

ANALYSIS OF CONSUMER COOPERATIVE SOCIETIES' SERVICE QUALITY AND MEMBERS' SATISFACTION IN WEST SHOA ZONE, OROMIA REGIONAL STATE, ETHIOPIA

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Abstract;

*A consumer cooperative is a cooperative business owned by its members for their mutual benefit. Members hope to get benefit from consumer cooperatives in respect of fair prices, quality products and reliable services. This study was conducted to assess the quality of service provision by consumer cooperative societies and the members' satisfaction on the service given by consumer cooperative societies in west shewa zone Oromia regional state. 181 respondents were identified by using a simple random sampling technique and Cross-sectional survey was used for data collection using questionnaire and Focus Group Discussion and the data was analyzed using descriptive statistics such as mean, percentage and also correlation analysis to study relationship exist between service quality and members' satisfaction on the service of the consumer cooperative. The findings indicated that there was significant discrepancy between the members' expectation and perceived services on all items categorized under five service quality dimensions. Result of the study revealed that members' satisfaction on the service of the consumer cooperatives was found at quite satisfied rank level. And also results of the correlation between members' satisfaction on the services of consumer cooperatives and the quality of service showed positive relationship ( $r = 0.445$  empathy to  $r = 0.532$  Assurance) with moderate correlation level of strengthen. To solve members' service expectation and service perception discrepancy in consumer cooperative societies, and to enhance the members satisfaction on the service giving of consumer cooperative societies, all the concerned body like cooperative promotion office, the government and management bodies of the consumer cooperatives should work on the issue in collaboration manner.*

Key words: service quality, members' satisfaction, consumer cooperative societies

## **1. Introduction**

Cooperative idea emerged in pre historic period where the people at that time used to be in groups and work together to get foods by hunting. It has been the very basis of human civilization. The spontaneous cooperation that flows from social feeling, coupled with the economic rationale of synergistic effect of collective action, has led to the start of formal cooperation. But in terms of modern records, the earliest cooperatives association movement was created in Europe and North America during the 17<sup>th</sup> and 18<sup>th</sup> century (Ahmed; 2014).

A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise (International Cooperative Alliance).

Cooperatives established mainly for providing service for members (AsfawTemesgen; 2015) (Esther Gicheru; 2015) consumer cooperatives serve members by supplying unadulterated and good quality goods in correct weights and measures at reasonable prices. Consumer cooperatives differentiated from other competitor business by providing customers with more convenient location, better quality with reasonable price and immediate response for the changing needs of the customers (Iiro Jussila et al. 2008).

### **Statement of the problem**

Consumer cooperatives are expected to provide essential consumer goods and service to their members to be used in day-to-day activities. Members hope to get benefit from consumer cooperatives in respect of fair prices, quality products and reliable services (Kanagaraj & Mosisa; 2015). On the other hands (NurHidayati et al; 2016 ) in their study entitled the Influence of Service Quality and Sense of Belonging toward Members' Participation in Co-operative Enterprise expressed that co-operative will not survive as a business firm if it isn't successful in the economic relationship with members and customers. That is in other expression, co-operative needs to be well attuned to what its members and customers want and to provide them service that meets their expectations. Service experience is closely related with service quality, which must be closely aligned with member needs (Abdel Fattah; 2015).

To be successful, (NurHidayati et al; 2016) in their study remarked that co-operative societies must offer products and services that meet specific member's needs and interests. Satisfying members at this level is a co-operatives first priority, and the co-operatives economic survival depends on how to do it well.

Customer satisfaction research literature agrees that service quality is a measure of how well the service level delivered matches customer expectations (Robert J. et al.; 1999). Delivering quality service means conforming to customer expectations on a consistent basis (Birgit; 2014).

(Norbert Wilson. et al ; 2011) in the study entitled Measuring Retail Service Quality in Farm Supply Cooperatives attempted to understand consumers' preferences of quality and develop a conceptual model of service quality and found, that regardless the type of service assessed, consumers used similar criteria in evaluating service quality. The device used to measure the quality of service is called service quality model which is mostly abbreviated as SERVQUAL.

