

CUSTOMER SERVICE AND ORGANIZATIONAL GROWTH OF SERVICE ENTERPRISE IN SOMALIA

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ABSTRACT

The study investigated the relationship between customer service and organizational growth, for the purpose of this study, the data was extracted from the ten selected electronic computer enterprise Mogadishu- Somalia, here and we analyzed the data by simple correlation analysis. In the analysis, it is found that there is appositive relationship between customer service and growth. Thus, high service quality, effective service speed and responsiveness lead to high level of organizational growth. In other words, customer service has positive relationship on organizational growth.

Keywords: Customer service, organizational growth, electronic enterprises

INTRODUCTION

In historical era, world society were agricultural there is no effective production technology and no surplus. Since the development of human and technological innovation results unbalance between demand and surplus units. Despite, the increase of mass production due to increase of population and knowledge results more surplus in the shelves, inventory perishable, reduce cash liquidity and vital operations were stopped. Thus, firms started to compete marketing concept in the prospect of customer service to boast there sales, profitability and market share that was much consideration the importance of customer relationship and to train sales force (Hooley, 2005).

In Somalia, understanding customer service was realized the most important one in organizational growth. Obviously, electronic computer enterprise confirmed the significant of customer service in organizational success that is why many privately owned companies established. In this study, the need of some computer-based service including, repairing installing, speed delivery, and guarantee service are key to both of company existence and customer satisfaction.

Although there are several studies which that touches the role of customer service and business market and some time with Organizational growth. Yet much on them did not bother to analysis and study the impact of customer service and Organizational growth which is different subject matter.

The study will use the most popular theory of Push & Pull Customer Service theory developed by Philip kotler (1997). Published "The Principles of Marketing Management" business took his ideas to heart and started focusing on becoming more efficient than their competition. Push customer service theory is based on the assumptions about pushing solutions (products, information, etc.) so that the business or organization can anticipate the needs of the customer in advance and prepare the solution ahead of time. Whereas pull theory the customer initiates the request for a solution rather than merely choosing a solution from the solutions offered by the organization.

Customer service is serious of activities designed to enhance the level of customer satisfaction that is, the provision of service before, during and after so that the product or service meet customer expectation. (Rhee and Bell, 2002)

Customer service can be thought of as knowing what customers want and seeing that they get it sometimes, the business we think this is solely the job of the Marketing department. Indeed some specific activities that are done are the area of customer service is marketing in nature; yet true customer service is really every ones job (Fry. L, Charles & E.Hattwich, 1998).

Service quality is an important aspect in customer service because it the ability to get the desired services from the chosen provider *at the right price*. Because desire is considered the ultimate for a customer, thus, it is proposed that the consumer ultimately wants: lower prices; improved choice of services; better value for money; acceptable quality; availability; that increase the sales the organization which may result Organizational growth (Lacobucci, 1995). Thus the study will consider the relationship between service quality and organizational growth.

According to kotler (1997) good customer service is an important aspect of whole business process. It is also creates customer satisfaction, loyalty, high profitability and eventually increases organizational growth. Thus, good customer service is the primary reason that customers differentiate company from its competitors. So, it is clearer to state that business success is due to the good customer service, in other words if the customer service of any organization increase, the growth of the organization increase in terms of sales growth, profit, brand equity and employees growth.

Unfortunately, Electronic computer enterprise in Mogadishu Somalia provide variety of services and huge amount of customer service including repairing, installation, free delivery, after sales service, advice and persuading to customers, , and willingness to help customers. But there are signals of declining the organizational life cycle in many electronic computer enterprises in Mogadishu Somalia. For example, low sales, low profitability, poor customer attractiveness, difficulties in customer retention and growing, low market share, low reliability of the product, decline of company reputation, increasing customer complaint that lead to customer dissatisfaction and ultimately decline in organizational growth.

Hence, electronic computer enterprise has been facing obstacle to solve number of customer complaints and forced to restructure their ways of operation or even to close down due to decline in sales, profit and customer dissatisfaction that will eventually results business failure.

Therefore, it is necessary to determine if the electronic computer enterprise in Mogadishu, Somalia provide excellent service in terms of quality, speed and responsiveness that results organizational growth. The study will investigate the relationship between customer service and Organizational growth for selected electronic computer enterprise in Mogadishu, Somalia. This study was performed to investigate and discover customer service and Organizational growth of electronic computer enterprise in Mogadishu.

Customer Service and Organizational Growth

Customer service (CS) is broadly defined as the combination of activities/strategies offered by retailers in an effort to increase *service quality*, i.e. a shopping experience that is perceived to be more rewarding (Howardell, 2003).

