

# The Effect of Public Media Service Delivery on Customer Satisfaction in Ethiopia: The Case of Dire Dawa Mass Media Agency Ethiopia

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## Abstract

The current study examines the effect of public media service delivery on customer satisfaction. For this purpose, a model has been designed for the study, which included a number of variables which were identified based on an investigation and examination of the environment of public media service delivery in Dire Dawa Mass Media Agency. The study's constructs were divided into six dimensions including Content Quality, Credibility, Accuracy, Public pattern of journalism, Universality and Diversity to deal with public media service delivery. Six hypotheses were developed based on the dimensions of the study as well as the relevant literature. In addition to, the hypothesis to measure the correlation between different constructs of the study's model. In order to collect the data required for examining the hypotheses and reaching conclusions, a questionnaire, consisting of (21) questions covering the dimensions as well as hypotheses of the study, was designed. The design and development of this questionnaire was based on an initial pretested survey distributed to a sample consisting of 40 customers of public media. The initial survey was also pretested and evaluated by a panel of journalists in DDMMA in order to assess the items within each construct. The questionnaires were distributing to customers of public media in Dire Dawa Administration. Data collection resulted in 400 usable surveys for subsequent analysis. Overall, the findings provided support for the model of the study. All the hypotheses regarding the impact of the factors included in the study on the effect of public media service delivery on customer satisfaction were supported. Moreover, the results of the study indicated that there is a significant relationship between all constructs of the study's model. These results indicated that the factors relating to public media service delivery influence on consumer satisfaction.

**Keywords:** Service Quality, Customer Satisfaction, Public Media Dire Dawa

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## 1.0. Background of Dire Dawa Mass Media Agency

On June 2002 Dire Dawa Mass Media Agency (DDMMA) launched to transmit different programs and news production with the collaboration of the former information and culture Bureau According to the information that obtained from Dire Dawa Mass Media Agency, the agency started its program in 1995 E.C. and had the aim of presenting accurate and timely information. Beside this, it created well-established thinking or attitude on the people of Dire Dawa and it's urban. The agency had also challenges to get professionals and good facilities to perform its activities. It had only two rooms when it had launched its program on May 28 in 1985 E.C and had started to distribute "Meleket Dire Newspaper" Ethiopian local language "መልእክተ ድሬ ጋዜጣ". This situation contributed great things for its current situation.

Dire Dawa 106.1 FM this Government run radio station in Dire Dawa. It broadcasts for 16 hours per day in Amharic, Afan Oromo (Oromifa) and Somali. The station is on air from 12:00 early in the morning up to 4:00 pm in evening. Dire Dawa FM has a 2,000-Watt main transmitter on its main mast, a 1,000-Watt standby transmitter and a small 500-Watt transmitter at its studios. Its broadcast output includes phone-in program. Dire Dawa FM began broadcasting in 2005. It is run by the Dire Dawa Mass Media Agency, which also operates a local television station. Dire Dawa Television: This regional TV station broadcasts from the eastern city of Dire Dawa to a potential audience of 450,000 people who live within a 75km radius of the city. Dire Dawa Television began broadcasting in 2009. It broadcasts for ten hours per day in Amharic, Afan Oromo (Oromifa) and Somali.

Before its establishment as an agency, it has been working under the Dire Dawa communication affairs bureau. During that time, it was very difficult to get work force to the media station on the market. Just to begin the first program, the management brought few public relation experts and High school Language teachers by transferring them from different government sector and Education Bureau. Dire Dawa Mass Media Agency (DDMMA), reestablished under the proclamation number 25/2012, is accountable for the city administration council.

## 1.1 Background of the Study

Mass media are methods of communication that reach large groups of people quickly and effectively. “Mass media”, is the means through which information is transmit to a large audience. This includes newspapers, television, radio, and more recently, the internet (Schwarz, J.A. 2016).

Bauer, (2014) says that in the past i.e. in the 1930s, when media well developed in the developed countries, they were credited with considerable power to shape opinion and belief, change habit of life, mold behavior actively more or less according to the will of those who could control the media and their contents.

The media broadcast environment is changing very rapidly in our days. It is characterize by intensifying competition from both domestic and foreign media broadcast companies. Consumers all over the world have become more quality conscious, leading to increase customer’s requirements for higher quality service (McDougall & Levesque, 2014). Service sector such as the telecom and media operator are obliged to provide excellent services to their customers in order to have sustainable competitive advantage. One of the most effective tools in public media broadcast success is service quality towards customer satisfaction. Considering the public media broadcast, bringing about quality has complication that differs from when tangible product is involved.

Parasuraman et al., (1985) noted that it was inappropriate to use a product-based definition of quality when studying the service sector. They therefore developed the expression, “service quality”. In service industry, the concept of quality holds the main position. The relationship with the customer is bases on the promise that customer satisfaction is achieve through providing standard quality of service. The high quality demands on customers end is becoming prominent due to the growing fact that high level of service quality leads to sustainable competitive advantage in the competitive business environment (Chen & Wang 2013).

The purpose of establishing the media is to serve the public through accessing information, support development efforts and enhance image-building initiatives pertaining to the administration and the residents. Therefore, there is a much expectation on the media to play a central role to facilitate developmental information and communication to the public (June 24, 2005 under the DDMMA Proclamation No 13/2005).

Unlike to this the prevailing media landscape bounded with various challenges. Even though, the establishment of Dire Dawa mass media dated back more than a decade, it is still in its infancy stage. According to the recent assessment conducted by the Dire Dawa mass media agency, the media is less efficient to access the desired information to the larger public. In relation to the above idea DDMMA radio and television, station transmits different programs for the people of Dire Dawa and its rural area. The program includes news, sport, music etc... In order to keep the quality of these programs, as far as the researcher knowledge is concerned, the effect of public media service delivery on customer satisfaction researches not conducted on the station. As to the researchers’ observation, many active audiences have viewed that DDMMA still unpopular by active audiences due to several factors. As to the researchers’ knowledge, no research has been conducted to know on the audiences’ satisfaction or dissatisfaction of the programs.

Customers (audience) satisfaction research a vital area in media sector. Thus, the practice of excellent service quality has been proving to lead to increased customer satisfaction and significantly indicate the effectiveness of the public media broadcast radio and television performance and service delivery can be the cornerstone of public media broadcast success, media need to constantly, evaluate their service quality with a reliable measuring instrument (Anderson, P.J. 2014).

Almost three decades ago Parasuraman and colleagues developed their famous scale for service quality, named SERVQUAL. This scale has been widely applied in various industries in numerous countries. However, number of inconsistencies within the scale. For example, the five original service quality dimensions proposed by Parasuraman et al. (1988) have been criticized by many due to the lack of consistency across industries. According to (Bari et al., 2001) this is the reason, researchers began to both add and delete dimensions in the original service quality scale (SERVQUAL), and gave it names based on the respective industry (e.g., in airlines industry the service quality scale proposed is called AIRQUAL).

In public media the service quality indicators developed and proposed by McQuail (2005) on the idea of media quality and its benefits, identifying five basic values freedom, equality, diversity, truth and information quality, and social order and solidarity. He also asserted that content determines the performance of a media outlet or system with regard to some of these values.

Sanchez Tabernero (1998) recently attempted to define quality for communications firms suggesting 10 characteristics of quality exclusivity or uniqueness, adaptation of content to durable human needs, company identity, precision, veracity and internal coherency in media product, pleasing content, originality, imagination and creativity, timeliness and temporal or emotional proximity, comprehensibility, attractive Presentation and physical base.

## 1.2. Statement of the problem

Public broadcasting institutions or companies around the world are facing the daily challenge of producing and

disseminating quality content that measures up to the real demands of their communities. This is a complex problem because there are no consolidated and rational ways to quantify, measure, and know whether such challenge being met according to parameters that are public media easy to understand, (Sánchez-Taberner 1998) cited in Stephen Lacy (2015).

Various researchers have reviewed the concept of media customer satisfaction in different contexts: A study by Abel (2005) audience satisfaction with Ethiopian Television Evening Amharic program conducted. He has found that audiences' level of satisfaction was very low. Most programs lacked credibility. But, Only Question and Answering, Sport and 50 Lemon' programs were relatively the most satisfying programs. Furthermore, most audiences watch ETV either as a habit or due to lack of an alternative channel. Hence, looking through these results it is possible to say that ETV Amharic programs were unable to gratify their audiences by producing and broadcasting programs that go with the needs of their viewers.

Badeso (2008) has also studied audience satisfaction with the case of Ethiopian Television Afan Oromo Section. As to the findings of his study, majority of the respondents appeared to have strong affinity to Afan Oromo program. They seemed to watch the programs with the sense of belongingness to their language as a basis of their habitual engagement. Overall, in relation to overall satisfaction, the outcomes of both the individual in-depth interviews and focus group discussions designate that the majority of the respondents were neither in a very satisfied nor in a very dissatisfied positions.

Tseganesh (2009) is also the other researcher who conducted research on audience satisfaction with Ethiopian Television Amharic children's program. Her finding was that ETV Amharic children's program was not in the position to gratify its viewers. The responses of the respondents revealed that their needs and/or preferences would not fit with the content and presentation of the program. Viewers did not achieve what they want and expect from the program.