SERVQUAL is a multiple-item scale designed to measure customers' service quality expectations and perceptions. Service quality model is derived from the magnitude and direction of five gaps, which include consumer expectations-experiences discrepancies and differences in management, service design, delivery, and communications (Jorge Manuel; 1993).

(Parasuraman, Berry and Zeithaml 1988, 1991 as cited in Birgit burböck; 2014) indicated that servqual consists of five distinct dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

The study conducted by (Ladhari, 2009) as cited in (Rashid, 2015), recommended that the SERVQUAL model is a good scale to use when measuring service quality in various specific industries, but that it is appropriate to choose the most important dimensions of the model that fit to that particular service being measured in order to assure reliable and valid results.

Consumer cooperative is one among those types of cooperatives organized mainly in urban area and engaged in provision of consumer goods and services for the members and also the surrounding communities. Consumer cooperatives try to satisfy customers (in cooperatives mainly members) by increasing the perceived service quality; in this respect, Parasuraman et al. (1985) stated the importance of a strong relationship between quality of service and customer satisfaction. Moreover, a negative discrepancy between perceptions and expectations a 'performance-gap', as it is referred to causes dissatisfaction, while a positive discrepancy leads to consumer satisfaction Kumbhar, V.M;2012 as cited in Miklos Pakurar et at; 2019).

Service quality and customer satisfaction have cause and effect relationship to each other and playing decisive role for existence and success of business in today's high technology led competitive market. *R. Neupane and M. Devkota ;2017*) highlighted that Service quality is a concentrated evaluation reflecting the customer's perception of assurance, empathy, reliability and responsiveness while satisfaction is inclusive and influenced by perception of product's quality and price, service quality and personal and

situational factors. (Biniyam: 2017) Concluded that inadequate source of capital, poor member's participation, lack of education and training, failure to provide differentiated product and failure to supply basic goods and service timely) were the main problems the challenged consumer cooperative in providing quality service to their members.

Another study by( Mengistu: 2021) indicated that there were in sufficiency of consumer goods in store, lack of timely supply of basic goods and services, inconsistency of supply of essential goods/commodities, and lack of promotion in consumer cooperative societies.

However, even though several studies were conducted on the overall work performance and challenges of the consumer cooperatives in Ethiopia, still now studies conducted specifically on the quality of services provided by consumer cooperatives are not available as a country level in general and in this study area in particular. Therefore the study intended to assess the quality of service provision by consumer cooperative societies and the members' satisfaction on the service given by consumer cooperative societies in west shoa zone Oromia regional state.

### **The General Objectives of the study**

The general objective of the study was to assess the quality of consumer cooperative services and the level of members' satisfaction on the service of their cooperatives

### **Specific objectives**

1. To assess the quality of consumer cooperatives service provision by using selected service quality measurement dimension.
2. To analysis the members' satisfaction status on the service provision of consumer cooperatives.
3. To examine the relationship of service quality dimension and members satisfaction on service of consumer cooperatives.

## **2. REVIEW OF RELATED LITERATURE**

The year 1844 was an important date in the history of the consumer co-operative movement in Great Britain. This was the year which effectively marked its beginning with the founding of the “Rochdale Society of Equitable Pioneers”. The first aim in the pioneers' project was “the establishment of a store for the sale of provisions, clothing etc.

Morries (2009) pointed out the main secret for the survival of consumer cooperatives as business organization. He justified that the success of consumer cooperative as organization lies on its capacity to better meet the preference of their member customers, enhancing the members' welfare, ability to supply

members with right product mix and quality, provide preferred bundles of goods and services at lower price.

### **Service Quality**

Service quality as a concept in the field of management has generated a lot of interests and debates among scholars in management literature because of the controversies surrounding its definition and measurement. Also Chidambaram and Ramachandran (2012) (Mukaila Ayanda; et al.; 2017) offered an all-inclusive definition of service quality when they observed that service quality is the overall evaluation of a specific service firm that results from comparing that firm's performance with the customer's general expectations of how firms in that industry should perform. Ali Ramezani et al (2015) in their study service quality measurements indicated that for the firm that wants to be successful, it is vital for the business operator to understand the customers' perception on the service provided and on this they expressed that Service quality management means matching the perceived quality with expected quality and keeping this distance as small as possible in order to ensure customers' satisfaction. Measurement of service quality is challenging when compared to the measurement of tangible goods' quality as result of features such as intangibility, inseparability, heterogeneity and perish ability which are unique to services (Mukaila Ayanda et al (2017)). To face with the challenges, two major measurement models have been developed and have been applied across a wide spectrum of service firms. The two approaches according to Mukaila Ayanda et al 2017) are SERVQUAL developed by Parasuraman et al. (1991a) and the SERVPERF that was postulated by Cronin and Taylor (1992).

