

Quality Management In Tourist Facilities And Their Impact On The Algerian Tourist-Case Study: Louiseis Travel And Travel Agency – Tipaza

إدارة الجودة في المنشآت السياحية وأثرها على السائح الجزائري
دراسة حالة: وكالة لوييز للسفر والسياحة - تيبازة

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Abstract :

This study aims to identify the impact of total quality management on tourist facilities on the tourist, and to know the level of quality of tourism services provided by the agency of Loasis and the extent of customer satisfaction with them by revealing the dimensions and criteria used to evaluate them. The results of the study showed the dimensions that customers use to evaluate the quality of tourism services, which reflects their level of satisfaction, as they were extracted in the form of strengths and weaknesses. The study presented a set of recommendations that would raise the efficiency and effectiveness of the services provided by the agency related to improving the quality of tourism services.

Jel Classification Codes : M11 ,M31,L83

ملخص : تهدف هذه الدراسة إلى التعرف على أثر إدارة الجودة الشاملة في المنشآت السياحية على السائح، ومعرفة مستوى جودة الخدمات السياحية المقدمة من طرف وكالة لوازييس ومدى رضا الزبائن عنها من خلال الكشف عن الأبعاد والمعايير المستخدمة لتقييمها. وبينت نتائج الدراسة الأبعاد التي يستخدمها الزبائن لتقييم جودة الخدمات السياحية والتي تعكس مستوى رضاهم، حيث تم استخلاصها في شكل نقاط قوة وضعف. وقد قدمت الدراسة مجموعة من التوصيات التي من شأنه رفع كفاءة وفعالية الخدمات المقدمة من طرف الوكالة والمتعلقة بتحسين مستوى جودة الخدمات السياحية.

الكلمات المفتاحية : الجودة الشاملة. المنشآت السياحية. السائح. الخدمة السياحية، جودة الخدمة.

تصنيف JEL : M11, M31, L83

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I. Preface:

Quality has been particularly important in the field of services in recent years, both globally and locally. The concept of quality has entered into many fields and disciplines, and many institutions have become fully aware of the necessity of their presence and application in various fields.

Therefore, the competition in providing the finest tourism services has become a target for many tourism institutions to achieve. The quality of tourism service has become a basic criterion for success and ensure its survival and its continuation in the market and increase its profitability as well as bringing as many customers as possible. The tourism service, if produced, will not be produced according to its needs and aspirations. The tourism service organizations try as much as possible to get close to him, to listen to his aspirations and respond to his needs in order to gain his trust and loyalty, thus enabling them to strengthen their competitive position and ensure growth and continuity.

Problematic:

Through the above, we decided to address this issue through the following problem:

To what extent can the comprehensive quality management of the services provided by the tourist establishments contribute to the satisfaction of the tourist?

The answer to this problem leads us to ask the following sub-questions:

- How do you know the quality of tourism for the Agency for tourism and travel?
- How does the quality of the tourism service affect customer satisfaction?
- Is there an application for the quality of tourist services at the level of tourist agencies?

research assumes:

In order to answer these questions we have developed a set of hypotheses that can be summed up as follows:

- The quality of tourism services for LUISEIS is achieved by the specifications provided by the customer.
- Quality of tourism services affect customer satisfaction.
- Applying the quality of tourism services at the agency level leading to customer satisfaction.

Objectives of the study:

Through our study, we have reached a set of objectives which are as follows:

An attempt to demystify the quality of tourism services by analyzing relevant aspects;

- Attempt to identify the quality of tourism services provided;
- Knowledge of the level of quality of tourism services provided by the evaluation of clients of tourist agencies;
- Improve the departments of tourism agencies by providing results and solutions that we have reached, which can help and improve as well as the development of its tourism services provided.

Research Methodology and Study Tools:

The descriptive approach was used to describe the different concepts related to the quality of tourism services and customer satisfaction. The analytical approach was used to analyze and evaluate the quality of tourism services in achieving customer satisfaction. As for the tools used in the research, we used Microsoft Office Excel 2007 and statistical program.

