho1e: Empathy will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
7	Ho2: Price will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value
8	Ho3: Corporate image will not have positive and significant effect on customer satisfaction among hotels in DBCH.	Rejected at p<0.000 value

(Sources: Own survey data 2019)

Summary of findings

In this study the demographic profile of the respondents' were more than 50% are male and45% are females. In related to ages of the respondents, most of (85.2%) the customers who participated in this study are in between age of 21-40 years old. The remaining 9.1% and 5.7% are above 40 and under 20 age respectively. And 51.6% the marital status of the respondents are married and 46.4% are single and the remaining 2 % are divorces. The job of respondents' 41.9% employee and 43.9% are business owner and which covers 85.8 % of the respondents. The remaining 5.1% 4.8%and 4.3 % are student, other, and agriculture respectively.

Regarding the educational level of the respondents are 61.3%, master or higher, 20.5% bachelor degree, and the reaming 10.8% and 6.6%, diploma, secondary and below respectively. The experience of the

respondents in the hotels 62.1 % of the respondents have between 0-4 years and others 4 and above years' experience in the hotels. Also, the income of the respondents 44.7% are above 7000 thousand birr and 34.5% from 4000 to 7000 thousand birr. The rest of 19.7 % and 1.1 % are 2, 001-4, 000 and less than 2, 000 birr respectively and implies 79.2 % of the respondents are more than 4000 birr. The nationality of the respondents 90.88 % of the customers are Ethiopian and the rest of 9.11% are foreigners.

Finally, this shows that the majority of customer's demographic profile are understand the designed questionnaires and measure the level of customer satisfaction in the hotels. This study examined the effect of service quality dimensions, price and corporate image on customer satisfaction in Debre Berhan by using three specific objectives which were developed into alternative hypotheses and statistically tested using the Karl Pearson's zero order and regression using SPSS 24.0.

The first objective was to determine the effect of service quality, price and corporate image on customer satisfaction and study result shows service quality, price and corporate image significantly and positively affect customer satisfaction with values (R squared = 0.809) being explained. The study results show five service quality dimensions of the assurance, responsiveness, reliability, tangibility and empathy have positive and significant effect on customer satisfaction and supported by earlier researchers. From the service quality dimensions' assurance has the highest attributes factors affecting the customer satisfaction means that there is problem in related to employee's behavior, consistently courteous, delivering service and knowledge to answer questions to the customers in the hotels. Also responsiveness has higher effect on customer satisfaction in means that, the hotels face problem related to providing prompt service, and safe environment willing to help, responding request and telling exact time the service will be perform. And reliability also has effect on customer satisfaction means that providing services at the time it promises to do, showing sincere interest in solving problems, convenient operating hours, hotel guarantees, error free billing and payment system.

Tangibility and empathy have effect on customer satisfaction which indicates the hotels face to provide satisfactory physical materials and equipment facilities, provide personal attention and understand specific needs and to be competent.

The second objective was to determine the relationship of service quality, price and corporate image with customer satisfaction of hotels in Debre Berehan and the study shows service quality, price and corporate image have positive relationship with customer satisfaction with values of (R = 0.90). The correlation analysis further revealed constructs have extensive correlation with customer satisfaction with the value of 0.90%

(service quality, corporate image and price) together and 0.885%, 0.626% and 0.600% separately respectively and considered as crucial determining for customer satisfaction.

The third objective was to determine to what extent effect of service quality, price and corporate image affect customer satisfaction in Debre Berehan hotels. The study shows service quality, price and corporate image affect customer satisfaction with 81% percent and customer satisfaction (R squared = 0.809) being explained and this indicate service quality, price and corporate image perceptions were strongly associated, correlate and affect with service delivery to the hotel customers/guests, price and corporate image and which indicate face problem to charging fair price for food, beverage and bed, and providing clear, complete and understandable information, hotels product, location and attractiveness of interior design and external appearance, and efforts to benefits of the community.

The findings of this study support Debre Berhan city perceived service quality, price and corporate image and were explaining 73%.16%, and 12% variations in the customer satisfaction which are caused by service quality, price and corporate image performance respectively and the study results in line consistent with earlier research Rahman et al., (2012), Martínez & Bosque, (2015), with corporate image Feven et al (2016) and Birhanu (2017) related to service quality and Munneb (2018) related to price.

Conclusion

As indicated in the objective of the study, it is assess the factors that affect customer satisfaction and the status of satisfaction customers receiving services quality, price and corporate image at the hotel of at Debre Berhan city administration. The result shows the customers satisfied with service quality, price and corporate image provided by the hotels moderately. But, doesn't mean that hotels shouldn't strive further rather extend and widen the opportunity so as to satisfy the customers' needs and wants. So that, delivering quality service, providing fair price and building corporate image is not an optional for hotel industry at Debre Berhan rather a mandatory to be competitive and satisfy customers.

Customers' satisfaction is a key in hotel sector because of special nature of the service and it has intensive contact with infinite customers who have different needs and wants and required customized solution around the world struggle to finds methods through which they can improve the quality service since it leads to enhanced satisfaction. Having this in mind, the data collected from surveys are used as a great tool of performance indicators for hotels in Debre Berhan and enables the organization to realize quality of service, price and corporate image which provided from the view point of customers and hotels managers.

Based on the findings of the research, the following conclusions are drawn:

i. Customer satisfaction of hotels industry of Debre Berhan city administration, highest and significant impact receives by service quality, price and corporate image respectively and providing highest service quality, fair price and corporate image results customer satisfaction in hotels industry of Debre Berhan city administration.

ii. Among the service quality dimensions' assurance has the highest effect on customer satisfaction flowed by responsiveness, reliability, tangibility, and empathy.

iii. The overall satisfaction of customers in the hotels, service is found to be moderate level and needed to improve by considering the existing situation of the city and hotels.

iv. The study revealed there is no difference with service quality dimensions between the scopes of the hotels related to customer satisfaction in Ethiopian, but there is a difference with other countries in Croatian, Bangladesh and Vietnam.

Recommendations

Generally, based on the finding the following recommendations were drawn.

The hotels operators better to allocate resources to improve service quality (assurance, responsiveness, reliability, tangibility and empathy) dimensions respectively. Similarly, on the price and corporate image of the hotels, since it has significant effect on the customer satisfaction.

The hotels better to recruit employees to fulfill the customers' wants, interests and provide different training.

The hotels should improve their services delivery by establishing modern management and customer handling system related to service quality, price and corporate image.

Hotel managers' better to review their service quality, corporate image and prices regularly without any compromising in order to improve customers' satisfaction, and the hotels has to incorporate output of this study so as to create a more enjoyable experience for their customers' satisfaction.

Currently customers not only examined for basic services and facilities provided by a hotel, but also are expecting a high standard of personal service. Hotels owners better to ensure service quality by constantly, reviewing their customers' needs and wants, and strengthening customer service training programs for their employees at least annually.

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