SERVQUAL instrument consists of 22- question item for evaluating service quality based on customer's perceptions and the items mainly measure the difference between the customers' perceived quality and their expectations. The perceived quality is evaluated based on service quality dimensions such as tangibles, reliability, responsiveness, assurance and empathy.

However, there has been an extensive debate as to whether or not perception-minus-expectations specification of SRVQUAL Model would be appropriate or assessing perception alone would be suffice

### **Members Satisfaction**

According to Hansemark and Albinson (2004 in Biljana Angelova et.al; 2011) satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire.

Customer satisfaction, which refers to “the summary of the psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience (Fakhri Syahir (2014): The underpinning theoretical framework is drawn from The Expectation Confirmation Theory (ECT) also known as expectation disconfirmation theory that was developed by Oliver (1977, 1980). This theory seeks to explain post-purchase satisfaction as a function of expectations, perceived performance, and disconfirmation of belief. On the other hand According to Bitner and Hubbert (1994; as cited in Christine A. Owino; 2017, there are two ways of viewing customer satisfaction: service-encounter; and overall satisfaction. Service encounter satisfaction occurs when customers are satisfied with a specific service encounter while overall satisfaction is an evaluation based on multiple encounters. In the present investigation, the concept of satisfaction was defined as an overall satisfaction because overall, rather than specific service-encounter.

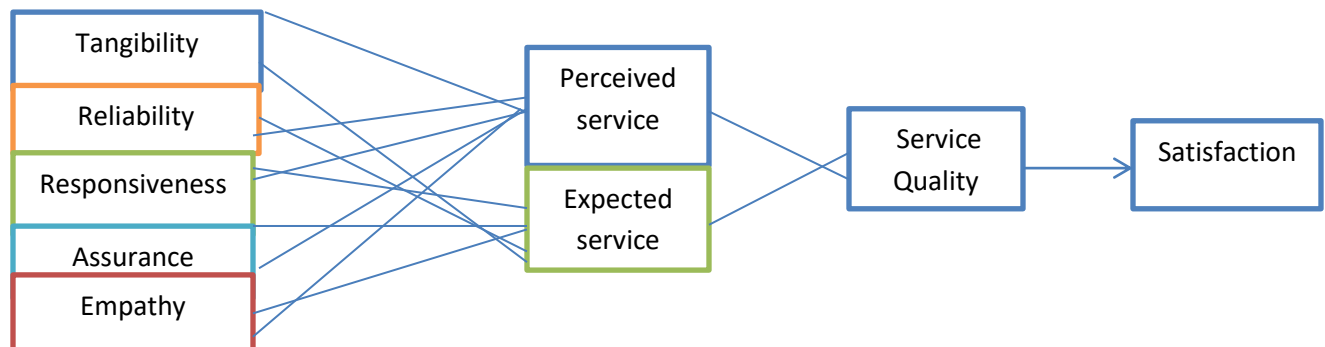
The level of satisfaction is measured using the Servqual model and analyzed with a gap analysis. Servqual method observes the gap between expectations of services that will be expected (perceived service) with actual services perceived by customers (perceived service), in this model if the performance of an attribute (attribute performance) is greater than the expectations of the attributes concerned, then the perception of service quality will be positive and vice versa (Tjiptono and Chandra 2016 as referred in ShafiraRizq et al 2018 ).

Biljana Angelova(2011); tried to indicate the antecedents of service quality as follows.

**Perceived Quality** is the determinant of overall customer, which is the served market's evaluation of recent consumption experience, and is expected to have a direct and positive effect on overall customer satisfaction.