Previous studies :

This study has been preceded by previous studies have been used in this research, including:

1. The study of the student Salihah Reyad, under the title "Evaluation of the quality of service from the point of view of the customer," the Master's

thesis, Faculty of Economic Sciences and Management, University of Haj Lakhdar Batna, for the year 2007/2008 study. The study showed that there is a statistically significant relationship between each dimension of the quality of the postal service and the satisfaction of the customers with the overall quality of the postal service provided.

2. The study of the student bin Hassan Nasir al-Din, under the title of "Quality Position in the Service Enterprise" Master's thesis, Faculty of Economic Sciences, Management and Commerce, Col. Haj Lakhdar Batna University Year 2008/2009, this study aimed to identify the quality levels in services The study showed that there is an average assessment by the sample of the study, which reflects the existence of some kind of attention by the Agency to the quality of service aspects.

3. The study of the student, Boanan Nour Dean, under the title "Quality of services and its impact on customer satisfaction in the field" Master's thesis, Faculty of Economic Sciences, Management Sciences and Business Sciences, University of Mohammed Boudiaf, Mssila, for the academic year 2006/2007, This study shows that customers rated ATA's quality of service and travel negatively in most aspects, as well as the correlation of customer satisfaction with the quality of the tourism service. The higher the quality of the service, the higher the satisfaction of customers about the level of performance in the organization and vice versa. Right.

Our study to address the impact of the quality of tourism services in achieving the satisfaction of the client provided by the Agency for tourism and travel to the city of Tipaza. The aim of the study is to try to highlight the role of the quality of tourism services by assessing the quality of the service provided and the degree of satisfaction of its citizens on the other hand, highlighting the appropriate solutions to upgrade the services and studying the possible strategies for success and full implementation of the agencies.

1: Quality of service concept:

A measure of the degree to which the level of service meets the expectations of customers and that the quality that the customer understands the service is the difference between the expectations of the client to the

quality dimensions and the actual performance that reflects the availability of these dimensions already. Quality of service can be defined as "understanding how the customer understands the services offered."

1-1. Quality dimensions:

The quality of service is one of the most important topics that have been and are still receiving special attention from researchers and practitioners and based on the studies and work carried out by the most important researchers (Gronroos & Sasser; Lewis & Booms) and others. (Parasuraman & Zeithaml & Berry) These professors from the University of Texas, USA, in 1985 developed a model of quality in services based on the gap principle called SERVQUAL, which measures the gap between the quality of service expected before the service process and the actual quality of service after the service process. Where

The model received a wide spread in Figure (1), which illustrates five gaps of SERVQUAL model with the following explanation:

- **The gap 1:** The result of the difference between the expectations of the client and the awareness of the management of the service enterprise may not always recognize the accuracy of customer desires and how to judge the client on the components of the service to lack of information on the market and demand patterns.

- **The gap 2:** Indicates the lack of conformity of the specifications of the service with management perceptions of the expectations of the client, that is, although the management of the service organization to the expectations of the customer, but is unable to translate it to specific specifications in the service provided.

- **gap 3:** a gap between the specifications of the service and the actual performance of the service if the service organization to develop the required specifications in the service can not perform this service because of the existence of complex and inflexible specifications and the lack of training on the performance of performance or lack of conviction of the required specifications or lack of motivation to perform This service.

- **The gap 4:** The gap in the service promoted and service provided that the promises given through promotional activities do not correspond to the actual performance of the service because of the lack of coordination between the operations and external marketing of the service institution.

- **Gap 5:** The gap between the expected service and the service performed. This means that the expected service does not match the perceived service and is the result of all the gaps on the basis of which the performance of the service organization is judged.

1-2 - Dimensions of the SERVQUAL Model:

In 1985, Parasuraman et al. Developed ten basic dimensions of quality that determine quality of service according to customer perception:

- **Reliability:** means the degree of consistency in service performance and submission in the correct form from the first time.

