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THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION AT AL-ITTIHAD FOOD INDUSTRIES COMPANY

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Haider Harbi

Ministry Of Higher Education And Scientific Research University Of Babylon College Of Management And Economics Department Of Business Administration, Iraq

Zahraa Yassin Alwan

Ministry Of Higher Education And Scientific Research University Of Babylon College Of Management And Economics Department Of Business Administration, Iraq

Shafa Turki Ayez

Ministry Of Higher Education And Scientific Research University Of Babylon College Of Management And Economics Department Of Business Administration, Iraq

ABSTRACT

The food sector has recently witnessed great interest at all levels, as the issue of food service quality has become a matter of increasing global interest in an effort by hospital institutions to provide their food services with high quality to achieve the maximum possible customer satisfaction. This research aims to study the reality of food service quality in the public hospital institution in the Al-Aqsa Health Center for Primary Care and its relationship to customer satisfaction. The research relied on the independent variable of food service quality, which includes dimensions (technical capacity, ease of access to services, effectiveness, relationship between individuals, continuity) and the dependent variable of customer satisfaction. This study was able to conclude that the customer is satisfied with the services provided by the Union Food Industries Company, but he is not satisfied with the tangibility dimension, which requires developing food services in line with the needs of customers, by keeping pace with technological development by improving the material dimension.

KEYWORDS

Quality of service, customer satisfaction.

INTRODUCTION

Within the last few decades, an emphasis on services has emerged and these services became one of the most essential branches in the economy of countries, drawing many competitors to the providers of services. Under these conditions, appropriate attention was paid by scientists and practitioners associated with the provision of services to such an aspect as the quality of the provided services and its influence on the clients' satisfaction in respect of enhancing competitive advantage and profitability of service organizations. As they aim to grow and expand, their obsession in achieving customer satisfaction has made service organizations become obsessed with quality management and as customers have become their focus of attention, their needs and desires are continuously being anticipated and met by the provision of appropriate services. This is particularly true as the communications and information technology revolution has made it easier for the customer to distinguish services according to his preferences and preferences.

Due to increased competition among service providers and seeing the customer as one of the two parties to the service, the customer should be targeted by every organization, who should irrespective of not

being the main party to the service, get the service as per his or her wants and needs, and that the organization does its best to come as close to him or her as possible and to hear his or her desires and to be in a position to have the relevant authority to provide high quality services with the aim to satisfy the customers, make them trust the service provider and make it possible for the clients to continue for a long time in the business so as to increase its competitive edge, Organizations have rather confirmed that it is less costly and it makes more business sense to keep original customers than to lose the original customers and make efforts to look for new customers. Potential gaps between the interventions of these organizations have focused on the quality of service and performance and the differences that exist between expected and actual levels of service. In practice however, control over the performance of this service is not easy and requires exploration of some elements that would possibly influence customer choice captive for what the customer use to assess the service.

RESEARCH METHODOLOGY

This section will present the research methodology, which represents the scientific path in determining and

achieving its objectives and proving its hypotheses.

This section has been divided into :

First: The research problem To nations whose economy is limited the food industries extended by the government free of charge or for a sum commensurate with the income if the people particularly the Iraqi citizen are of great importance and in these hard times economically for a lot of members of the people. This should be the case in terms of the service offered and indeed the overall price of the service in order to enhance the satisfaction levels of clients. After this preamble, it can be stated that the research problem can be divided into three questions as follows:

- 1- To what extent does food service quality contribute to customer satisfaction at the Union Food Industries Company Center?
- 2- What is the level of customer satisfaction at the Union Food Industries Company Center? The research sample.
- 3- What are the improvements made in the quality of food sector services?

Second: The importance of research

In the case of this study, the provision of primary health care within the e Union Food Industries Company in Babylon is investigated to see if the service meets the satisfaction of those patients who attend to this centre. It is known that food supply in industries has a wider relevance particularly in the lives of the people of Iraq in the case of the food supply coming from the government food industry.