Moreover, the researcher was conclude from a review of the previous studies that there was lack of studies on factors affecting customer satisfaction towards the quality of public media service according to different dimensions at DDMMA broadcast by applying the six dimensions and measurements of the Public Media Service Quality (PMSQUAL). Such as, Content Quality, Credibility, Accuracy, Public pattern of journalism, Universality and Diversity conducted and executed. In connection with this, Providing and transmitting programs without the needs and/or preferences of its audience mean nothing except waste of time, energy and resources, in relation to the above idea, most people state their dissatisfaction with the channel programs and have complained on it. However, the audience complained the content of news and programs were not base on the interest of the public. This have been caused by the prevailing technical and managerial competency problems, the poor and incompatible infrastructure setup, poor technological base and utilization capacity, inadequate equipment and logistic supplied, weak external supports and the like. This has consequently results for the deterioration of the competitiveness of the media to play its intended roles. Therefore, "audiences are not satisfied with the programs they receive from the station. This may show that the audiences and media are not on the same track.

The foremost problem for made such assessments is that it requires access to DDMMA radio stations, television stations, and news services. Researchers conduct the process of measurement through review of literature and related books, observation and recording of journalistic activity or through self-reporting mechanisms.

This study deemed to fill the gaps by identifying specific factors that affect their performance. Thus, the researchers assessed, on official document and officials in DDMMA. In addition to this, we said that no literature and reports in this regard have been release. Many types of programs are being broadcasting but it is very difficult to know that the audiences are satisfied or not. Therefore, the researchers conducted a research the effect of public media service delivery on customer satisfaction.

## **Research Questions**

The researcher attempted to get answer to the following research questions

1. How does service delivery affect customer satisfaction?
2. What is the relationship between customer satisfaction and public media service quality?

## **1.3. OBJECTIVE OF STUDY**

### **1.3.1. General Objective**

The general objective of this study to investigate the effect of public media service delivery on customer satisfaction in Dire Dawa Mass Media Agency

### **1.3.2. Specific Objectives**

In addition to the main objective, the study tries to meet the following specific objectives:

1. To determine the effect of service delivery affect customer satisfaction.
2. To examine the relationship between public media service quality and customer satisfaction.

#### **1.4. Hypotheses:**

In addition to the research questions stated above, the following hypotheses were also stated:

H1: There is positive relationship between Diversity of public media and Customer satisfaction.

H2: There is positive relationship between Accuracy of public media and customer satisfaction.

H3: There is positive relationship between Public pattern of Journalism of public media and customer satisfaction,

H4: There is positive relationship between Content Quality of public media and customer satisfaction,

H5: There is positive relationship between Credibility of public media and customer satisfaction,

H6: There is positive relationship between Universality of public media and customer satisfaction.

#### **1.5. Scope of the Study**

This research endeavors to study the effect of public media service delivery on customer satisfaction in Ethiopia. The study focused only on Dire Dawa Mass Media Agency. The participants of the study were customers (Audiences) of media in Dire Dawa Administration.

#### **1.6. Limitation of the study**

Like any other researcher, this study has also its own limitations. It was challenging to get review of literature in widely. In carrying out the study, a number of limitations were encountered: The budget constraint was a limitation when carrying out this study. This made the researcher to conduct the research within Dire Dawa city only. In overcoming this constraints arrangement for personal and family support was access to ensure the budget was meeting. Moreover, the times for conducting this study were limited. The research needed a lot of time in order to get enough information from different respondent. In overcoming this constraint, a detailed time schedule was developed to ensure the appropriate use of time.

#### **1.7. Significance of the Study**

The significance of this study to identify factors affecting customer's satisfaction towards the quality of public media to measures service effectiveness, and improvements, processes to manage the process of quality services delivered to the final consumers. The media managements should have an insight on the dimensions of service quality, objectively measure the service quality using elements of service quality dimensions, and understand the relationship of the dimensions with customer satisfaction. The results from the research will enable managers to identify factors affecting media customers' dissatisfaction; and thereby to know the gaps of services quality. This research will be of value to the media industry by identifying the impediments of service quality and forwarding feasible solutions to improve media quality services.

Finally, the research findings can be a benchmark in judging the completeness and potential of the variables incorporated in SERVQUAL Model, integrate with public media dimensions in the task of assessing customers' satisfaction about DDMMA service quality. In doing so, decision makers for further improve quality services to media customers (Audiences) and gain competitive advantage.

## **2. LITERATURE REVIEW**

### **2.1. Media Audience Satisfaction /dissatisfaction**

Media audiences are active and purposive. If they are purposely watching they will have needs to be fulfilled. When they meet the expected needs, they will be happy and satisfied. However, how would it be possible to know whether audiences are satisfied or not. Knowing audiences satisfaction is vital but difficult in mass communication as well as in psychological and organizational communication (Assael, 1998). Manufacturers, for instance, will easily identify which goods get attention from consumers by counting the sold items. It is also possible to improve other items, which do not have public interest by studying the feeble sides of their products. On the other hand, one can understand whether invited guests are satisfied with the feasts they had by simply looking their consumption at face. In broadcasting, however, unlike most other goods and services, there is no hand in hand selling. Besides, since satisfaction is a mental process, it is difficult to predict viewers' satisfaction from the lists of subscribers. Nevertheless, media messages can hold viewers' viewing if they touch the needs and interests of viewers. Nevertheless, media like measuring radio and television audiences' satisfaction is an internal and subjective phenomenon; it is even difficult to be sure after doing a house-to-house survey. Many scholars have defined audience satisfaction/dissatisfaction in different ways. It is an emotional reaction growing out of confirmation or disconfirmation of media message expectations (Oliver, 1980). According to Jacobs (1995) and Assael (1998) satisfaction can be achieved when program or service performance is greater than expectations; on the contrary, when expectation exceeds performance, dissatisfaction overtakes.

On the other hand, Hecht (1978) looks at television audiences' satisfaction as fulfilling expectations through media interaction. Moreover, Palmgreen & Rayburn (1985) define satisfaction as a general feeling of contentment that results from repeated exposure to a particular content genre (e.g. drama). Hence, level of

satisfaction with television programs can be explained at least by gratifications gained from media products. In other words, audience satisfaction is the satisfaction an audience gains from television and radio programs. Audiences with high level of satisfaction are expected to have their levels of viewing and hearing becoming more and more frequent accompanied by less and less complaining behavior. On the contrary, viewers who do not get TV and radio programs attractive and satisfying are not supposed to watch and listening since weak performance reduces the level of satisfaction (McQuail, 1997). Satisfaction can be achieved if expected and perceived values are congruent. That is, audiences need something from media, from DDMMA for example. Keeping these expectations in mind, they watch television and listening radio. In addition, when they obtain their expectations or when their expectations match with their needs, they will be gratified (Abercrombie & Longhurst, 1998). Nevertheless, different audiences regardless of similar programs cannot achieve satisfaction equally. Even if all audiences show the sign of satisfaction, the degree differs from person to person.

What is encouraging nowadays at least in foreign media is that media agents take satisfaction studies as their important management issues (Assael, 1998). That is bringing satisfaction among customers is the crux of the matter to the economic sustainability of media products and services, for satisfied audiences are likely to stay honest while the dissatisfied will divert to other alternatives. Hence, attracting audiences is vital; however, making them loyal is of paramount importance to certain media. In the context of this research; therefore, satisfaction is a process whereby audiences attain /fulfill desired needs and wants from DDMMA. Moreover, dissatisfaction is saying to happen when audience unmeet the expected needs and wants.

Locally, various researchers have reviewed the concept of media customer satisfaction in different contexts: In connection with this, Tseganesh (2009:10) says, "Providing and transmitting programs without the needs and/or preferences of its audience mean nothing except waste of time, energy and resources." In relation to the above idea, it is usually observed that most people state their dissatisfaction with the channel programs and have complained on it.

A study by Adel A. (2005) on audience satisfaction with Ethiopian Television Evening Amharic program was conducted. He has found that audiences' level of satisfaction was very low. Most programs lacked credibility. But, Only Question and Answering, Sport and 50 Lemon' programs were relatively the most satisfying programs. Furthermore, most audiences watch ETV either as a habit or due to lack of an alternative channel. Hence, looking through these results it is possible to say that ETV Amharic programs were unable to gratify their audiences by producing and broadcasting programs that go with the needs of their viewers.

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### **2.1.1. Models for Specific Service Settings**

Today, various businesses use an adapted SERVQUAL instrument to measure customer satisfaction within their industry. This instrument is highly regarded for its ability to measure the abstract phenomena of customer satisfaction when it is adapted to that particular industry. A number of scholars have carried out several studies with an aim of developing models of measurement that would help service organizations determine the extent to which their services are effective (Mwangi et al., 2009). Although measures of public media to share some common dimensions that measures of service quality must consider additional dimensions.