**Customer expectation** is the determinant of overall satisfaction, which measures the customer's anticipation of the quality of a company's products or services. Expectations represent both prior consumption experience, which includes some no experiential information like advertising and word-of-mouth, and a forecast of the company's ability to deliver quality in the future

**Figure 1:** Conceptual frame work of the research



Source : Adopted from `Abdel Fattah et.al (2015)

### Research Methods

To conduct this study descriptive research design was selected and applied since the nature of the issue studied had more descriptive characteristics in nature. The target populations of the study were members of consumer cooperatives where the study unit employed were household (family head) of the members' of consumer cooperatives and the type of data collected for this study was primary data. Multi stage area probability sampling was used to identify the sample frame from the target population. Accordingly, by random probability sampling six (6) cooperative societies were selected proportionally from nineteen (19) which is 31.57% from three (3) districts found in the zone. Finally simple random sampling technique was applied in identifying the target respondents

**Cochran's formula is usually preferred** for calculating sample size when population size is **finite**:

Cochran pointed out that if the population is finite, then the sample size can be reduced slightly. Cochran proposed a correction formula to calculate the final sample size in this case which is given below;

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

$$n = \frac{249}{1 + \frac{(249 - 1)}{660}} = 181$$

Here,  $n_0$  is the sample size and  $N$  is the population size.

Table 1: Distribution of sample respondents in each selected consumer cooperative societies

S.N	Name of Districts	Names of consumer cooperatives Selected as sample frame				samples taken from each sample frame		
			Male	Female	Total	Male	Female	Total
1	Ada'aberga	Maskela Biya	42	30	72	12	8	20
		Waliin Guddanaa	60	12	72	17	3	20
3	Dandi	WHG So/ Ga'eessotaa	79	11	90	22	3	25
		Abdii Guddina	70	25	95	19	7	26
		sumansif	109	46	155	30	12	42
5	Baakkoo	Mul'ata haaraa	131	45	176	36	12	48
<b>Total</b>			<b>491</b>	<b>169</b>	<b>660</b>	<b>136</b>	<b>45</b>	<b>181</b>

Cross sectional surveying techniques using questionnaires was implemented to collect primary data from members and focus group discussion (FGD) with members of the management committees of the cooperative societies and employees of the cooperatives those engage in service provision and key informant interview with non- members. The data collected in such manner from the respondents on the service provision quality of the consumer cooperative societies by its nature was qualitative data which was quantified by scale for the purpose of convenience in statistical analysis. For this purpose five scale range “likert scale” was used to quantify the qualitative data into quantitative aspect.

### Data analysis procedure

To address the first two objective descriptive analyses such as mean and percentage were used.

Table 2: guideline for satisfaction index of survey analysis

No	Index score (100%)	Category
1	81%-100%	Very satisfied
2	66% - 80.99%	Satisfied
3	51% - 65.99%	Quite satisfied
4	35% - 50.99%	Less Satisfied
5	0% - 34.99%	Not satisfied

Source: ShafiraRizq et al (2018):

While the last objective which deals about the relationship that exist between service quality and members' satisfaction, was addressed by using Spearman rank correlation. Spearman rank correlation is



a non-parametric test that is used to measure the degree of association between two variables and is the appropriate correlation analysis when the variables are measured on a scale that is at least ordinal.

<http://www.statisticssolutions.com> the formula for spearman rank of correlation is stated as follows;

$$r = 1 - \frac{6\sum di^2}{n(n^2-1)}$$

Where

r = spearman rank correlation

di = the difference between ranks of corresponding variables

n= numbers of observations

Table 3: conventional approach for interpreting a correlation coefficient in the study

No	Absolute value of correlation coefficient	Interpretation
1	0.0- 0.19	Negligible correlation
2	0.2 – 0.39	Weak correlation
3	0.40 – 0.69	Moderate correlation
4	0.7 – 0.89	Strong correlation
5	0.9 – 1.00	Very strong correlation

Source: Patrick et al (2018)

To ensure the reliability of the statistics (data collection tools i.e consistency of questionnaires) Cronbach's alpha was applied.

Cronbach's alpha is the most common measure of scale reliability Miklos Pakurar et al (2019) and shows the extent to which a set of items constituting a scale are inter-related. The values assumed by Cronbach's alpha range between zero and one (0-1). Higher values indicate a higher reliability of the scale and vice versa. As a general rule for good reliability, Hair, J et al; (2005) as referred in Miklos Pakurar et al (2019) recommend that Cronbach's alpha values should be 0.70 or more.