Third: Research objectives The following goals are the focus of this study:

1. Offering a theoretical framework on customer satisfaction and quality in the food sector so that you can profit from it. in the food industry.
2. Outlining the actual quality of the food items that the aforementioned factory offers to its clients.
3. How pleased are clients with the caliber of services rendered by the company under investigation?
4. To understand the nature of the link between the dependent variable (consumer satisfaction in all its aspects) and each of the independent variables (quality of the food industry).

Fourth: Research hypothesis

The researcher started this study based on the following hypothesis: “There is a positive, significant, and significant relationship between the quality of food industries and customer satisfaction in all its dimensions.”

Fifth: Study community and sample

Customers who came in on 1/3/2024 and wanted to purchase the food industries that the aforementioned sector offered them were the ones from which the researcher selected the study community.

Regarding the study sample, it is a purposeful selection of clients who come to the aforementioned facility to buy food items, as long as they don't... Less than 10% Twenty of them were present.

Sixth: Collection of information and data and study method

For both the theoretical and practical aspects, the researcher was able to provide the study material by gathering data and information about the independent and dependent variables in order to provide a thorough theoretical framework around them. For the theoretical aspect, the researcher used research and publications published in periodicals as well as the international network (the Internet) to gather data and information about the variables.

However, in terms of the practical side of things, the researcher was able to gather data and information about the study by using the study instrument, which is a questionnaire form that was given to the study sample members in order to analyze and get findings.

Seventh: Study tool

A three-part questionnaire was employed as a study tool by the researcher. The study sample members' demographic data (gender, age, and educational background) are included in the first section. The study sample members are asked a series of paragraph-long questions about the independent variable (food industry quality) in the second section. Paragraphs of questions pertaining to the dependent variable (consumer satisfaction) are included in the third section.

Completely agree, agree, neutral, disagree, and completely disagree are the five paragraphs that make up the five-point Likert scale that was used to develop this questionnaire. This survey was created using the researcher's input and was sent out in 20 questions.

Eighth: Statistical and mathematical methods

The researcher used a set of statistical and mathematical methods for analyzing data and testing the study hypothesis, including: 1- Frequencies 2- Percentages 3- Arithmetic mean 4- Standard deviation. As for the correlation coefficient, it was used for the purpose of testing the study hypothesis.

The first topic

Food industry quality

First: The concept of food industry quality We must define quality before we can understand the quality of the food sector. The concept of quality is out of our control; that is, it is hard to define precisely, but it may be understood and deduced. Quality, which is hard to quantify, is superiority or excellence. To put it another way, it is challenging to define a good or service's quality before the consumer or recipient sees it. (Alawi, 2008: 45)

The unifying denominator of the interests of administrations worldwide, particularly the more developed ones, and at all levels is quality. A natural outcome and a fundamental starting point for government agencies to address the internal and external issues was interest in production quality.

The concept of quality varies according to the individual's position. From the point of view of customers or consumers, quality is linked to the value of the product or service, its benefit, or even its price, and how the product can achieve the basic purpose for which it is purchased at a specific price. From the point

of view of the producer, it is linked to the conformity of the product or service to the specified specifications (Al-Jariri, 2006: 66).

"Continuous suitability or conformance between the customer's expectations and his perceptions of the service" is one definition of quality. The first of the concept's several axes is appropriateness or conformance, which refers to the service's capacity to People's perceptions of quality vary depending on their situation. The value, benefits, or even price of the product, as well as how well it performs the primary purpose for which it is purchased at a specific price, all affect how customers or consumers perceive its quality. According to the manufacturer, it has to do with whether the good or service satisfies the specified criteria (Al-Jariri, 2006: 66). particular requirements (service approach). The concept's second component, stability or consistency, indicates that quality is a priority that intersects with the organization's operations and design to deliver services that satisfy requirements (product approach), rather than an emergency or incidental event. Expectations, on the other hand, represent an attempt to bring together the user's perspective or approach and the value perspective or approach. This is because the term expectations has meaning because, although needs refer to the customer's basic requirements, desires refer to anything the customer desires, and expectations refer to what the customer believes or believes about how the product or service will

perform. These differ based on the knowledge and experience Some concentrate on quality and its components. According to them, the best manufacturing and the greatest service that meets expectations spring to mind when the word quality is used. As a result, quality is described as a collection of traits and features that are present in the product or service and their capacity to meet the specific needs of the consumer. Al-Mansour (1997), p. 7.