According to Bell (2003), in an early study states that services are different from products in many ways. CS is firstly regarded an experience that differs from merchandise because it is

intangible and inconsistent. While merchandise can be held and examined, a service, such as the assistance that is provided by a salesperson, cannot. This intangibility makes it difficult to objectively evaluate CS. Automated manufacturing for example makes the quality of merchandise consistent from one item to another while the quality of CS, i.e. the way in which the same products are presented to customers, can vary dramatically from store to store and from one customer to another.

Customer service is an important means for organizations to gain a Competitive advantage in today's service economy, in addition to customers who are satisfied tend to return for future business and sometimes assist in marketing service organization through word-of-mouth (Areni, 2003).

Previous research has demonstrated that customer retention is increasingly profitable year after year in many Industries (e.g., automotive, banking). Further, exerting efforts to retain current customers is significantly less costly than gaining new customer. Because service effectiveness is increasingly becoming a critical organizational objective, it is important to examine how the delivery of service differs from more traditional manufacturing and delivery of goods (Samson & Little, 1993).

According (Haupt, 2002) Customer service can be measured in many dimensions such as: service empathy, access time and courtesy of staff but this study will consider the main dimension of service quality, service speed and responsiveness (after sale service and technical support).

Al though service quality is understood as the ability to get the desired services from the chosen provider at *the right price*. Because desire is considered the ultimate for a customer, it is proposed that the consumer ultimately wants: lower prices; improved choice of services; better value for money; acceptable quality; availability; redress. He further explains that service quality refers to the relationships between customers and the organization; and between expectations for excellent services and perceptions of service delivers (Lacobucci, 1995).

Service quality has gained a great deal of attention from researchers, managers, and Practitioners during the past few decades. Many scholars have studied the effect of service quality on customer retention Service has many dimensions, definitions, and techniques which may affect its way of Production and delivery (Oliver, 1980).

Although delivering superior service quality can generate numerous benefits to Service providers, such as time saving, cost reducing, increased market share and Profits consistently delivering good service quality is difficult even when companies can benefit from high quality services .In a competitive environment, service companies have to focus on providing high quality service to maintain customer satisfaction and retain profitable customers. Although satisfying customers is the main challenge to an enterprise, delighting them with unexpected quality (e.g. attractive service attribute) is also a worthwhile effort (Thompson, 1985).

METHODOLOGY

The study focuses on the descriptive and correlation research design to investigate the relationship between customer service and organizational growth of select electronic computer enterprise in Mogadishu.

The target population is electronic computers shops in Mogadishu; the study has had 110 target populations to overcome this problem by choosing the right suitable manageable

number of people to take part in this research. Thus, sampling was selected 86 respondents. But the findings can be representative the rest of the population.

FINDINGS AND DISCUSSIONS

Demographic Data

This section will discuss the participants' main demographic characteristics as a sample of electronic computer enterprise of Mogadishu- Somalia, which is as follows: gender, age, marital status, qualification and experience as described in tabular format:

Table 1. Indicate the description of demographic data

<i>Gender of Respondent</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid Male	52	65.0	65.0	100.0
Female	28	35.0	35.0	35.0
<i>Total</i>	<i>80</i>	<i>100.0</i>	<i>100.0</i>	
<i>Age of Respondent</i>				
Valid <20	12	15.0	15.0	15.0
21-30	51	63.8	63.8	78.8
31-40	14	17.5	17.5	96.2
41-50	3	3.8	3.8	100.0
<i>Total</i>	<i>80</i>	<i>100.0</i>	<i>100.0</i>	
<i>Marital Status of Respondent</i>				
Valid Married	35	43.8	43.8	43.8
Un-married	45	56.2	56.2	100.0
<i>Total</i>	<i>80</i>	<i>100.0</i>	<i>100.0</i>	
<i>Qualification of Respondent</i>				
Valid Secondary	12	15.0	15.0	15.0
Diploma	26	32.5	32.5	47.5
Bachelor	38	47.5	47.5	95.0
Master	4	5.0	5.0	100.0
<i>Total</i>	<i>80</i>	<i>100.0</i>	<i>100.0</i>	
<i>Experience of Respondent</i>				
Valid 6 Months	16	20.0	20.0	20.0
1 Year	32	40.0	40.0	60.0
2 year	14	17.5	17.5	77.5
3 Year	12	15.0	15.0	92.5
4 Year above	6	7.5	7.5	100.0
<i>Total</i>	<i>80</i>	<i>100.0</i>	<i>100.0</i>	

Description of Respondent by Gender

First of all, Table 1 illustrates that 65% of the research sample are males and 35% of them are females. Studying the effect of gender on customer service and organizational growth is not the purpose of this study. However, it is worth mentioning that the most respondents were males due to increase in work centers.