According to (Sandhya J. &VijetaA. ; 2017),Cronbach's alpha internal consistency ( reliability);

Table 4: Cronbach's alpha internal consistency

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

## RESULTS AND DISCUSSION

### Demographic profile of the respondents

Concerning to the composition of the respondents selected to conduct this study, about 69.1 % (125) of the respondents were in the age range between 31 years up to 50 years while majority of the respondents 75.5 % (136) were male. Regarding to the educational background of the respondents 70.7 % (128) had diploma and more than that level of educational status because most of the sampled consumer cooperatives' members for study were teachers who teach in primary and secondary schools found in the study area.

On the top of this, about 75.2% of the respondents of the study had three (3) and more than three children where as about 68.5 % (124) respondents were employees.

**Table 5: Reliability Test (Internal Consistency)**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.917	0.916	20

Reliability test, being the most widely used method to measure internal consistency, was conducted on the 20 variables bearing a Cronbach's alpha of 0.7 and above (Cronbach's alpha = 0.916). The results inferred that the questionnaires were excellent to measure service quality in good manner.

### SERVQUAL GAP Analysis of the selected consumer cooperative societies

The level of service quality is represented by the gap between perceived and expected service. According to Rashid Said (2015) the quality score measures the service gap or the degree to which perceptions exceed expectations. The more positive the P-E scores, the higher the level of service quality leading to a higher level of customer satisfaction. Satisfaction and service quality are both treated together as functions of a customer's perception and expectations. Parasuraman et al, (1988 as referred by Rashid; 2015), overall service quality is measured by obtaining an average gap score of the SERVQUAL dimensions in respects with the dimensions important weights.

**Table 6: SERVQUAL GAP Analysis**

Dimension	Service Quality Attributes	Mean(P)	mean(E)	GAP
<b>Reliability</b>	Giving service on time	3.07	4.39	-1.32
	Giving varieties of services based on members needs	2.65	4.22	-1.57
	Commitment to give service on time	2.64	4.28	-1.64
	Service giving related problem solving	3.11	3.84	-0.73
	Speed and efficiency of the service	3.05	3.99	-0.94
	<b>Reliability</b>	<b>GAP</b>	=	<b>-1.24</b>
<b>Tangibility</b>	Recording the transaction and maintaining the record	3.47	3.97	-0.5
	Availability of physical facilities and equipment	2.59	4.24	-1.65
	Availability of employees at service place on time	3.46	3.99	-0.53
	Availability of communication facilities	2.49	4.35	-1.86
	<b>Tangibility</b>	<b>GAP</b>	=	<b>-1.14</b>
<b>Responsiveness</b>	Giving quick service for members	3.10	3.83	-0.73
	Giving accurate information in line to principles	2.70	4.01	-1.31
	Willingness of the society's employees	3.48	4.00	-0.52
	Works of the society in reducing doubt	2.96	4.07	-1.11
	<b>Responsiveness</b>	<b>GAP</b>	=	<b>-0.92</b>
<b>Assurance</b>	Knowledge and awareness of employees' on service	3.12	3.81	-0.69
	Behavior and ability of the employees in creating trust and confidence on members'	3.34	3.93	-0.59
	Discipline of employees in treating the members	3.68	3.88	-0.2
	Transaction and reliability of service at the society	2.83	4.05	-1.22
	<b>Assurance</b>	<b>GAP</b>	=	<b>-0.68</b>
<b>Empathy</b>	Convenience of operating hours of the cooperative	3.33	3.90	-0.57

	Attention of society in identifying the members’ needs and meeting of those needs	2.75	4.16	-1.41
	Commitment of the society in creating interest in the members to actively participation the society’s affair	3.10	4.14	-1.04
	<b>Empathy</b>	<b>GAP</b>	<b>=</b>	<b>-1</b>
	<b>Average SERVQUAL mean score GAP</b>			<b>= -0.996</b>

**Source: compiled from survey: 2019**

The results of gap analysis in all attribute of the five dimensions showed that members’ expectation about service quality exceeds members’ perception about the service quality of the consumer cooperatives in west shoa zone.