Available literature shows that, the customer satisfaction measured via service quality and service quality measured by various measurement tools and instruments developed by various researchers and marketing consultancy organizations (Kumbhar, 2011). In his study, Kumbhar, summarized various models constructed by scholars to measure service quality as follows:

**Table 2:3 Summaries of related studies**

No	Service/Scale	Author/s	Attributes/Dimensions used in the study
1	Kano's Model	Kano (1984)	Must-be requirements, One-dimensional requirements, Attractive requirements, Reverse Quality.
2	Perceived SQ Model	Gronroos (1984)	Technical service quality, Functional service quality, Corporate image
3	SERVQUAL	Parasuraman, Zeithaml and Barry (1985;1998)	Reliability, Responsiveness, Assurance, Empathy and Tangibles
4	SERVFERF	Cronin & Taylor (1994)	Reliability, Responsiveness, Assurance, Empathy and Tangibles
5	E-Commerce	Schefter & Reichheld (2000)	Customer support, on-time delivery, compelling product presentations, convenient and reasonably priced shipping and handling, clear and trustworthy privacy
6	e-SQ and e-SERVQUAL	Zeithaml, Parasuraman, and Malhotra (2000)	efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact
7	e-Satisfaction	Szymanski and Hise (2000)	Convenience, Merchandising, Easiness, Information, Design, Financial security
8	E-loyalty	Gommans, Krishnan, and Scheffold (2001)	Website & Technology, Value Proposition, Customer Service, Brand Building and Trust & Security
9	SITEQUAL	Yoo and Donthu (2001)	Ease of use, aesthetic design, processing speed, and security
10	WebQual	Loiacono, Watson and Goodhue (2002)	Information fit to task, interactivity, trust, responsiveness, design, intuitiveness, visual appeal, innovativeness, websites flow, integrated communication, business process and viable substitute, accessibility, speed, navigability and site content.
11	e-Satisfaction	Anderson and Srinivasan (2003)	convenience motivation, purchase size, inertia, trust and perceived value
12	E-S-QUAL and E-RecS-QUAL	Parasuraman, Zeithaml & Malhotra in(2005)	Efficiency Fulfillment, System availability, Privacy, Responsiveness, Compensation and Contact
13	Movie-Related Websites	Cho Yoon, and Joseph Ha (2008),	Ease of use, Usefulness, involvement, information factor, Convenience, technology, Community Factor, Entertainment Factors, Brand Name, Price Factor
14	BANKZOT	Nadiri, et al (2009)	Desired, adequate, predicted and perceived service quality

Source: Kumbhar (2011)

### 2.1.2. LODGSERV

Different researchers have developed alternative measures of service quality for specific service settings. Knutson and Patton (1991) developed LODGSERV model to measure service quality in the lodging industry. The model was based on the five original SERVQUAL dimensions and contains 26 items. Getty and Thompson (1994) on the other hand developed LODGEQUAL model to measure service quality in the hotel industry. The model identified three dimensions, namely tangibles, reliability and contact. Stevens, Knutson and Patton (1995) developed DINESERV model to measure service quality in restaurants. It contains 29 items and 5 SERVQUAL dimensions. Another model, DIVEPERF, was developed by O'Neill et al., (2010) to assess perceptions of diving services. The model consists of Five SERVQUAL dimensions and 27 items. All of these models represent modifications of the SERVQUAL instrument, aiming to improve its original methodology.

Despite all the criticism it has received, the SERVQUAL scale is remarkable as it is the most common method used to measure service quality (Yilmaz, 2007: 89). For the measurement of service quality in catering businesses, having been inspired by the SERVQUAL, Stevens, Knutson & Patton (1996) developed the DINESERV1 (Dining Service Quality) scale which comprised 29 propositions in five dimensions of SERVQUAL. It is, found in the literature that this scale is, frequently used for measurement of service quality in catering businesses (Kilic & Eleren 2009: 103-104).

Mohsin and Locker (2010) also assessed the service quality perception of customers of luxury hotels in India. They provided an opportunity to recognize, in ranking order, the features that is considered important by the guests staying in luxury hotels. Knutson et al (1992) investigated the application of the SERVQUAL instrument and developed a new scale called LODGSERV. Based on their study, five main dimensions including reliability, assurance, responsiveness, tangibles, and empathy were developed for LODGSERV.

Mei et al (1999) also examined the dimensions of service quality in the hotel industry. They used

SERVQUAL as a foundation and developed a new scale called the HOLSERV scale. As a key finding from their study, they concluded that three dimensions, relating to employees, tangibles, and reliability, represented service quality. According to these three dimensions, the best predictor of overall service quality was employees.

### 2.1.3. BSQ

Bahia and Nantel proposed BSQ scale in 2000 when they have conducted a study on banks' service quality in Canada. The BSQ is the acronym for Bank Service Quality. The BSQ scale is the extension of SERVQUAL scale. In SERVQUAL scale, there are five dimensions, while BSQ scale is composed of six dimensions with 31 attributes. The service dimensioned proposed in the BSQ include Effectiveness & Assurance, Access, Price, Tangibles, Service Portfolio and Reliability.

### 2.1.4. BANKQUAL

Tsoukatos proposed BAKQUAL scale and Mastrojianni (2010) in the study conducted in Greece retail banking industry. The BANQUAL scale proposed, with key dimensions effectiveness, reliability, assurance/empathy and confidence, which is a combination of SERVQUAL and BSQ dimensions. The 27 attributes in BANQUAL scale consists of twelve SERVQUAL, seven BSQ, two common in BSQ and SERVQUAL and six are specific setting items. In this respect, the scale is a mixture of the SERVQUAL and BSQ scales. The dimensions structure of BANQUAL consists of SERVQUAL's Empathy, and Assurance (Parasuraman et al., 1988), BSQ's Effectiveness (Bahia and Nantel, 2000), Reliability which is common in SERVQUAL and BSQ and finally Confidence.

Today, various businesses use an adapted SERVQUAL instrument to measure customer satisfaction within their industry. This instrument is highly regarded for its ability to measure the abstract phenomena of customer satisfaction when it is adapted to that particular industry. A number of scholars have carried out several studies with an aim of developing models of measurement that would help service organizations determine the extent to which their services are effective (Mwangi et al., 2009). Although measures of public media to share some common dimensions that measures of service quality must consider additional dimensions.

### 2.1.5. Retail Service Quality Scale (RSQS)

Dabholkar, Thorpe and Rentz (1996: 8) identified the need for developing the dimensions of service quality to measure service quality in retail stores. This led to the development of a scale to measure, retail service quality. They conducted phenomenological and exploratory interviews and used qualitative methods for tracking the thought processes of customers while they were shopping at a store. From the findings of this investigation, combined with existing literature and SERVQUAL, the researchers developed a RSQS which contained five new dimensions Physical aspect, Reliability, Personal interaction, Problem solving and Policy.

Boshoff and Terblanche (1997) found the RSQS to be a valid and reliable instrument for measuring retail service quality in South Africa. They argued that the RSQS was suitable for research in retail businesses offering a mix of services and goods, specialty stores and hypermarkets and was useful in forming benchmarks and quality checks to measure service quality.

## 2.2. Public Media Service Quality Dimensions

Quality indicators for public broadcasters based on the above models and using principal component analysis identified the following factors that affecting customer's satisfaction in public media.

### 2.3. Table: 2:4 Public Media Service Quality Dimensions

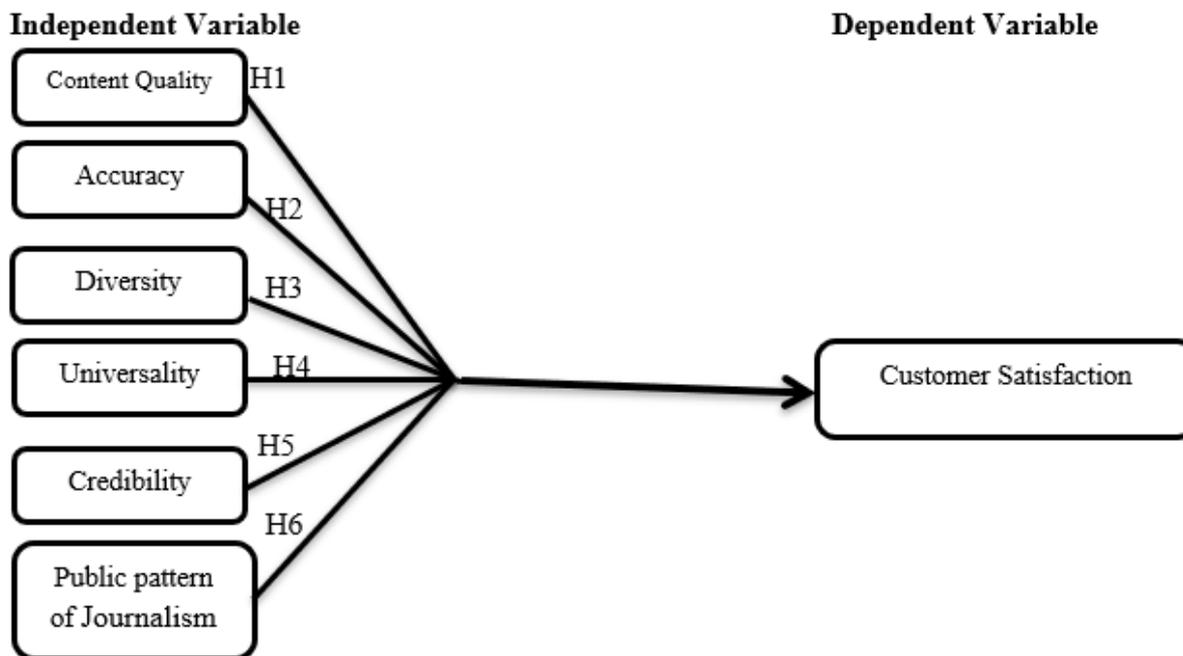
No.	Dimensions	Description
1	Credibility	Credibility deals mainly with the questions of objectivity, impartiality, factuality and other qualities of reporting information, to present fact and truth with clarity, dispassion and neutrality.
2	Accuracy	Trustworthiness of media will be measure. All news, educational programs, and other contents for dissemination should therefore, supported by sufficient research, relevant and convincing sources
3	Content Quality	perception of how the service provider provides useful program offerings, transmitted through a good technological supports that give them enjoyment and benefits through the consumptions
4	Public Pattern of Journalism	Journalism is truly secular and does it; comply with public service republican and democratic standards
5	Diversity	The service offered by public broadcasting should be diversifying, in at least three ways: in terms of the genres of programs offered, the audiences targeted, and the subjects discussed
6	Universality	accessible to every citizen throughout the country, address the entire population and seek to be "used" by the largest possible number, everyone can understand and follow its programming