Description of Respondent by Age

Table 1 explains that the majority of the sample's respondents is 51 about 63.8 % are between 21-30 years old. and those who between 31- 40 are 14 which means 17.5% and those who are <20 are 12 which means 15% and those who happen between 41-50 are 3 which means 3.8% thus , the most respondent are the age of 21-30 this could be the age of educating Universities.

Description of Respondent by Marital Status

Table 1 indicates that the marital status of respondents in terms of married and un-married. So, the married respondent are 43.8% which are 35 and un-married respondents are 56.2% which are 44 thus, the most respondents are un-married. Because of educating universities

Description of Respondent by Qualification

Sample analysis shows that 47.5% of the study participants are graduates who finished their university studies with Bachelor degree and 32.5% are those who are in diploma and the third part are those completed at least their school education which are 15%, finally, those who are master degree are the least one 5% due to the lack of universities that offer master degree.

Description of Respondent by Experience

Table 1 shown; 20% of respondent have experience 6 months, 40% have experience of 1 years, 17.5% of respondent have experience of 2 years and 15% of respondent have experience of 3 years. Finally those who are above 4 years experience are 7.5% this could be the small rate of business center as indicating by the table 4.1.5

Correlation between Customer Service and Organizational Growth

The study was used by Pearson correlation to test whether there is relationship between service quality and organizational growth of selected electronic computer enterprise Mogadishu-Somalia.

Table 2. 1service quality and organizational growth

		<i>Service Quality</i>	<i>Organizational Growth</i>
Service Quality	Pearson Correlation	1	.869**
	Sig. (2-tailed)		.000
	N	80	80
Organizational Growth	Pearson Correlation	0.869**	1
	Sig. (2-tailed)	0.000	
	N	80	80

** Correlation is significant at the 0.001 level (2-tailed).

This study was divided by into three main factors of customer service namely; service quality, service speed and responsiveness, mean indices these three main factors as well as the dependent variable of organizational growth; these were computed using SPSS transform <compute procedure after which Pearson linear correlation coefficient was used to correlate

these variable in order to test the pertinent research hyp objective as indicated in the subsequent subsections the Pearson linear correlation coefficient (PLCC) was used to correlate these variable following the results of service quality and its relationship of organizational growth as table 2 indicates.

The first objective of this study was to determine the relationship between service quality and organizational growth depends on the table 2 Indicates that there is significant relationship between service quality and organizational growth ($r=0.869$, $P<0.05$, sig. = 0.000) the sig. value indicate that the two variable (service quality and organizational growth) in electronic computer enterprise in Mogadishu Somalia, and The sig. is less than 0.005, which is the maximum sig. value to state t the existence of significant relationship.

Pearson's Correlation between Service Speed and Organizational Growth Of Selected Electronic Computer Enterprise.

Table 3 explains the level of significant correlation of the both independent variable of service speed and dependent variable of organizational growth.

Table 3. Service speed and organizational growth

		<i>Service Speed</i>	<i>Organizational Growth</i>
Service Speed	Pearson Correlation	1	.676**
	Sig. (2-tailed)		.000
	N	80	80
Organizational Growth	Pearson Correlation	.676**	1
	Sig. (2-tailed)	.000	
	N	80	80

** Correlation is significant at the 0.001 level (2-tailed).

The second objective of this study was to establish whether there is a relationship between service speed and organizational growth in electronic computer enterprise Mogadishu-Somalia. Table3. Indicates that there is significant relationship between service speed and organizational growth ($r=0.676$, $P<0.05$, sig. = Indicates that there is significant relationship between service speed and organizational growth ($r=0.676$, $P<0.05$, sig. = 0.000) the sig. value indicate that the two variable (service speed and organizational growth) in electronic computer enterprise in Mogadishu Somalia, and

The sig. is less than 0.05, which is the maximum sig. value to state the existence of significant relationship.

Pearson's Correlation between Responsiveness and Organizational Growth of Selected Electronic Computer Enterprise

Table 4 explains the level of significant correlation of the both independent variable of service responsiveness and dependent variable of organizational growth.

Table 4. Responsiveness and Organizational Growth

		<i>Responsiveness</i>	<i>Organizational Growth</i>
Responsiveness	Pearson Correlation	1	.593**
	Sig. (2-tailed)		.000
	N	80	80
Organizational Growth	Pearson Correlation	.593**	1
	Sig. (2-tailed)	.000	
	N	80	80

** Correlation is significant at the 0.001 level (2-tailed).

The third objective of this study was to establish whether there is a relationship between service speed and organizational growth in electronic computer enterprise Mogadishu-Somalia. Table 4. Indicates that there is significant relationship between responsiveness and organizational growth ($r=0.242$, $P<0.05$, sig. = Indicates that there is significant relationship between responsiveness and organizational growth the sig. value indicate that the two variable (responsiveness and organizational growth) in electronic computer enterprise in Mogadishu Somalia, and The sig. is less than 0.05, which is the maximum sig. value to state the existence of significant relationship.