Discipline of employees in treating the members in assurance, willingness of the society’s employees to give services for the members in responsiveness, Convenience of operating hours of the cooperative for the members’ to get service in empathy, recording the transaction and maintaining the record and availability of employees at service giving place on time in tangibility dimension were service quality attributes those exhibited low discrepancy between the members’ expectation and perceived service quality in consumer cooperatives in west shoa zone where as Commitment of the consumer cooperative societies in creating interest in the members to actively participation the society’s affair and attention of societies in identifying the members’ needs and meeting of those needs in empathy, transaction and reliability of service at the consumer cooperative societies in assurance, efforts of the society in reducing doubt that faces the members concerning to the service of the consumer cooperatives and giving accurate information for members’ in line to cooperative principles in responsiveness, giving service on time giving varieties of services based on members needs and Commitment of the consumer cooperatives to give service on time for the members in reliability and also availability of physical facilities and equipment those help the service delivery of the consumer cooperatives and availability of communication facilities at the service giving center of the consumer cooperatives societies in tangibility service quality dimension were attributes those showed high discrepancy.

### **Members’ satisfaction on the service of the consumer cooperatives**

In this study Customer satisfaction index analysis was used to evaluate consumer experience in purchasing and usage, both actual and expected. According to Shafira Rizq et al; 2018) Customer satisfaction index (CSI) is an index to determine the level of customer satisfaction thoroughly.

### **Table 7: members’ satisfaction levels on consumer cooperatives’ service**

	Frequency	Percent	Mean
Very satisfied	10	5.5	3.02
Satisfied	28	15.5	
Quite satisfied	96	53.0	
Less Satisfied	42	23.2	
Not satisfied	5	2.8	
Total	181	100.0	
Members' Satisfaction Index Total			59.56%

Source : compiled from field survey; 2019

Survey analysis result of the members' satisfaction on the service of the consumer cooperatives result table 7; revealed that 79% of the members' replied unsatisfied where as only 21% of the respondents responded as satisfied by the service provision of the consumer cooperative societies in west shoa zone. The mean score of the overall members' satisfaction level on the service of consumer cooperative society in this study was 3.02 with the overall members' satisfaction Index of 59.56%.

### Relationship between service quality dimension and members satisfaction

**Table 8: Relationship between service quality and members' satisfaction**

Service Quality Dimension	Members Satisfaction	
<b>Reliability</b>	Spearman's rho Correlation Coefficient	0.498 <sup>**</sup>
	Sig. (2-tailed)	.000
<b>Tangibility</b>	Spearman's rho Correlation Coefficient	0.517 <sup>**</sup>
	Sig. (2-tailed)	.000
<b>Responsiveness</b>	Spearman's rho Correlation Coefficient	0.516 <sup>**</sup>
	Sig. (2-tailed)	.000
<b>Assurance</b>	Spearman's rho Correlation Coefficient	0.532 <sup>**</sup>
	Sig. (2-tailed)	.000
<b>Empathy</b>	Spearman's rho Correlation Coefficient	0.445 <sup>**</sup>
	Sig. (2-tailed)	.000

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

Source : compiled from field survey; 2019

Table 8: indicated that there is a positive relationship among service quality dimension variables (assurance, tangibility, responsiveness, reliability and empathy) and the members' satisfaction on service of consumer cooperative societies. The degree of association between members' satisfaction on the service of the consumer cooperatives and the service quality expressed as moderate correlation level with (r -value range from 0.445 for empathy to 0.532 for assurance) and (p- value < 0.01).

