SERVICE SECTOR MONOPOLY AND CUSTOMER SATISFACTION: THE CASE OF ETHIOPIAN TELECOMMUNICATIONS

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ABSTRACT
This study sheds some light on the importance and consequences of customer satisfaction in the monopolistic telecommunications sector in Ethiopia. The study identified that the factors like the Ethiopian Telecommunications Corporation (ETC) employees’ competency, network quality and coverage had a positive impact on customer satisfaction. Conversely, high tariff structure, poor internet and broadband services, absence of alternative service providers were found to be the factors causing customer dissatisfaction in relation to telecom services in Ethiopia. A significant number of respondents opined that the deregulation (privatization) of telecom services would improve quality while bringing down the prices of telecom services in Ethiopia.

KEY WORDS: Monopoly, Customer satisfaction, service Quality, Tariff Structure, Network Coverage, Employee Competence, Deregulation, etc.