According to the International Organization for Standardization (ISO), it is the extent to which a set of predetermined qualities and characteristics satisfy expressed or implied needs (Al-Sultani, 2004: 24)

Nowadays, governments, corporate organizations, citizens, and customers all have an interest in the crucial and complex topic of food service quality, regardless of whether it is provided by public or private entities. The government and its responsible agencies have made numerous initiatives to enhance the quality of public service in order to raise residents' satisfaction with public institutions. Dispersion and lack of integration, however, were characteristics of these attempts, particularly those made in recent years, as they lacked a clear and specific general framework for raising the caliber of food service due to the absence of precise and widely accepted ideas about service quality, its dimensions, standards, and measurement techniques. Additionally, these efforts were constrained

Along with the aforementioned, the distinct qualities of services, whether they are provided by public or private entities (profit-oriented businesses), in contrast to tangible goods, are another factor that accounts for the challenges encountered by all prior attempts to gauge and assess service quality before attempting to improve it. Serious research efforts to develop workable models for assessing food service quality using realistic, objective standards and instruments have continued in spite of these and other challenges. This persistence in these efforts can be attributed to officials' increased interest in and understanding of service quality, which has a direct impact on return on investment and production efficiency in both public and commercial management of service companies.

food quality

-Improving and meeting the needs and wants of the customer.

-Decrease expenses and increase competitiveness.

Reaching long-term and strategic objectives
Costs can be minimized by incorporating quality standards into every step of the service creation process.

-The factory's reputation rises as a result of the improved customer satisfaction and increasing desires.

Providing high-quality services is essential for the factory's continued growth and success because it fosters a positive work environment, which raises service standards. From Hassan (2008), quoted

Third: Dimensions of food industry quality

Serving the beneficiary, who is the center of the laboratory's existence and the driving force behind its expansion and continuation, is its primary goal. Giving the receiver a worthwhile service that fulfills the benefits or advantages intended by acquiring it is the way to serve him. In order to provide him with a service of appropriate quality, appropriate timing, and reasonable price, the laboratory must have a thorough understanding of his needs and expectations through an information system that gives it facts about his needs, desires, and ambitions. This is because the quality of the service will give the laboratory a competitive advantage on the one hand, and satisfaction on the other. (Al-Samarrai, 2000)

There are various aspects of quality, and their relative importance varies depending on the context. Food care, administrative services, and other support services are consistent with these dimensions. They assist in determining issues and gauging how well they adhere to previously set standards. The following are some of these dimensions (Al-Ubaidi, 2004: 38-40)

A: Technical proficiency

It refers to the abilities, skills, and nutritional performance of every employee in the restaurant, including the administrators, support personnel, and food service suppliers. The degree to which technical performance complies with the previously mentioned norms and specifications is a measure of technical capacity.

The second topic

Customer satisfaction

A significant portion of an organization's thought is focused on customer pleasure. The American Marketing Association defines marketing as "planning and implementing the development, pricing, distribution, and promotion of ideas, goods, and services in order to create exchanges that achieve the goals of customers and organizations." (Source: American Marketing Association). It becomes evident that the primary goal of any bank's operations is to ensure that its customers are satisfied. It is simply unnecessary to make and offer the service if the customer is not happy with it because he has the option to reject it. As a result, consumer happiness has emerged as a crucial marketing concern, particularly given the rivalry and the quick and ever-evolving technology advancements.

First: The concept of customer satisfaction

If perceived performance and expectations determine customer happiness, then a customer will be unhappy and disappointed and will not do business with the bank again if performance is below expectations. The customer will feel at ease and content if the performance lives up to expectations, but he can choose to use a different bank that offers the same services. On the other hand, the customer will be extremely happy and satisfied if the performance surpasses expectations. This high level of satisfaction fosters loyalty and a sort of emotional bond with the

bank. "The customer's assessment of the services he requires, and his satisfaction with them, when they achieve results better than expected" is another name for it. Ahmed (2001: 17)

Second: The importance of customer satisfaction

Value expectations are created and acted upon by customers, who are the ones who produce value. Since total satisfaction results in a high level of customer loyalty to the food company, customer satisfaction is a function of performance met to customer expectations.