Source: by researcher

## 2.4. Conceptual model

Based on the literature reviewed, a theoretical framework for this study was developed and is shown in Figure 2.2, the major objective of the study being to analyze the relationship between service quality and customer satisfaction.

**Figure 2.2: The relationship with Service quality and customer satisfaction framework**



## 3. RESEARCH METHODOLOGY

### 3.1. Research Design

The type of research employed under this study was quantitative research design mainly descriptive and explanatory research. The major purpose of descriptive research to describe the state of affairs, as it exists at present. Then this study describes the relationship between public media service quality dimensions with customer satisfaction in Dire Dawa Administration particularly Dire Dawa Mass Media Agency. Secondly, the study was employing explanatory in that the relationship between variables were correlated with an aim of explaining, understanding, predicting and controlling the relationship between variables that affect customer satisfaction towards the quality of public media service. Moreover, the study utilized cross-sectional data, since all relevant data collection was doing at a single point in time. The reason for preferring a cross-sectional study was due to the vast nature of the study and the limitation of time.

### 3.2. Data Sources and Method of Data Collection

#### I. Primary Sources

For the proper achievement of the objectives of the study, the researcher used primary data source. Primary data was collected using well-design questionnaires as best instrument. Customers of the media completed those questionnaires. The questionnaires before designed in English language, after translated to Amharic language, and constructed based on related theories with close-ended questions which respondents were offered a set of answered and asked to choose the one that was most closely representing their views/ perception towards the quality of public media service.

“The Likert scale method was preferred to make questions interesting to respondents and thereby enhance their cooperation, ultimately to ensure maximum response rate”. Robson C. (2002).

Questionnaires were distributed to the customers of DDMMA. The public media service quality dimensions were measured using Likert scale with five response categories (1=No, 2= yes, rarely, 3= yes, somewhat, 4= yes, frequently, 5= yes, very frequently satisfied) were used for perception of customers.

#### II. Secondary Sources

Secondary data from files, pamphlets, office manuals, circulars and policy papers was use to provide additional information. Besides, variety of books, published and/or unpublished government documents, websites, reports and newsletters were review to make the study fruitful.

### 3.3. Sampling Method and Sample Size Determination

McDaniel and Gates (2001) define population of interest as "the total group of people from whom we need to obtain information". According to Bless and Higson-Smith (2000) "the population of interest is the set of elements that the research focuses upon and to which the results obtained by testing the sample should be generalized".

#### 3.3.1. Sampling Method

According to Cooper and Schindler (2001) the sampling method selected for the research depends on the requirements of the project, its objectives, the funds available and time constraints. Here, it was possible to determine the likelihood of the inclusion of all representative elements of the population into the sample. Bless and Higson-Smith (2000) refers to simple random sampling method as "the case where the probability of including each element of the population in a sample is unknown". In this study, simple random sampling method employed and the researcher was distributed self-administered questionnaires personally and with the help of DDMMA staff members' to 400 selected participants of the study.

#### 3.3.2. Sample Size Determination

According to (Catherine, 2009) the correct sample size in a study is dependent on the nature of the population and the purpose of the study. Although there are no general rules, the sample size usually depends on the population to be sampled. In this study to select sample size, researcher based on the document found a list of the population form (DDASA 2013)

There are several approaches to determine the sample size. These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size. This study applied a simplified formula provided by Yamane (1967) to determine the required sample size at 95% confidence level, degree of variability= 0.5 and level of precision =5%.

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

Where:

n = the sample size

N= the population size

e = the level of precision or sampling error (0.05)

Accordingly, the total sample size for the total number of customers calculated as follow.

$$n = \frac{450,000}{1 + 450,000(0.05)^2} = 399.6$$

The sample size of the study respectively 400

### 3.4. Instrument of the Study

#### 3.4.1. Questionnaire Design

In this research, a self-completion questionnaire with closed-ended questions was developed. The self-completion questionnaire is very familiar method of business research, and the research instrument has to be especially easy to follow and its questions have to be particularly easy to answer (Bryman and Bell, 2003). Meanwhile, whether to ask a question in an open or closed format is one of the most significant considerations for many researchers. According to Bryman and Bell (2003) closed questions have some advantages: it is easy to process answers; it enhances the comparability of answers, and makes them easier to show the relationship between variables. It is better than open question for this research. The questionnaire consisted of three major sections. The first section contains questions about personal profiles of the respondents including gender, age, educational level and occupation. The second section contained public media service quality dimensions questionnaire and it comprises 21-item statements relating to the six dimensions, namely; Diversity, Accuracy, Content Quality, Credibility, Public pattern of Journalism, and Universality. Finally, Section three of the instrument contained questions concerning overall level of customer satisfaction. The questionnaire is self-administered. Self-administered questionnaires are a useful way of collecting data. Sreejesh, Mohapatra and Anusree (2014) describe the advantages of self-administered questionnaires as being less expensive to administer, helps to eliminate the possibility of interviewer bias and derives more honest feedback than methods that involves interview.

### 3.5. Method of Data Analysis

Statistical Package for Social Science (SPSS) software version 21.0 were employed to analyze and present the data through the statistical techniques were used for this study, namely Descriptive Analysis, Multiple Regression Analysis and Pearson Correlation analysis. The researcher analyzed the data from the study using descriptive and inferential statistical procedures through Statistical Package for Social Science (SPSS) software Version.21 technique. A reoccurring issue in data analysis of Likert or semantic differential response scales is

the appropriateness of certain statistical techniques.

DeVellis (1991) pointed out that data collected by Likert types scale might be considered ordinal by some researchers, yet he also stated that a wealth of accumulated experience and prevailing viewpoints supported applying interval-based analytical methods to Likert-sales (Brown and Swartz, 1989; Parasumanan et al. 1988). However according to DeVellis (2003), a majority of behavioral researchers subscribes to Nunnally's, (1978), suggestion that its permissible to treat most of the measurement methods in psychology and other behavioral sciences as leading to interval scales.

According to Junqi Lin (2012) Five point Likert scale being one of the most reliable measurement scales and very popular in Thailand, this scale is applies to present in this study. Interval with five-point scale is calculates using the following formula:  $(5-1)/5=0.80$

Based on the above calculation, the scores fall between the ranges of:

- 4.21-5.00 were considered as yes, very frequently.
- 3.41-4.20 were considered as yes, frequently.
- 2.61- 3.40 were considered as yes, somewhat.
- 1.81- 2.60 were considered as yes, rarely.
- 1.00-1.80 were considered as No.

### 3.5.1. Descriptive and Inferential Statistics Analysis

Tables, frequency distributions and percentages to analyze the data presented the descriptive statistical results. This achieved through summary statistics, which includes the mean values and percentages, which were computed for each variable in this study. Descriptive research involves the collection of data to answer questions concerning the current, status of a given subject and it also involves the formation of hypothesis and collection of data to test that hypothesis. The quantitative data were analyzed by using descriptive statistics such as percentages, frequencies, mean, variance, standard deviation and chi-square test.

### 3.5.2. Multiple Regression Analysis

Multiple regression analysis are used to examine the effect of service quality dimensions (Diversity, Accuracy, Content Quality, Credibility, Public pattern of Journalism, and Universality) on customer satisfaction. Regress has more than two outcomes in the form of likert scale questions were importantly regressed through inferential analysis. According to (Sekaran, 2000), inferential statistics allows to infer from the data through analysis the relationship between two or more variables and how several independent variables might explain the variance in a dependent variable. The following inferential statistical methods were uses in this study. Multiple linear regressions were used to examine the postulated hypothesis.