- **Response rate:** which indicates the speed of response of service providers to the demands and needs of customers.

- **Competence and capacity of service providers:** which means that individual service providers have capabilities that enable them to provide outstanding customer service.

- **Accessibility:** which refers to easy access to the service providers and contact them when necessary.

- **Compliment:** refers to the good treatment of customers and appreciation of their own circumstances.

- **Communication:** which means the exchange of information related to the service between service providers and customers in a simplified manner.

- **Credibility** means the availability of a high degree of trust in service providers by taking into consideration the interests and needs of customers.

- **Safety:** means that employees are familiar with their functions so that they can provide a service free of any kind of risk.

- **Attention, care and care:** by making every effort to notify the customer.

- **Physical and human aspects:** The external appearance of equipment, personnel and means of communication.

- The researchers (parasuraman; zeithaml and Berry) reduced the number of dimensions to 5 dimensions:

- Reliability: Ability to perform service accurately and reliably.
- Safety: Ability to contact customers with the level of efficiency to provide service to them with the need to compliment customers. Response: Ability to help customers and provide fast service.
- Concrete items: include physical facilities, equipment, appearance of staff and communication materials.
- Sympathy: It means the level of care and personal attention provided to the customer. Swartz and Brown added another dimension after being professional and skilled in 1989.

1-3: Definition of quality assessment of tourism service.

The definition of tourism quality assessment refers to "the process by which tourism enterprises can judge the effectiveness of the activities and processes required to achieve the desired objectives and to determine whether there is a discrepancy between the intended results and the actual results and compare them on the basis of predetermined criteria, The performance of a rigorous and objective quality assessment criterion is essential for assessing performance, analyzing deviations from objective criteria, and then taking action to improve the quality and development of tourism services in the short and long term. "

It is concluded that it is not possible to establish consistent standards for evaluating the quality of services and their dissemination to all types of service establishments. There is an urgent need for each service sector to develop appropriate standards for evaluating and measuring the quality of service provided. In light of the surrounding conditions.

Therefore, tourist establishments should set appropriate standards for the nature of the tourist service and to achieve their objectives and ensure the satisfaction of the customer and his loyalty, which allows to increase the demand for its services provided, and thus improve its profitability and increase its market share. This is only through prior knowledge of the tourist's behavior and the most important needs Its renewed desires and adapting the strategy of the tourism establishment according to the changes in its behavior and purchasing decisions.

One of the most prominent attempts has been made by Berry, his colleagues and Norman through their studies, which began in 1963 and are still ongoing, and which have yielded many initial results worthy of attention. These researchers focus on the belief that quality of service is scalable For evaluation, in spite of the lack of material dimension or sophistication, which makes it more difficult to evaluate than physical goods.

2. Customer Satisfaction:

"It is a comparison of the perceived performance of the service after use with its prior expectations of performance of this product, failure of the actual performance of the service in the interview customer expectations, this would make him in a state of dissatisfaction with the service and vice versa and if the service The introduction matches the customer's expectations. This satisfies the satisfaction he is seeking and thus makes him a satisfied customer. "

2.1 Definition of customer loyalty.

Loyalty is used to refer to the preference of customers for the purchase of specific enterprise products. The "star of 2005" defines loyalty as: a measure of the degree of re-purchase of a particular mark by the customer.

As for consumer loyalty, it is a particular trend and behavior, where the trend is pre-educated preparations for perceiving or acting towards someone or something a mark producer, service, company, shop, sales man.

Definition of Service Loyalty: According to Gremelrobran's conceptual framework, loyalty to service is defined as the desire of the consumer to re-prioritize the same service provider or company in a consistent manner. This preference is the first choice among the alternatives, regardless of the position and marketing effects Which aims to transform behavior.

2.3 - Methods of measuring customer satisfaction.

There are many methods to measure customer satisfaction, which are accurate measurements and approximate measurements and that the latter consists of qualitative research and quantitative research.