Customers are always more satisfied when new services are offered to them, and they are more likely to tell others about the new services the food organization offers.

The operations and financial results of the food business may be significantly impacted by the loss of any customers. Relationship marketing is the secret to keeping clients around. The food organization must establish close ties with its clients and bring social and financial benefits to the food industry's offers in order to maintain customer satisfaction and happiness.

Third: Customer satisfaction goals

First / Identifying customers .

Differentiate customers through marketing channels.

Discover new customers.

Gain new customers.

Secondly // Customer distinction .

Every customer has unique needs and requirements.

Use the service to distinguish between different products.

Thirdly // Customer interaction

Organizations must continue to understand their customers.

Improving and increasing communication between organizations and their customers.

Appropriate response to customer requirements.

Building effective business connections.

Building relationships with customers.

Improve customer interaction.

Electronic communication.

Fourth // Personality

Interact with customers in an exceptional way.

Manufacture products and services according to customer request.

Ensure the provision of personal customer services. (Al-Anzi, 2010: 34)

Talk directly to the customer, and find out whether he is satisfied or not.

Managing and directing business to achieve customer satisfaction

Fourth: Dimensions of customer satisfaction

According to the research, there are three primary components to service quality, and each of these components has a direct impact on the client's pleasure.

Following the completion of the transactions, it entails: executing the transactions promptly and within a

specified time frame; and the operations are straightforward, uncomplicated, and routine-free.

Following the workers' efficiency and good treatment:

This includes the workers' politeness in dealing with clients, their attentiveness to their needs, their consistent presence at the forefront of their work, their execution of transactions without discrimination, and their timely submission to finish the transactions.

The effectiveness of the public service office, the availability of parking spaces, the appropriateness of the signboards directing the locations of the directorates and departments, the presence of forms and documents pertaining to the progress of transactions at all times, the availability of food facilities and appropriate waiting rooms, the service of photocopying documents, and the efficiency of telephone communication with the department are all included in the list of services provided in the department. (Alawi, 2008: 36)

Al-Anzi went on to say (2010: 38)

Acquisition of customers: The organization uses a variety of tactics to gather the names of new consumers through advertising, mail, and telephone marketing in order to discover potential clients and turn them into permanent customers.

Chapter Three

The analytical side of the research

In this chapter, the research hypothesis will be proven through a questionnaire distributed at the Nutrition Center . The Union Laboratory on the individuals

working in it, where the researcher distributed 25 of them and retrieved only 20 of them, and the research was based on its results in proving the research variables.

Proving research hypotheses

First: - Food industry quality variable

This table will display the frequencies, arithmetic means and standard deviations of the food industry quality variable.

Table No. (1) Frequency distributions of the food industry quality variable

the details		Totally agree	I agree	neutra l	I disa gre e	I disag ree	Arithme tic mean	Standar d deviatio n
1	Raw materials are available inside the . factory	28	46	12	10	4	2.99	.999
2	The laboratory is conveniently located and .easy to access	22	45	13	12	8	3.00	.987
3	The food equipment and devices in the laboratory are modern and .advanced	15.0	42.0	21	15.0	7	3,200	.998
4	All nutritional specialties .are available in the lab	35.0	42.5	2.5	12.5	7.5	3. 3500	1.2437