The equation of multiple linear regressions on this study was generally built around two sets of variable, namely dependent variables (customer satisfaction) and independent variables (public media service quality). Parasuraman, A., Zeithaml, V. A. and Berry, L.L., (1985). The basic objective of using regression equation on this study was to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables. Regress customer satisfaction on the Public Media Service Quality dimensions the mathematical expression for the regression model represented by this conceptual framework given as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon \text{ or}$$

$$\text{User satisfaction} = \beta_0 + \beta_1* \text{Diversity} + \beta_2* \text{Universality} + \beta_3* \text{Accuracy} + \beta_4* \text{Content Quality} + \beta_5* \text{Credibility} + \beta_6* \text{Public pattern of Journalism} + \epsilon$$

Where, Y is the dependent variable representing Customer Satisfaction.

Whereas X1, X2, X3, X4, X5 and X6 are the independent variables, that is, Diversity, Accuracy, Content Quality, Credibility, Public pattern of Journalism, and Universality respectively.  $\beta_0$  is a constant (the intercept of the model) and  $\beta_i$  are regression coefficients of  $X_i$  which indicates the amount of change in Y given a unit change in  $X_i$  variables while  $\epsilon$  is the error term.

### 3.5.3. Pearson Correlation analysis

Pearson's correlation coefficient was used to determine the relationships between service quality dimensions (Diversity, Accuracy, Content Quality, Credibility, Public pattern of Journalism, and Universality) on customer satisfaction. The Pearson Correlation Coefficient according to (Phyllis, Ross and Brian, 2007), inferences have a very important in management research. This is so because conclusions are normally establishes on the bases of results. Such generalizations will therefore, be made for the population from the samples. They speculate that the Pearson correlation coefficient a widely used statistical method for obtaining an index of the relationships between two variables when the relationships between the variables was linear and when the two variables correlation were continuous. To ascertain whether a statistically significant relationship exists between public media service quality and customer satisfaction. According to (Duncan and Dennis, 2004), correlation coefficient can range from -1 to +1. The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient will be interprets as follows.

### 3.6. Validity and reliability of measurements

#### A. Validity

Validity is the degree to which a test measures what it purports to measure (Creswell, 2009). Validity defined as the accuracy and meaningfulness of the inferences, which are bases on the research results. It is the degree to which results obtained from the analysis of the data actually represents the phenomena under study. He contends that the validity of the questionnaire data depends on a crucial way the ability and willingness of the respondents to provide the information requested.

A pilot study would be conduct to refine the methodology and test instrument such as a questionnaire before administering the final phase. Questionnaires were tests on potential respondents to make the data collecting instruments objective, relevant, suitable to the problem and reliable as recommended by (John Adams et al. 2007). Issues raised by respondents are correct and questionnaires are refines. Besides, proper detection by advisor is also taking to ensure validity of the instruments. Finally, the improving version of the questionnaires would be printed, duplicated and dispatched.

The instruments would be selected can help to show factors affecting customer satisfaction towards the quality of public media services. It can clearly address how these factors affect the media customers in Dire Dawa Administration Mass Media Agency. The relevant data were collected on the determinants of the media satisfaction that can better to indicate the relationship between factors and the customer satisfaction. The structured interviews can also validate the measurement. Moreover, would have valid conclusion, inferential statistical model would be used to test the relationship between the variables.

#### B. Reliability of measurements

The reliability of instruments measures the consistency of instruments. (Creswell 2009) considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expresses as a correlation coefficient, which measures the strength of association between variables. Such coefficients vary between -1.00 and +1.00 with the former showing that there is a perfect negative reliability and the latter shows that there is perfect positive reliability. A Cronbach's alpha coefficient was used to determine the reliability of the reasons that audiences (viewers and listeners) watch DDMMA program. In this case, the reliability coefficient is 0.891 and it shows how the reliability of the instrument is valid to collect the main data. Therefore, we can say that the value is good. According to George and Mallery (2005) cited in Amanuel (2013) Cronbach's alpha closer to 1 reflects high internal consistency. The internal consistency of the instrument assessed through six dimensions of public media service quality. The six dimensions are credibility, accuracy, universality, content quality, public pattern of journalism and diversity for each dimension assessed using Cronbach's Alpha. The results summarized in Table 3.1 as below:

**Table 3.1: Reliability Statistics of six dimensions**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Credibility	.767	4
Accuracy	.736	3
Content Quality	.674	3
Public Pattern of Journalism	.702	3
Diversity	.695	4
Universality	.702	4

**Source:** Survey

Typically an alpha value of 0.726 is taken as a good indication of reliability, although others suggest that it is acceptable if it is 0.67 or above (Cohen et al., 2007). Since, instruments were developing based on research questions and objectives; it is possible to collect necessary data from respondents. Then, instruments are consistent with the objectives of the study. The test of consistency for overall 21 items of alpha Cronbach's as shown in Table 3.2 and also (See Appendix B).

**Table 3.2: Reliability Statistics for overall items**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.839	21

**Source:** Survey Result

#### 4.1. Demographic characteristics of audiences

The researcher employed descriptive statistics (frequency distribution) to show the general demographic characteristics of respondents. Gender, age, education level and occupation of respondents discussed in the following tables.

**Table 4.1: Respondents Profiles**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
<b>Female</b>	196	Female
<b>Male</b>	204	Male
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
<b>18-25</b>	89	22.3
<b>26-33</b>	107	26.7
<b>34-41</b>	67	16.8
<b>42-49</b>	67	16.9
<b>50-57</b>	60	15.0
<b>58 &amp; above</b>	10	2.5
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
<b>Read &amp; Write</b>	12	3.0
<b>G 10</b>	81	20.3
<b>G12</b>	87	21.8
<b>TVET</b>	52	13.0
<b>BA/BSC</b>	147	36.8
<b>MBA/MSC &amp; above</b>	21	5.3
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
<b>Stud</b>	42	10.5
<b>Housewife</b>	64	16.0
<b>Unemployed</b>	56	14.0
<b>Employee</b>	222	55.5
<b>NGO</b>	16	4.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Source:** Survey Result

The result of the finding in table 4.1 shows that out of 400 respondents 204 respondents (51%) are male and 196 (49%) are female. It may be show that there is no difference between male and female audiences. This gives evidence that the mass media has equal number of both male and female audiences.

Table 4.1 Shows the distribution of users by age class category, where most of the respondents are from age class 26 – 33 years old (26.9%). The second highest age class is 16 – 25 years old (22.5%), third age 42-49 years old (16.9%), fourth age 34-41 years old (16.8%). fifth age 50-57 years old (15.0%) and the lowest age class is 58 and above 58 years old (2.5%). According to the results below, it may assume that the majority of the audiences are in the middle age category (26 – 33 years old).

The table 4.1 indicates that most of the respondents by education level were 36.8% of first-degree graduates, followed by Secondary levels grade 12 and 10 students 21.8% and 20.3% respectively and subsequently, with certificate background or college 13%. 5.3% of second-degree graduate followed by read and write 3% of respondents. From this data, it assumed that the opinion of the survey was well distribute based on their education level. It is essential to obtain views and responses from various background and education level towards the media service quality provided by the DDMMA.

Occupation status of respondents, in the table 4.1 shows that from the total number of respondents, 55.5% of respondents are public employees, 16% are housewife, 14% are unemployed, 10.5% were students, and the remaining 4% are private employees.

#### **4.2. Factors affecting customer satisfactions of public media service quality dimension**

Respondents' satisfaction towards the quality of public media service measured by using the 21 items divided under the six public media service quality dimensions. The analysis result present below in two parts. The first objective sought to find out factors influencing customer satisfaction. Respondents were asked to rate the factors on a scale of 1 to 5 ranging as, 1=No, 2=Yes rarely, 3=Yes somewhat, 4=Yes frequently, 5=Yes very frequently. A five point likert scale used to interpret the respondent's responses. Secondly, comparison factors of all dimensions Credibility, Accuracy, Content quality, Public pattern of journalism, Diversity and Universality.

##### **I. Customer satisfaction and Credibility**

The credibility dimension holds four items, which indicate the overall public media service quality. Customers' perception towards media service quality indicated in table 4.8.

**Table 4.8: Perception towards items of credibility dimension**

<b>1.Credibility</b>	MN	SD
News and programs are complete, fair and credible	2.76	0.531
News and programs include current incidents and provide new information	2.62	0.701
News and programs are propaganda	2.68	0.670
News and programs present information based on facts and realities	2.90	0.894
<b>Grand mean/standard deviation</b>	2.76	0.731

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the credibility dimension were calculated. Analysis of public media service quality, credibility dimension items shows a mean score of 2.76, with a standard deviation of 0.73. Therefore, it may be concluded that credibility dimension in public media service quality is one of main factor that affects the satisfaction of all audience. The overall result findings of this dimension indicate that the DDMMA has mediums with the satisfaction of audience for the credibility of DDMMA media service.

#### **II. Customer satisfaction and Accuracy**

The second accuracy dimension holds three items, which indicate the overall public media service quality. Customers' perception towards media service quality indicated in table 4.9.