1. Precise measurements:

The exact measurements are numerous, some of which can be mentioned:

a. Market share: Measuring the market share is relatively easy if the customer group. There are those who measure this share by determining the number of customers. However, the success of this situation is in the short term where the organization aims to grow its turnover, return and capital returns in order to offer competitive prices. Does not reflect the market share, and there are those who measure the latter through customers who have a long relationship with the institution, the scale of market share is linked to the extent of the work done with customers and diversification for each customer as this amount can be reduced in the case of the customer's dissatisfaction As may rise in the case In which he is satisfied with what the Foundation offers him.

Thus, the market share can be measured by the number of customers, the number of business, whether gross or individual, and the quantity of purchases.

B. Customer retention rate: The best way to maintain or grow the share is to retain existing customers. The measurement of customer satisfaction or dissatisfaction depends on the rate of growth of the amount of activity performed with current customers. This measurement may be relative or absolute and reflects customers Who have maintained permanent relations with them.

T. Bringing in new customers: In order to grow the amount of activity, the organization strives to expand its base of customers (to win the largest number of customers).

W. Cost: The above measures can not tell the customer's profitability, which in turn expresses satisfaction or dissatisfaction resulting from the compatibility or incompatibility of the actual performance of the services

with the expectations of customers that the high satisfaction rate and the important market share are only ways to grow profits, Institutions measure the amount of work they do with their customers only, but are interested in the cost of these activities and can calculate the cost by measuring the net profit resulting from each customer or class of customers.

C. Number of products consumed by the customer: If the customer acquires more than one product of the establishment in a non-monopolistic market, this is the best proof that he is satisfied with the institution and its services.

H. Developing the number of customers: The number of customers can be considered as a tool to express their satisfaction. The increasing number of customers means that the services meet or exceed their expectations resulting in a feeling of satisfaction. This feeling positively affects the number of customers, especially the prospective ones. And its services, which means that this image will allow to bring in new customers in addition to retaining existing customers.

There are also measures other than the previous standards, including:

- Repayment rate.
- The rate of fulfillment.
- Number of customer complaints.
- Value and quantity of returns.

2. Approximate measurements:

The approximate measurements depend on two types:

a. Qualitative research: Customer has become a fulcrum. Several slogans have been shown to confirm this: Customer First, Customer Always Right, Customer Position at Enterprise Center.

In this context, accurate measurements do not reflect the fact that customers are satisfied or not because they do not take into account their expectations, which are achieved away from customers, and the approximate measurements are based on the impressions of customers by listening to them, namely:

- Customer complaints management;

Research on missing clients;

- Invisible customer research;
- Research measuring customer satisfaction.

B. Quantitative research: The record of complaints and suggestions is insufficient to give accurate measurement of customer satisfaction. A large percentage of unsatisfied customers do not prefer expressing their dissatisfaction. The organization should use quantity measurement methods, which are reflected in the use of satisfaction research through the survey to determine the satisfaction of the customer. Quality of service provided by the institution.

Customer satisfaction with the quality of tourism services.

"Satisfaction leads to quality" is wrong, and it is true that "quality leads to complacency". This is evidenced by the fact that the organization meets customers' needs including satisfaction. Customer satisfaction is therefore a major quality goal as quality is aimed at improving the level of satisfaction. Customers. This is why the successful organization is the one that takes the opinions of the customers in its operations and services provided to them, so that many of the institutions share their customers in designing and developing their services and in their continuous evaluation processes.

This is done through the identification of clear procedures for complaints and suggestions of customers and their efforts and efforts to provide services to everyone, including those with special needs (each customer has their own treatment and awareness as the sole customer of the organization). Provided that the company has followed one or more methods of measuring customer satisfaction and the reason for obtaining opinions, observations, complaints, and customer suggestions. Therefore, the Foundation is making efforts towards achieving this For more satisfaction by responding to wishes and expectations and listening to observations and complaints.