### **Discussion**

Gap score help to predict the outcomes from the actuality of members' understanding along with their expectation of the societies' service provision level. In line with concept, table 6; gave a summary of the SERVQUAL Gap analysis. The gap between expected service quality and perceived service quality was calculated by subtracting the value of expected service quality from perceived service quality. The perception and Expectation under this study was both measured using the 5-point Likert's scale ranging from one (1) which denoted very low and five (5) very high ; parasuraman et. al; 1991 as cited in Christine (2017). The finding of this study illustrated that the service quality gap of all attributes of the five SERVQUAL dimension were negative which agree with the study conducted by (Chingang Nde Daniel & Lukong Paul Berinyuy (2010) revealed unconstructive discrepancy with different magnitude level. The overall service quality gap score of all dimension according to their weight range from low to high was presented as Assurance, responsiveness, empathy, reliability and tangibility respectively. It was observed that the mean gap score of assurance and responsiveness service quality dimension were smaller than average SERVQUAL gap score of service quality dimension while it was very high in empathy, reliability and particularly in tangibility dimension which needs great attention from the concerned body to realize high service quality provision of the consumer cooperatives. The results of the gap analysis showed that all service quality attributes included in this study scored negative value which revealed that not all members' expectations of service of consumer cooperatives have been fulfilled when viewed from the results of the gap analysis. The negative values that happed in each dimension indicate that the members were still dissatisfied with the service given by consumer cooperative societies.

The mean gap score analysis results of this study, showed members' perceived service quality lower than their expectation which justified that the overall service quality in the consumer cooperatives societies in west shoa zone was low .

Parasuraman et.al (1995) as cited in (Chingang Nde Daniel & Lukong Paul Berinyuy;2010) suggested that when perceived service quality is high, then it leads to increase customer satisfaction and lee et

al(2000) acknowledged that customer satisfaction is based on upon the level of service quality provided by the service provider. The mean score of the overall members' satisfaction level on the service of consumer cooperative society in this study was 3.02 with the overall members' satisfaction Index of 59.56%. These result showed that members' overall satisfaction level on the service of the consumer cooperatives in west shoa zone found in quite satisfied range but were more inclined towards dissatisfaction. This is in line with the results of the satisfaction analysis with the ShafiraRizq et al (2018).

The finding of the study illustrated that all of the five (5) service quality dimensions included in this study were moderately correlated with members' satisfaction with (r -value range from 0.445 for empathy to 0.532 for assurance) at significance level (p- value < 0.01). The service quality dimensions in west shoa consumer cooperative societies had positive and significant correlation with members' satisfaction on the service of the consumer cooperatives which support the result obtained in (Abdel Fattah Mahmoud Al-Azzam; 2015), therefore the consumer cooperatives need to emphasis on the quality of their services to enhance and ensure their members' satisfaction on the service of the consumer cooperative societies.

### **Conclusion**

Based on the major finding of this study, the following conclusions were drawn. The results of the study on consumer cooperatives service giving quality using the Servqual method showed that among 20 service quality attributes used to conduct this research, fifteen (15) attributes had discrepancy more than 12% between members' perceived and expectation about the service quality of the consumer cooperatives society in west shoa zone. The result of the analysis revealed that the service delivery quality of the consumer cooperatives at the study area was very low.

Regarding to the members' satisfaction on the service of the consumer cooperatives, the survey analysis result revealed that 79% of the respondents replied unsatisfied where as only 21% of the respondents responded that they were satisfied by the service provision of the consumer cooperative societies in west shoa zone. The overall members' satisfaction index was 59.56% which is found in quit satisfied range of satisfaction category.

The spearman rank correlation coefficient analysis result revealed that the entire five (5) service quality dimension had significant and positive correlation with members' satisfaction on the service provision of the consumer cooperative societies in west shoa zone.

### **Recommendation**

Based on the findings of this study, the following recommendations are forwarded.

To alleviate the variation observed on members' perceived and service expectation, it is recommended that the management bodies of the consumer cooperative societies with the support of the Districts' cooperative development and promotion office re-view their working habit in line to cooperative principles and to equip the management bodies and employees' of the consumer cooperatives to the levels of the members' service expectation awareness creation forum should be arranged to make help them give emphasis on the areas those needs priority.

But to know the cause of the discrepancy of service expectation and perceived service quality, it is recommended if further study will be conducted on the issue.

To improve members' satisfaction on the service of the consumer cooperatives, the gap (problems) identified under service quality dimensions needs to get attention and addressed through awareness creation and skills gap filling training by district cooperative promotion office experts.

Moreover, it needs the collaboration effort of the management bodies (management committees) of the consumer cooperatives, District cooperative development and promotion office and the concerned government bodies such as district trade and industries to immediately solve the problems those face consumer cooperatives on delivering quality service for the members.

#### **CONFLICT OF INTERESTS:**

The authors have not declared any conflict of interests.

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