**Table 4.9: Customer satisfaction towards items of accuracy dimension**

<b>2.Accuracy</b>	MN	SD
Journalists present fair or impartial report without favoring one side	2.91	0.918
All information about facts that is prepared, edited or disseminated by the broadcaster are understandable	3.04	1.055
News and program stories are accurate, factual, impartial, in an honest and complete way without reflecting personal feeling	2.74	0.525
<b>Grand mean/standard deviation</b>	2.62	0.701

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the accuracy dimension were calculated. Analysis of public media service quality, accuracy dimension items shows a mean score of 2.62, with a standard deviation of 0.70. Therefore, it may be concluded that accuracy dimension in public media service quality is the main factor that affects the satisfaction of all customers. The overall result findings of this dimension indicates that the customer have medium satisfaction level with the accuracy of DDMMA media service.

#### **III. Customer satisfaction and Content Quality**

The content quality dimension holds three items, which indicate the overall public media service quality. Customers' perception towards media service quality indicates in table 4.10.

**Table 4.10: Customer satisfaction towards items of content quality dimension**

<b>3.Content Quality</b>	MN	SD
News and programs cover significant and substantiate issues	2.76	.531
News and programs are clear and not sensationalize	2.62	.701
Content of information accurate, honest, sufficiently complete and true to reality, and reliable in the sense of being checkable and separating fact from opinion	2.68	.670
<b>Grand mean/standard deviation</b>	2.76	0.531

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the content quality dimension were calculated. Analysis of public media service quality, content quality dimension items shows a mean score of 2.76, with a standard deviation of 0.53. Therefore, it indicated that content quality dimension in public media service quality is the main factor that affects the satisfaction of all customers. The overall result findings of this dimension indicates that the customer have medium level of satisfaction with the content quality of DDMMA media service.

#### **IV. Customer satisfaction and Public Pattern of Journalism**

The public pattern of journalism dimension holds three items, which indicate the overall public media service quality. Customers' perception towards media service quality indicated in table4.11.

**Table 4.11: Customer satisfaction towards items of public pattern of journalism dimension**

<b>4.Public Pattern of Journalism</b>	MN	SD
Media exist to offer access to public interest information and to culture (in a broad sense) to the citizens.	2.90	0.89
Journalists directly or indirectly carry out journalistic activities, bringing information to the public at large and promoting a debate on ideas successfully	2.91	0.91
Programming includes different voices, angles, and viewpoints that reflect social life	3.04	1.05
<b>Grand mean/standard deviation</b>	<b>2.90</b>	<b>0.89</b>

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the public pattern of journalism dimension were calculated. Analysis of public media service quality, public pattern of journalism dimension items shows a mean score of 2.90, with a standard deviation of 0.89. Therefore, it may be concluded that public pattern of journalism dimension in DDMMA media service quality is the main factor that affects the satisfaction of all customers. The overall result findings of this dimension indicates that the customer have medium satisfaction level with the accuracy of DDMMA media service.

#### **V. Customer satisfaction and Diversity**

The diversity dimension holds four items, which indicate the overall public media service quality. Customers' perception towards media service quality indicated in table 4.12.

**Table 4.12: Customer satisfaction towards items of diversity dimension**

<b>5.Diversity</b>	MN	SD
Promote pluralism assist society in creating harmony and integration	2.76	.531
Sources is more likely to meet the needs and wants of a wider variety of audiences	2.62	.701
Story touched on underlying themes, ideas, trends or issues raised by the incident in a larger context	2.68	.670
News and programs shows respect for diverse range of opinions and ideas of audiences	2.90	.894
<b>Grand mean/standard deviation</b>	<b>2.91</b>	<b>0.91</b>

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the diversity dimension were calculated. Analysis of public media service quality, accuracy dimension items shows a mean score of 2.91, with a standard deviation of 0.91. Therefore, it may be concluded that diversity dimension in public media service quality is the main factor that affects the satisfaction of all customers. The overall result findings of this dimension indicates that the customer have medium satisfaction level with the accuracy of DDMMA media service.

#### **VI. Customer satisfaction and Universality**

The universality dimension holds four items, which indicate the overall public media service quality. Customers' perception towards media service quality indicated in table 4.13.

**Table 4.13: Customer satisfaction towards items of universality dimension**

<b>6.Universality</b>	MN	SD
Media cover the entire geographical area(digital channels)	2.91	0.918
Permanent presence in the social networks and freely accessed	3.04	0.055
Does all programs in the grid have their own webpage in the social networks	2.71	0.525
Does the broadcaster have a collaboration policy with other public broadcasters	2.71	0.525
<b>Grand mean/standard deviation</b>	<b>3.04</b>	<b>0.931</b>

**Source:** Survey Result MN=Mean, SD=Standard Deviation

As it indicated in table above, the mean and standard deviation for the universality dimension were calculated. Analysis of public media service quality, accuracy dimension items shows a mean score of 3.04, with a standard deviation of 0.93. Therefore, it may be concluded that universality dimension in public media service quality is the main factor that affects the satisfaction of all customers. The overall result findings of this dimension indicates that the customer have medium satisfaction level with the accuracy of DDMMA media service.

### **4.3. The Overall Factors affecting customer satisfactions of public media service quality dimension with overall customer satisfaction level**

To determine the level of satisfaction with the service provided by DDMMA, respondents were asked to rate their overall level of satisfaction using a 5-point likert scale (1 means Very low satisfied, 2 means Low satisfied, 3 means Medium satisfied, 4 means High satisfied and 5 means Very high satisfied)

The level of customer satisfaction analyzed with the descriptive statistics (frequency distribution) and table 4.15 presents the result of the analyzed overall customer satisfaction level.

**Table 4.15: overall customer satisfaction level**

Level of satisfaction	Frequency	Percent
Low	129	32.3
Medium	257	64.3
High	14	3.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Source:** Survey Result

As table 4.15 indicates 64.3% of audiences, respond that they are medium level of satisfied with DDMMA media services while 32.3% of respondents found to be low level satisfied with the services provided by DDMMA. 3.5% of the respondents stated that they are high satisfied with the media service. This finding implies that 96.6% of the customers are not satisfied with the media service provided by DDMMA.

#### 4.4. Relationship between Public media service quality dimension and customer satisfaction

##### I. Correlation analysis

Correlation analysis deal with relationships among variables and helps to gain insight into the direction and strength of relation between the variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of the correlation coefficient defines the direction of the relationship. The absolute value indicates the strength of the correlation (Harris E. and E. Strout2002).

**Table 4.17: Correlation matrix of variables and collinearity statistics (Dependent variable: Retained earnings)**

DIMENSIONS		CUSTOMER SATISFSCTION	Collinearity Statistics	
			Tolerance	VIF
Credibility	Pearson Correlation	.780**		
	Sig. (2-tailed)	.000	.496	2.017
Accuracy	Pearson Correlation	.181**		
	Sig. (2-tailed)	.000	.271	3.685
Content Quality	Pearson Correlation	.864**		
	Sig. (2-tailed)	.000	.406	2.464
Public Pattern of Journalism	Pearson Correlation	.599**		
	Sig. (2-tailed)	.000	.400	2.499
Diversity	Pearson Correlation	.515**		
	Sig. (2-tailed)	.000	.774	1.291
Universality	Pearson Correlation	.580**		
	Sig. (2-tailed)	.000	.446	2.241
CUSTOMER SATISFACTION	Pearson Correlation	1		
	Sig. (2-tailed)		--	--
N		400		

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
 \* . Correlation is significant at the 0.05 level (2-tailed).

**Source:** Survey Result

##### II. Correlation and Variable Inflation Factors

A 2-tailed Spearman correlation matrix generated for each set of the predictor variables in the six regression studies and the results show no sign of multicollinearity among the individual variables. As a further check, the tolerance and variable inflation factors (VIF) examined. Based on the cut-off  $VIF \geq 10.0$  as an indication of a multicollinearity problem (Neter et al., 1985; Myres, 1990), no variable found to cause a problem. Therefore, it indicated from Table 4.17 that the dimensions of public media service quality of DDMMA (the six dimensions are credibility, accuracy, universality, content quality, public pattern of journalism and diversity) correlated with no cause for concern over multicollinearity.

In this study researcher has all TOL values above cut off point value 0.10. TOL values in this study ranges from 0.271 to 0.774. Similarly, all VIF values are less than cut off point of Value less than 10.00 VIF values ranging from 1.291 to 3.685 for this study respectively. (Table4.17)

Table 4.17 indicates that there is a significant positive relationship between all six dimensions of public media service quality and customer satisfaction. The strongest correlation obtained between credibility and content quality (0.780 and 0.864) followed by the moderate correlation between public pattern of journalism, diversity, universality and accuracy (0.599, 0.515, 0.580 and 0.181) respectively with customer satisfaction.