II. - Method and tools used:

The determination of the method to be used in the collection of study data requires determining the population and sample of the study first, which is as follows:

1. Determining the Study Community:

Considering that the study is interested in studying the impact of the quality of tourism services in achieving customer satisfaction

The study community is the sum of the elements or individuals who are interested in a particular study or research, that is, all the elements to which the research problem relates. The theoretical society of this study consists of all persons who have previously experienced the experience of obtaining tourist services.

2. Study sample:

Due to the large size of the study population and the inability of all persons with experience to obtain tourist services. For a short period of time, we split the research community and selected a sample of 30 citizens.

3. Definition of the technique used:

In order to reach the answer to the problem presented in our subject and to know the validity of the proposed hypotheses, we asked some questions in the sample of the research, which was in the form of a questionnaire, which is a direct method in the collection of field scientific data from the elements of the research sample, The questionnaires were distributed to a set of closed and open questions, this to enable the respondent to express his opinion freely.

4. Submit the content of the form

Before presenting and analyzing the data, it was necessary to determine the approach to data collection. To collect as much data as possible, we distributed 30 forms and included a set of questions about the degree of satisfaction with the quality and quality of tourism services. Sector in Algeria. This topic also included a set of questions related to the subject's hypotheses, and this is to ensure their validity

5. Instruments used in statistical analysis

After unloading the form and coding the data, some statistical tools were used:

- Use duplicates and percentages on the different subjects of the study using the EXCEL program, in order to provide a comprehensive description of the sample data in terms of: characteristics, degree of support and degree of rejection.
- Using SPSS (Statistical Package for Social Sciences) to provide a comprehensive description of the sample data in terms of: characteristics, degree of approval and degree of satisfaction.
- After unloading the form and coding data and entering the computer by running the program "SPSS" (Statistical Package for Social Sciences - Statistical Package for Social Sciences) was the use of some statistical tools and the most important:
 - Use of repetitions and percentages on the different subjects of the study and the characteristic of chi-square (χ^2) to ascertain the hypothesis of the study in order to provide a comprehensive description of the sample data in terms of: characteristics, degree of approval and degree of satisfaction.

III. Results and discussion:

Testing hypotheses

By testing the previous hypotheses, we obtained the following:

- **The first hypothesis:** The information available about the agency is of excellent quality

The study data showed that 66.7% of the respondents believed that the information provided about the Agency and the services provided is of excellent quality (adequate and accurate). 16.7% are dissatisfied with this view, and within 10% are very dissatisfied and neutral by 6.7%.

In the test of this hypothesis using square kay, the analysis showed that the value of the measured square kai was 28.400 at the freedom level 4 and a significant level of 0.05 and the value of the square ki box was 9.488. Since the value of the calculated kai square is greater than the value of the square qi, We accept the alternative assumption that information about the agency and services provided is of excellent quality (complete and accurate information).

-The second hypothesis: The quality of tourism services of the Agency is achieved by the specifications provided by the customer

The study data showed that 53.3% of the respondents believe that the quality of the tourist services of the Agency is achieved by the specifications provided by the customer, and in the range of 46.7% is dissatisfied, neutral and highly dissatisfied.

In the test of this hypothesis using square kay, the analysis showed that the value of the calculated square kai was 15.333 at the freedom level 4 and a significant level of 0.05 and the value of the square kai box was 9.488. Since the value of the calculated kai square is greater than the value of the square ki, We accept the alternative assumption that the quality of the Agency's tourism services will be met by the specifications provided by the customer

- The third hypothesis: good treatment of customers and appreciation of their own circumstances and personal attention to the client's priorities of the Agency

The study data showed that 53.3% % Of respondents believe that while 6.7% are very satisfied with this view, and 39.9% are dissatisfied, neutral and very dissatisfied.

In the test of this hypothesis using square kay, the analysis showed that the value of the measured quadratic ki was 24.333 at the freedom level 4 and a significant level of 0.05 and the value of the square ki box was 9.488. Since the value of the calculated kai square is greater than the value of the square ki, We accept the alternative premise which states that good treatment of customers and appreciation of their own circumstances and personal attention to them are the Agency's priorities

- The fourth hypothesis: The material facilities provided by the Agency contribute to the satisfaction of the customers.