Major Findings

The study explored whether there is a relationship between customer service and organizational growth of selected electronic computer enterprise Mogadishu Somalia. Further, the study will also test the relationship between service quality, service speed and responsiveness to organizational growth. To achieve these objectives, the respondent asked to react to several items by ticking according to their perceptions. Data on these objectives was analyzed using SPSS s descriptive statistics tool that indicate the means and std deviation as following; questionnaire from staff and managers rated organizational growth, (with mean index= 2.82' std deviation = 0.93) likewise customers rated their customer service in terms of service quality (mean index =3.033 std deviation= 0.517) service speed (mean index =2.62 std deviation= 0.879) and responsiveness (mean index =3.19 std deviation= 0.459

Moreover, it is revealed that the majority from the outcome of Pearson's linear coefficient shown that organizational growth (the dependent variable , correlated with customer service (first independent variable measured by service quality with correlation = 0.869 sig =0.00 service speed (second independent measured by an index service speed) with correlation = 0.676 and, sig =0.00 and responsiveness (third independent of responsiveness with mean index of 2.86and sig 0.593 the variable of responsiveness was tested by Pearson correlation at indicate positive correlation of =0.242 and sig =0.031 finally the two variable (customer service and organizational growth) have a strong positive correlation with a significant of 0.00.

DISCUSSIONS

The outcome from our findings and Pearson correlation have successfully confirmed that the study succeed its main objectives. Further, it is revealed that the two variable of customer service and organizational growth of selected electronic enterprise Mogadishu Somalia are positively correlated. Further, the study will also explore the research hypothesis and objectives in evidence to the Pearson correlation. One notable thing of our findings reveals that the participants of the study rated same scale of the four points of the likert scale, the

average mean indices the two variable fall (3) scale which means Agree, therefore, the study objectives was confirmed as mentioned by the statistical tools

Moreover, data collected was present by tables that indicate the means and standard deviation of each question of 20 of the questionnaire; these results are expected reflection of respondent's contribution in any organization which tends to have no bias at all.

Furthermore, the tables are indicating the clear results of demographic characteristics of the respondent in terms of gender 65% males and 35 % females of the 80 responded this questionnaire. Their percentage of age show that maximum of them are lying 21-30 age groups with the percentage of 47.5 % they are most having graduation degree of bachelor with percentage and the majority marital status of the respondents were un- married with the percentage of 56.2% and lastly the experience of respondent mostly were greater than 1 years with the percentage of 40 % questionnaire also clearly status that the number of respondent that agree the statement those who are strongly agree, agree and strongly disagree by indicating the four points of likert scale, strongly agree disagree agree and strongly disagree with the tables for the previous section .

Overall study shows that the all indicators of customer service in terms of service quality, service speed and responsiveness are significant correlated to all indicators organizational growth at level of significant of 0.00 (2 tailed).

After looking into all the tables which are being mentioned by the previous tables. It's clear that customer service is directly effect by organizational growth these two variables have positive relations with the R value of 0 and s, sig. value of 0.242 so effective service quality, service speed and responsiveness will ultimately increase the organizational growth. When service quality, service speed and responsiveness will also increased.

CONCLUSION

This section elaborates on the conclusion of the research. Customers today are highly informed and more demanding. Service quality, service speed and responsiveness to customers' needs and wants has become important for firms to succeed and this calls for the improvement of sales growth and employee growth that can enhance organizational growth status.

Given the consistent interaction between the dimensions of customer service specially service quality. It is important that the efforts of firms to enhance the level of service requirement that is vital to firms that wish to gain competitive advantage. The findings suggested that service quality could aid a firm in continually satisfying its customers and lead to increase sales growth and employee growth. Hence, the results suggest that service quality acts as a driver of organizational growth.

Reacting to study variables service speed may allow firms to adapt successfully to an organizational growth which may be characterized as being the dimension of sales growth and employee growth. Service speed is a means of responding to the customer's needs and thus promotes better to organizational growth.

Because of its important, service speed is well positioned to appreciate the prevalent culture in firms. As seen in the results, it also facilitates the response of customer orders and Cultivating become one of the primary means for maintaining competitive advantage.

Further, the third independent variable of this study is responsiveness. In reference with the result and finding it is revealed that responsiveness leads to sales growth and employee growth with respect to organizational growth.

In terms of the topic of this study, customer service is found to have a significant impact on organizational growth the case of computer firms; generally the researcher concludes customer service is significant relationship to organizational growth at level of sig. 0.000. So the null hypothesis of this study that was there is no relationship between customer service and organizational growth was rejected.

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