As presented in the above Table 4.17 above there is a positive and significant relation between credibility

and customer satisfaction (Pearson correlation=0.780 and  $p < 0.01$ ). Similarly the result also showed that there is a positive and significant relation between accuracy and customer satisfaction (Pearson correlation=0.181 and  $p < 0.01$ ). The correlation between content quality and customer satisfaction is significant and positive (Pearson correlation=0.864 and  $p < 0.01$ ). Public pattern of journalism dimension have also a positive and significant relation with customer satisfaction (Pearson correlation=0.599 and  $p < 0.01$ ) and diversity and customer satisfaction is significant and positive (Pearson correlation=0.515 and  $p < 0.01$ ). There is a positive and significant relation between customer satisfaction and universality (Pearson correlation=0.580 and  $p < 0.01$ ). In general, the result of the above table shows that there is a positive and significant relation between customer satisfaction and the six public media service quality, dimension.

Because there exists a positive correlation with all public media service quality dimensions and customer satisfaction, it's possible to say public media service quality with customer satisfaction is positively related, which in other words mean the less the public media service quality of DDMMA, there is the lower the customer(audience) satisfaction (see Appendix C for details).

### III. Relationship between Service Quality and Customer Satisfaction

The second objective of this study sought to examine the relationship between public media service quality and customer satisfaction at DDMMA. The researcher to help determine the nature of the relationship adapted the following linear regression model

$Y = 0 + 1X_1 + 2X_2 + 3X_3 + 4X_4 + 5X_5 + 6X_6 +$  : where Y is the dependent variable (customer satisfaction), 0 is the constant (intercept), is are the regression coefficients and  $X_1, X_2, X_3, X_4, X_5, X_6$  are credibility, accuracy, universality, content quality, public pattern of journalism and diversity.

The coefficients Table (Table 4.18) below presented the strength of the six predictors (credibility, accuracy, content quality, public pattern of journalism, diversity and universality) towards Customer satisfaction. It yielded the following result:

- 1) Credibility yield  $\beta = 0.421$ , Std. Error = 0.019, sig. (p) = 0.000<0.05
- 2) Accuracy yield  $\beta = 0.144$ , Std. Error = 0.033, sig. (p) = 0.000<0.05
- 3) Content quality yield  $\beta = 0.121$ Std. Error = 0.015, sig. (p) = 0.000<0.05
- 4) Public pattern of journalism yield  $\beta = 0.111$ , Std. Error = 0.014, sig. (p) = 0.000<0.05
- 5) Diversity yield  $\beta = 0.063$ , Std. Error = 0.015, sig. (p) = 0.000<0.05
- 6) Universality yield  $\beta = 0.050$ , Std. Error = 0.085, sig. (p) = 0.001<0.05

**Table 4.18: Coefficient <sup>(a)</sup> (Independent Variables as Predictors to Customer Satisfaction)**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	.184	.056		3.301	.001		
Credibility	.421	.019	.538	21.974	.000	.496	2.017
Accuracy	.144	.033	.146	4.418	.000	.271	3.685
Content Quality	.121	.015	.211	7.789	.000	.406	2.464
Public Pattern of Journalism	.111	.014	.224	8.227	.000	.400	2.499
Diversity	.063	.015	.084	4.288	.000	.774	1.291
Universality	.050	.015	.085	3.314	.001	.446	2.241

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Survey Result

### IV. Testing of Hypothesis Independent Variables as Predictors to PMSQUAL

To test the hypothesized relationship, correlation and then a series of multiple regression analysis conducted. The output from this analysis, a beta coefficient, provides an assessment of the significance and the impact of the predictor variables on the dependent variable.

A set of hypotheses had been tested to answer the research questions based on the research problem and objectives. Furthermore, the hypothesis was a guide to the study method. Each involves a prediction that the data may or may not support. In addition, Two-sided statistical tests were conducted at alpha level of 5% whether to reject or accept the hypothesis. Representing the null hypothesis  $H_0$  and  $H_a$  represents an alternative hypothesis. Additionally, there are six hypotheses addressed the study's research question. The hypotheses address each public media service quality dimension: Credibility, Accuracy, and Universality, Content quality, Public pattern of journalism and Diversity, with customer satisfaction.

**The hypotheses were as follows:**

**H1:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between credibility and customer satisfaction with services provided by DDMMA

**H2:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between accuracy and customer satisfaction with services provided by DDMMA

**H3:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between content quality and customer satisfaction with services provided by DDMMA

**H4:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between public pattern of journalism and customer satisfaction with services provided by DDMMA

**H5:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between diversity and customer satisfaction with services provided by DDMMA

**H6:** There is a statistically significant difference at the level of ( $\alpha \leq 0.05$ ) between universality and customer satisfaction with services provided by DDMMA

The hypothesis number one to six of the study was tested and the result is as summarized in Table 4.19. The independent variables (credibility, accuracy, universality, content quality, public pattern of journalism and diversity) together explained 88.30 percent of the variance (R squared) on media customer satisfaction, which was significant, as indicated by the F-value of 459.957 in the following table. Even though the model was significant, the regression power of the model was relatively low implying that there were other independent variables (e.g. Jackson & Milliron, 1986 identified fourteen) as stated in the literature that are determinants to media customer satisfaction. However, the present study only focused on six variables.

**Tables 4.19: Model Summary (Independent Variables as Predictors to Customer Satisfaction)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F	df1	df2	Sig. F Change
1	.940 <sup>a</sup>	.883	.882	.181	.883	495.957	6	393	.000

a. Predictors: (Constant), Universality, Diversity, Accuracy, Content Quality, Public Pattern of Journalism, Credibility

**Source:** Survey Result

If the Tolerance value for the predictor is lower than the value of  $1 - R^2$ , then there is probably a multicollinearity problem. However, in this case the adjusted  $R^2$  is 0.882 and the value of  $1 - R^2$  is about 0.117, i.e. tolerance values of all independent variables are greater than 0.117. Therefore, the result showed that there is no multicollinearity among predictor variables.

**F Test for the Full Model**

Analysis of variance (ANOVA) is a statistical model used to compare two or more variables for statistical significance. In this study, ANOVA was used to establish whether there exist a significance relationship between service quality (Independent variable) and customer satisfaction (Dependent variable). From the analysis, significance  $F=0.000$ , which is less than  $p=0.05$  and therefore the model is statistically significant. This implies that the model can be used for prediction purposes.

**Table 4.20: Test for significance ANOVA**

Model	SS	df	Mean Square	F	Sig.
Regression	97.112	6	16.185	495.957	.000 <sup>b</sup>
Residual	12.825	393	.033		
Total	109.937	399			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), Universality, Diversity, Accuracy, Content Quality, Public Pattern of Journalism, Credibility

**V. Summary of Regression Analysis**

The findings indicate that the questionnaire to measure Credibility, Accuracy, Universality, Content quality, Public pattern of journalism and Diversity in terms of both reliability and validity. Credibility, Accuracy, Universality, Content quality, Public pattern of journalism and Diversity were founding significantly influencing customer satisfaction towards the quality of public media service in the study area. That is they are to be determinant factors affecting customer satisfaction towards the quality of public media in the study area and it answered the first research question (What is the relationship between Public Media service quality (PMSQUAL) dimension and customer satisfaction). Among the independent variables, Credibility had been found to be the most important determinant factor public media service quality of DDMMA and explained standardized coefficients ( $\beta$ ) of 0.421. It follows by Accuracy, Content quality, Public pattern of journalism, Universality and Diversity.

( $\beta = 0.144, 0.121, 0.111, 0.063$  and  $0.053$ ) respectively towards audience satisfaction.

**VI. The Regression Model**

$$CUSTSAT_i = \alpha_0 + \beta_1 CRE_i + \beta_2 ACCU_i + \beta_3 COTQU_i + \beta_4 PPJ_i + \beta_5 DIV_i + \beta_6 UNIV_i + e_i$$

$$\text{CUSTSAT}_i = 0.184 + 0.421\text{CRE}_i + 0.144\text{ACCU}_i + 0.121\text{COTQU}_i + 0.111\text{PPJ}_i + 0.063\text{DIV}_i + 0.053\text{UNIV}_i + e_i$$

From the research findings, positive effect was found on all the dimensions of public media service quality i.e. credibility, accuracy, content quality, public pattern of journalism, universality and diversity with regression coefficients of 0.421, 0.144, 0.121, 0.111, 0.063 and 0.053 respectively. These findings suggests that a unit increase in accuracy dimension, taking all the other variables constant at zero would result to a 0.421 increase in customer satisfaction. Similarly, a unit increase in accuracy would result to a 0.144 increase in customer satisfaction. A unit increase in content quality would result to a 0.121 increase in customer satisfaction. A unit increase in public pattern of journalism would result to a 0.111 increase in customer satisfaction. A unit increase in universality would result to a 0.063 increase in customer satisfaction. Finally, a unit increase in diversity would result to a 0.053 increase in customer satisfaction. These findings also suggest that taking all variables constant at zero, the effect to customer satisfaction would be 0.184.

These findings further indicate that reliability contributes most towards customer satisfaction followed by credibility, accuracy, content quality and public pattern of journalism. Universality and diversity were seems to contribute the least. However, all the dimensions were highly rated by the respondents and therefore the public media service industry cannot ignore any of the dimensions as they influence customer satisfaction though at different levels.

Regression analysis showed that the models were fit and the results were supporting the hypothesis. Since there was no other study that identified the determinant, factors that affects customer satisfaction towards the quality of public media service using the regression model.