The study data showed that 46.7% of the respondents believe that while 10.0% are satisfied with this view and 43.4% are satisfied, neutral and highly dissatisfied.

In the test of this hypothesis using square kay, the analysis showed that the value of the calculated square kai is 15.000 at the degree of freedom 4 and a significant level of 0.05 and the value of the square ki box is 9.488. Since the value of the calculated kai square is greater than the value of the square qi, We accept the alternative assumption that the material facilities provided by the Agency contribute to customer satisfaction.

- **The fifth hypothesis:** the degree of satisfaction with the exchange of information related to tourism services in a simplified manner.

The study data showed that 70% of respondents believe that while 10.0% are satisfied with this view, and within 20% are dissatisfied, neutral and highly dissatisfied.

In the test of this hypothesis using square kay, the analysis showed that the value of the measured square ki is 32.667 at the freedom level 4 and the significance level is 0.05 and the square value of the square kai is 9.488. Since the value of the calculated kai square is greater than the square qi value, The alternative hypothesis, which provides for the satisfaction of the exchange of information on tourism services in a simplified manner.

- **The sixth hypothesis:** Satisfaction with the tourism services provided by the agency of Luisis greatly affect the evaluation of the quality of tourism services

The study data showed that 63.3% of the respondents believe that 13.3% are satisfied with this view and 9.2% are dissatisfied, neutral and highly dissatisfied.

In the test of this hypothesis using square kay, the analysis showed that the value of the measured square kai was 35.667 at the freedom level 4 and the significance level was 0.05 while the square value of the square kai was 9.488. Since the value of the calculated kai square is greater than the value of the square ki, we reject the null hypothesis and accept the hypothesis Alternative, which states that the satisfaction with the tourism services provided by the agency of Loisis greatly affects the evaluation of the quality of tourism services

IV. CONCLUSION:

Through the study of a subject that shows that the presence of the quality component in tourism services has become a necessity required by economic changes, and the development of the tourism services market, which allowed the entry of many private institutions in the field of tourism economy, creating an atmosphere of competition between Algerian tourism institutions to attract the largest number of customers. To highlight the quality of services and ways to develop them to increase the market share of tourism enterprises and to ensure their survival and continuity by maintaining existing customers and attracting new customers.

It is therefore necessary for tourist establishments to take care of customer behavior in order to carry out the necessary efforts to identify the services offered and to highlight the specifications and advantages and useful content contained in these services and the needs that can meet and then push customers to make their decisions to deal with the Agency, A marketing mix commensurate with the continuous changes that meet those needs.

After trying to address the various aspects of the subject with study and analysis, we were able to come up with a set of results as well as a set of suggestions.

Hypotheses test results:

- The first hypothesis, which stated: The quality of the tourist services of the Agency is achieved by the specifications provided by the customer, has been confirmed the validity of the hypothesis and this through the results of the field study that we have done where it became clear that the Agency is interested in quality tourism services, The customer and the fulfillment of the promise of the Agency, and provide services appropriate to his wishes.

- The second hypothesis, which states:

The quality of tourism services affect the satisfaction of the customer, which has positively affected the Agency for tourism and travel, the validity of the hypothesis has been confirmed, which means that satisfaction is related to the quality of service perceived tourism, where the importance of customer satisfaction for the services provided The customer's decision to return the customer to deal with the service provider, and therefore repeat

the purchase and create loyalty to the customer for this service, in addition to the customer satisfaction is a feedback to the level of services provided, which helps the service provider to develop and improve these tourism services.