5	The food staff is committed to providing food services in the field .of diagnosis and product	20.0	25.0	15.0	32.5	7.5	3.1750	1.2904
6	The laboratory management seeks to know the customer's opinion upon leaving the laboratory about the quality of the service .provided	17.5	30.0	25.0	17.5	10.0	3.2750	1.2322
7	are quick to respond when the customer .needs them	%45	%55				4.45	0.900
8	The customer has the right to request food .when needed	%85	%15				4.85	0.96
9	The customer feels that he is in safe hands .inside the laboratory	%67.5	%32.5				4.67	1.33
10	The behavior of the worker and the food staff is characterized by	%80	%20				4.8	0.97

	courtesy and kindness .towards the customer							
11	The customer's accounts inside the laboratory are characterized by accuracy and lack of .deficiency	14.0	41.0	22.5	15.0	7.5	3.4000	1.1329
12	There is full listening to the customer's complaint by the .laboratory workers	35.0	42.5	2.5	12.5	7.5	3. 3500	1.2437
13	,Cooling, heating electricity and water services are available .inside the laboratory	%8	51 %	37.5 %	4.5 %		3.45	.780 0
14	Ease of contacting the Authority via phone and .email	%7	4 %4	49 %			3.5	0.810
15	The workers in the lab are polite and their dealings with the	%25	61.7 %		13.7		3.22	0.97



	<p>customer are brotherly .and special</p>							
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The arithmetic mean (2.99) and standard deviation (.987) support the findings of the analysis of the first paragraph, which states that raw materials are available inside the laboratory. Based on the conclusions drawn, we observe that there is a strong agreement and agreement appeared in percentages respectively (28% and 46%). The arithmetic mean (3.00) and standard deviation (.987) support the analysis of the second paragraph, which states that the laboratory enjoys a convenient location that is easy to access. Based on the conclusions reached, we observe that there is a strong agreement and agreement appeared in percentages respectively (22%), (45%). Additionally, the third paragraph's analysis results, which state (food

and when analyzing the fourth paragraph which states (all nutritional specialties are available in the laboratory) and according to what was reached, we notice that there is a strong agreement and agreement appeared and in percentages respectively (35%), (42.5%) which is supported by the arithmetic mean (3.3) and a standard deviation (1.24), and through the analysis results of the fifth paragraph which states ((the food staff is committed to providing food services in the field of diagnosis and product)) and according to what was reached, we notice that there is

a strong agreement and agreement appeared and in percentages respectively (20%), (25%) which is supported by the arithmetic mean (3.175) and a standard deviation (1.2904) And when analyzing the sixth paragraph, which states (The laboratory management seeks to know the customer's opinion upon leaving the laboratory about the quality of the service provided.) According to what was reached, we note that there is agreement and strong agreement, which appeared at rates of (17.5%), (30%), respectively, which is supported by the arithmetic mean (3.2750) and a standard deviation (1.2322). Through the analysis results of the seventh paragraph, which states (The workers head quickly when the customer needs them.) According to what was reached, we note that there is agreement and strong agreement, which appeared at rates of (45%), (55%), respectively, which is supported by the arithmetic mean (4.45) and a standard deviation (0.900). Through the analysis results of the eighth paragraph, which states (The customer has the right to request processed food when needed.) According to what was reached, we note that there is agreement and strong agreement, which appeared at rates of (85%), (15%), respectively, which is supported by the arithmetic mean (4.85) and a standard deviation (0.96), and when analyzing the ninth paragraph, which



states ((The customer feels that he is in safe hands inside the laboratory.)) According to what was reached, we notice that there is a strong agreement and agreement appeared and the percentages are (67.5%), (32.5), respectively, which is supported by the arithmetic mean (4.67) and a standard deviation (1.33), and through the analysis results of the tenth paragraph, which states ((The behavior of the nurse and the food staff is characterized by courtesy and kindness to the customer.)) According to what was reached, we notice that there is a strong agreement and agreement appeared and the percentages are (80%), (20%) respectively, which is supported by the arithmetic mean (4.8) and a standard deviation (0.97), and when analyzing the eleventh paragraph, which states that the customer's accounts inside the laboratory are characterized by accuracy and lack of deficiency.)) According to what was reached, we notice that there is a strong agreement and agreement appeared and the percentages are (14%), (41%) respectively, which is supported by the arithmetic mean (3.400) With a standard deviation of (1.1329), and through the analysis results of the twelfth paragraph which states ((There is full listening to the customer's complaint by the laboratory workers.)) and according to what was reached, we note that there is agreement and strongly agreed appeared and in percentages respectively (35%), (42.2%) which is supported by the arithmetic mean (3.5) and with a standard deviation