### 5.1. Summaries

Based on the analysis made the researcher found these major results, support the research with previous works related literature on the issue discussed. The review mainly revolved around “Factors affecting customer satisfaction towards the quality of public media service”. The research employed using quantitative and qualitative research method. Questionnaires distributed to Dire Dawa town’s dwellers that listen and watch Dire TV and FM programs. The analysis done based on different factors that related with audiences’ needs. The responses coded in to numbers and these numbers used in data analysis basis on mean scores and percentages.

There exists a high level of internal consistency among the 21 items of public media service quality constructs. While measured using Cronbach’s alpha a 0.944 result obtained which indicates the existence of high reliability among items of public media service quality and this implies that all dimensions concurrently can provide a better measurement of public media service quality.

The findings also shows that most of the respondents were not satisfied with DDMMA media service. The correlation analysis findings indicate that there is a significant and positive relationship between all the six dimensions of public media service quality and customer satisfaction. Throughout this research, attempt to assess the level of satisfaction of audiences in relation to Dire TV and FM Dire 106.1 programs. The initial point was to investigate audiences’ position on Dire TV and FM programs in terms of the level of satisfaction or dissatisfaction based on the services they gained from the media.

Most importantly, the respondents asked to give their overall level of satisfaction with DDMMA programs. Nevertheless, the overall satisfaction evaluation was discouraging. In this regard, as table 4.15 indicates 96.6 percent of respondents, with 2.71 mean score of satisfaction level, which is less than the satisfaction level according to the assumption, medium satisfied with DDMMA programs of TV and FM. This is a very large number when compared with 3.4 percent of respondents who show their satisfaction. This shows that, majority of its audiences are not satisfied, it is possible to say DDMMA TV and FM is broadcasting its programs on unfertile ground (where there is no any viewer). Especially TV, therefore, is the channel that is unable to produce and present programs that can touch hearts and minds of its audiences.

### 5.2 Conclusions

As clearly stated in the literature, the central point of the customer satisfaction (uses and gratification paradigm) is that audiences have needs and objectives they seek to achieve from media firms and if they secure the needs and objectives they sought, they will be gratified. Besides, according to this paradigm, audiences are active and purposive viewers. The finding of this research showed that the channel is not able to satisfy the needs and interests of its audiences.

However, the principle those audiences were active and purposive seen positive in Dire Dawa audiences too. Because, viewers have clearly expressed their feelings and satisfactions they develop on another Television. Besides, during data collection, audiences did not reject any questionnaire feeling oneself inactive viewer and listener. Moreover, if they were not active they would be able to judge the programs that transmitted by DDMMA.

Truth, moreover, has paramount importance in media firms. It is the pillar of media house. If media

spectators observe straight forwardness in reporting, they, most likely, will stay long watching and will become indestructible consumers of media programs. However, audiences do not have satisfactory confidence on the credibility of reports that were transmit by the medium. For this, the mean score of credibility was very medium (2.7) and frightful. This indicates, on the side of viewers, the programs of DDMMA seem it has been overload by fabricated information; or the programs are deviating from the reality, which was obvious to the audiences.

It seems; however, that when we compare the results obtained from "credibility" and "overall satisfaction" they were positively correlated. The figures of respondents were very close. As a result, the main, it is possible to say that, stream of audience's dissatisfaction in Dire TV and FM may result from lack of credibility. Media, nowadays, has an uppermost momentousness in educating and shaping the existing generation. Alike, DDMMA's major objective was to informative, educative and entertaining news, programs and entertainment contents, which satisfy public demands. However, regarding Dire TV and Dire FM 106.1Radio Programs', the outcomes of this research show that DDMMA program is inefficient to teach and entertain its audiences. Likewise, DDMMA is unable to deliver TV programs, which pleased and fulfill arousal, forget and companionship needs of audiences. Because as stated by audiences, most of the programs produced in the same trend filled with cliché and repetitive information.

These problems contribute a lot for these negative results. If audiences were unable to acquire these needs from the programs, most likely, they were deviate from watching. Since audiences have their eyes on the screen when they find the programs charming and interesting, on the other hand, were watching TV and listening FM programs, either as a habit or just to pass time, it was to mean that because of some negative factors viewers do not give any attention to deduce meanings from the transmissions. The results from data analysis indicated that most of the spectators replied that they watch TV as a habit to warm up their houses and/or to pass time when they do not have something to do or somewhere to go.

DDMMA audiences, when they watch, were viewing not to satiate their social and psychological needs but as usual behavior that done repeatedly or to veil oneself under the shadow of viewing when they were idle. Therefore, from the results, it is possible to conclude that DDMMA program was unable to meet the needs of its audiences and to gratify them. Moreover, Dire TV was a medium, which was not watching by choice.

### 5.3. Recommendations

As presented in the findings of the study all, the six dimensions of public media service quality have significant positive relation and impact on customer satisfaction. So working to improve these aspects will contribute to the overall customer satisfaction with media market. The finding of the study the following recommendations provided by the researcher to improve DDMMA media service quality and customer satisfaction. To improve of public media service quality aspects related with credibility, accuracy, content and quality, public pattern of journalism, universality and diversity there is still a need for improvement.

Diversity, Range and Depth: Nearly every effort to think about quality has involved some concept of diversity, although it has had different names, such as equity and openness. These concepts encompass the diversity that exists inside stories, within publication offerings, and among outlets in a community. In these ways, it offers a strong place to start examining quality.

By measuring the number or range of news sources cited, viewpoints and story topics, we gain a sense of the richness of an outlet's reporting, it's intellectual independence, and a glimpse of whether there is an overriding bias, and a sense of the effort put into the work. If there is a way to measure enterprise, or types of story, this would provide another means of assessing whether the news organization is doing more or less to contextualize stories (Commission on Freedom of the Press).

We would add two newer elements to these metrics for Diversity, Range and Depth. By adding diversity of storytelling styles, including narrative, non-narrative and multi-media, we can get a proxy to determine if a publication is making use of the potential of new technology and trying to be creative about the best way to make use of new tools such as data visualization. This would include the presence of links and other elements of background, and the ability to learn more.

By adding diversity of story length, we add another more subtle but important dimension; whether a publication is covering issues at different levels becomes another kind of diversity of its own, one that would broaden the publication's appeal. We can get a sense of the richness of journalism available to citizens by community by examining the diversity of outlets at the community level and then examining the same metrics for each outlet.

Transparency: How candid and forthcoming is an organization about where and how they got their information? This is involves the degree of effort made to share evidence with audiences, to be specific about sourcing, and to reveal the efforts made to verify the news. In addition, transparency involves how candid a news organization is about what it does not know or cannot verify. Transparency gets at the honesty and accuracy that various theorists discussed and also touches on context or orientation (Spurk, Lopata, & Keel, 2010).

Interactivity: A need for a metric directed at the mechanisms that citizens use to interact with the news is

suggested by the concepts of news as open, a forum for citizens, and as a way to connect with community. We would recommend metrics that capture the level of what we might call rich and civil interactivity. This does not mean simply having a comments section, but having various methods and making sure that they have an element of being moderated so that the conversation is civil constructive and inclusive.

Freedom, Accountability and Independence: The various discussions that the press should be independent, free and would hold those in power accountable is fundamental, in public media concepts of a free press, but are embedded in other cultures as well. Having ways to measure the level of watchdog accountability reporting, and again range of viewpoints, would get at those fundamentals.

These metrics, which examine content, are all drawn from theories developed by different distinct groups. Add the examination of these metrics to audience engagement data taken from different metrics, from analytics to viewership, readership and listenership, would add the third element of audience response.

Credibility is the backbone for any report in media services. In order to develop plausibility with its viewers, reports will be reporting in an impartial way including either parts of the story and using credible sources.

Program producers of Dire TV should go deep into the ordinary people and produce programs that could show the real life of ordinary citizens instead of concentrating on political issues.

Journalism profession needs skilled work force. When reports supported by professionally trained or intuition journalists, the outcomes would be without any doubt is successful in many dimensions. Therefore, since skilled Manpower affects directly or indirectly the whole work, DDMMA has to upgrade its journalists' professional careers.

DDMMA should accept opinions from viewers and media professionals and identify its weakness and should take measures to improve its programs. Media has to evaluate the ways news and current affairs programs reported, these reports should be fresh and balanced.

Advertisements are sources of finance to the channel. However, the way they presented should not be boring for viewers. Hence, media should develop regulations that enable the channel to control advertisers and as a result, to present interesting, fresh and standardized advertisements which are charming to its viewer.

TV is an audiovisual medium. It needs well-trained filmmakers and editors and modern materials. In this regard, DDMMA should have skillful and competent technical staffs, should upgrade, and equipped itself with new technological innovations of the area.

The organization as a whole should evaluate its system the station has to make structural study, which helps it to have better reform, at last, it should made total structural amendments.

Though satisfaction research is difficult and complex, it is tantamount important for media firms to do great jobs in their profession. It needs deeper and continuous studies using different methods- triangulation. Therefore, the researcher would like to recommend scholars for further studies on the issue.

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