- The third hypothesis, which stated:

The application of the quality of tourism services at the level of agency leads to win the satisfaction of the customer, has been validated this hypothesis as it became clear that the Agency for tourism and travel uses the use of promotional methods, and offer various tourist offers to attract and address The concept of quality of tourism service from the point of view of the customer is related to the extent of the Agency's ability to provide a quality tourist service that matches the actual quality level that reflects the availability of quality of service with the expectations of customers.

General search results:

This study led to the conclusion of a number of conclusions, which we summarize as follows:

The lack of infrastructure and services related to tourism, such as irregular flights, the absence of a network of roads and railways, which are in a deplorable position, and the absence of a clear strategy for the development of the tourism sector. Algeria adopts a policy of manufacturing industries, And equipment, and the tourism sector was seen as a secondary sector.

- To search for indicators that govern the quality of the tourism service by customers, to focus on the performance of services, and to promote and expand the promotion through various media and communication and to carry out intensive publicity campaigns to introduce the agency and travel more.

- The tourist agencies provide various tourism services to facilitate the process of carrying out the tourist activity and to offer various internal tourist offers in order to meet the needs and wishes of customers and the presence of many factors directly and indirectly to the tourist agency, affecting the tourist and its purchasing decisions and lack of promotional

means in the agency despite The quality of its tourism services provided, the quality has become a competitive advantage, which has made it a strategic objective and has a high interest of enterprises.

Suggestions:

In order to make our study more practical, we have supported it with a set of suggestions and recommendations, which we summarize as follows:

- Promotion and development of the promotion and expansion through various media and communication and to carry out intensive publicity campaigns to identify the agency more, and change the decoration of the Agency, increase the workers in the field of tourism to bring more customers to the Agency as well as to increase performance and reduce errors and conduct training courses for them from From time to time, to see the experiences of Arab and international tourism agencies in the provision of services and try to apply these experiences in the local market.
- The Agency of Luisis, over various periods of time, assess the quality of tourism services offered by the agencies at the level of commercial agencies from the point of view of their customers, and this to know the degree of satisfaction with the services provided, and to identify the shortcomings and work to overcome them.
- Raise the level of performance of employees through the intensification of training courses, especially to ensure the rehabilitation of service providers who are in direct contact with the customer.
- Use of scientific methods in the control of the quality of services.

- Annex Tables and Figures:

Table (2): Degree of satisfaction with the second hypothesis

%	Repetition	Degree of satisfaction
%6.7	02	Very dissatisfied
%26.7	08	not satisfied
%13.3	4	neutral
%53.3	16	Satisfied
% 00	00	Verv satisfied

Table (1): Degree of satisfaction with the first hypothesis

%	Repetition	Degree of satisfaction
%10	03	Very dissatisfied
%16.7	05	not satisfied
%6.7	02	neutral
%66.7	20	Satisfied

Source: Based on questionnaire results and 24 spss results.

Table (4): Degree of satisfaction
with the second hypothesis

%	Repetition	Degree of satisfaction
%3.3	01	Very dissatisfied
%23.3	07	not satisfied
%13.3	04	neutral
%53.3	61	Satisfied
%6.7	02	Very satisfied
% 100	03	Total

Table (3): Degree of satisfaction
with the first hypothesis

%	Repetition	Degree of satisfaction
%6.7	02	Very dissatisfied
%20	06	not satisfied
%16.7	05	neutral
% 64.7	14	Satisfied
% 10	03	Very satisfied
% 100	03	Total

Source: Based on questionnaire results and 24 spss results.

Table (6): Degree of
satisfaction with the second
hypothesis

%	Repetition	Degree of satisfaction
% 0	02	Very dissatisfied
% 2.5	03	not satisfied
%6.7	20	neutral
%63.3	19	Satisfied
%13.3	04	Very satisfied
% 100	03	Total

Table (5): Degree of
satisfaction with the first
hypothesis

%	Repetition	Degree of satisfaction
% 0	00	Very dissatisfied
%13.3	04	not satisfied
%6.7	02	neutral
% 70	21	Satisfied
%10	03	Very satisfied
% 100	03	Total

Source: Based on questionnaire results and 24 spss results.

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