(1.2437), and when analyzing the thirteenth paragraph which states (Cooling, heating, electricity and water services are available inside the laboratory.)) and according to what was reached, we note that there is agreement and strongly agreed appeared and in percentages respectively (8%), (51) which is supported by the arithmetic mean (3.45) and with a standard deviation (780, 0) and through the analysis results of the fourteenth paragraph which states (Ease of contacting the Authority via telephone and e-mail.) and according to what was reached, we note that there is agreement and strongly agreed appeared and in percentages respectively (7%), (44%) which is supported by the arithmetic mean (3.5.) and with a standard deviation of (810.), and when analyzing the fifteenth paragraph which states (the workers in the laboratory are polite and their treatment of the customer is brotherly and distinguished) and according to what was reached, we note that there is strong agreement and agreement that appeared at rates of (25%), (61.7%) respectively, which is supported by the arithmetic mean (3.22) and with a standard deviation of (0.97).

First: Customer satisfaction variable

Table No. (2) shows the frequency distributions, percentages, arithmetic mean values and standard deviations for the customer satisfaction variable. The researcher relied on (15) elements to measure this variable, as shown in the following table:

Table No. (2) Frequency distributions and standard deviation of the customer satisfaction variable

T	Paragraphs	Totally agree	I agree	neutral	I disagree	I totally disagree	Arithmetic mean	Standard deviation
1	The laboratory offers a variety of food services that meet the needs of .customers	60.5 %	22.5		%17		2.99	0.895
2	The laboratory provides services to the customer .quickly	%0.5	%85	%0.5	%.5		3.22	0.866
3	Good relationship between workers and customers in the laboratory contributes to .providing better service	%28	%66	%0.3	%0.3		3.72	0.900
4	Placing signboards about the laboratory's work environment and its sections for providing food services		%0.7	%85	%0.7		3	0.850

5	Our lab workers do not hesitate to find the right time to provide the best .service to the customer		%7	%10	%%83		2.22	0.750
6	If there is a problem, the lab will be willing to discuss .it	12.0	7.5	17.5	50.5	12.5	2.6	1
7	Our lab staff has the knowledge to serve you .immediately	%75	%20	%5			3.55	0.790
8	.The lab is trustworthy	%8.8	50.2 %	37.5 %	%4.5		3.45	.790 0
9	The interior design of the building facilitates the .smooth flow of work	%6	45 %	49 %			3.55	0.800
10	The lab workers are very open to me when I have a .problem to solve	%25	61.7 %		13.7		3.22	0.97
11	I often say positive things about the services the lab .provides to other people	%75	%20	%5			3.55	0.790



12	There is full listening to the customer's complaint by the .laboratory workers	%9	50 %	37.5 %	%4.5		3.45	.790 0
13	Cooling, heating, electricity and water services are available inside the .laboratory	%2	49.4 %	46.6 %			3.55	0.790
14	Ease of contacting the Authority via phone and .email	%25	%62		13.7		3.22	0.97
15	The workers in the lab are polite and their dealings with the customer are .brotherly and special		50 %	%30	%20		3.53	0.88

Through what was stated in the previous questionnaire and the presentation of the analysis results, we notice the first paragraph, which states (The laboratory provides a variety of food services that meet the needs of customers.) According to what was stated, we notice that there is insistence on completely agree and agree, which appeared at rates of (60.5%), (22.5%) respectively, which is supported by the arithmetic mean (2.99) and a standard deviation (0.895). Through the analysis results, the second paragraph,

which states (The laboratory provides services to the customer quickly.) According to what was reached, we notice that there is agreement on completely agree and agree, which appeared at rates of (0.5%), (0.85%) respectively, which is supported by the arithmetic mean (3.22) and a standard deviation (0.866). Through the analysis results, the third paragraph, which states (The good relationship between workers and customers in the laboratory contributes to providing better service.) According to what was reached, we

notice that there is agreement on completely agree and agree, which appeared at rates of (28. %),(0.66%) which is supported by the arithmetic mean (3.72) and a standard deviation (0.900), and through the analysis results of the fourth paragraph which states ((Placing signs about the laboratory work environment and its departments for providing food services) and according to what was reached, we note that there is agreement on agreed and neutral and appeared at rates respectively (0.7%), (85%) which is supported by the arithmetic mean (3) and a standard deviation (0.850) and through the analysis results of the fifth paragraph which states (laboratory workers do not hesitate to find the appropriate time to provide the best service to the customer) and according to what was reached, we note that there is agreement on completely agreed and agreed and appeared at rates respectively (7%), (10%) which is supported by the arithmetic mean (2.225) and a standard deviation (0.750) and through the analysis results of the sixth paragraph which states (If there is a problem, the laboratory will be willing to discuss this matter) and according to what was reached, we note that there is agreement on agreed Completely agreed and appeared in percentages respectively (12%) (7.5%) (17.5%), which is supported by the arithmetic mean (2.6) and a standard deviation (1) and through the analysis results of the seventh paragraph which states (laboratory workers have the necessary knowledge to serve you immediately.) According to what was

reached, we note that there is agreement on Completely agreed and agreed and appeared in percentages respectively (75%), (20%) which is supported by the arithmetic mean (3.55) and a standard deviation (0.790), and through the analysis results of the eighth paragraph which states (the laboratory deserves trust.))According to what was reached, we note that there is completely agreed, agreed, and appeared at rates respectively (8.8%), (50.2), which is supported by the arithmetic mean (3.45) and a standard deviation (0.790). Through the analysis results of the ninth paragraph, which states (The internal design of the building facilitates the smooth flow of work). According to what was reached, we note that there is agreement on completely agreed, agreed, appeared at rates respectively (6%), (45%), which is supported by the arithmetic mean (3.55) and a standard deviation (0.800). Through the analysis results of the tenth paragraph, which states (The laboratory workers act freely with me when I face a problem). According to what was reached, we note that there is agreement on completely agreed, agreed, appeared at rates respectively (25%), (61.7), which is supported by the arithmetic mean (3.22) and a standard deviation (0.97 Through the attached table, which is specific to the correlation relationship, we notice that there is a weak correlation with a negative sign ((There is a relationship between the quality of service provided by doctors in the private food sector and customer

satisfaction)) and this relationship is weak according to what the correlation results showed.

The fourth topic

Conclusions and recommendations

First: Conclusions

1. Through the results of the questionnaire, it appeared that there is distinction in the center's services that the customer visits and that they are of appropriate quality in terms of customer satisfaction. We note that the analysis of the paragraph (The raw materials are available in the laboratory) and according to what was reached, we note that there is a strong agreement and agreement appeared at rates of (28%), (46%) respectively, which is supported by the arithmetic mean (2.99) and a standard deviation of (.987).

2. Through the results of the analysis of the paragraphs of satisfaction with the service provided in the center, the results showed that the center enjoys a convenient location that is easy to reach. According to what was reached, we note that there is a strong agreement and agreement appeared at rates of (22%), (45%) respectively, which is supported by the arithmetic mean (3.00) and a standard deviation (.987).

3. High level of service quality provided from the customer's point of view at the center

4. The topic of satisfaction in the food center is related to the human element, which is the determining factor for the success of management in performing its functions in planning, control, and decision-making. Therefore, it is in constant need of more research in it

due to the changing human being, and the development and diversity of his needs, which are the sources of his satisfaction, and which, if satisfied, achieve his satisfaction.

RECOMMENDATIONS

1. The necessity of continuing to support the service quality process in the center to achieve and maintain customer satisfaction.

2. The importance of the government taking into account the center, especially the issue of price and the pricing policies adopted to price prescriptions, and taking appropriate measures towards reducing the current price levels in a manner consistent with the quality of service.

3. Not only focusing on directing the service, but also focusing on the quality of the service provided to the customer in this center.

4. The customer must be satisfied by obtaining the integrated quality and services available at the center.

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