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DIMENSIONS OF THE QUALITY OF SERVICE IN THE JORDANIAN TOURISM COMPANIES AND THEIR RELATIONS TO CUSTOMER SATISFACTION

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Abstract:

The present study aimed to reveal the reality of the dimensions of quality of service in the Jordanian tourism companies and their relationship to customer satisfaction. Preliminary data have been collected from customers through questionnaire has been designed for this purpose, after analyzing the data, the study found a positive relationship between reliability, safety, credibility and tangibility and customers satisfaction among Jordanian tourism companies. While there was no relationship between the responsiveness and eligibility and between customer satisfaction in tourism companies

The study recommended that the tourism companies have to continue and concern of all the components of service quality and to enhance it in order to get the satisfaction of employees. The Jordanian tourism companies have to concern over the responsiveness and eligibility regard the respond to the customer needs, and the administration of the company should take care of the customers' complaints and queries. The employees should shorten some of the actions in order to speed customer service. Signboards should be available at the time of provision of services, and provide a sufficient number of staff who provides service to customers. The companies should raise the efficiency of the staff, raise their deductive ability to perform their roles, provide them with the knowledge to their work, to provide staff with adequate information about the service provided, and the company should pay attention that the staff provides the services with highly skilled.

Key Words: Tourism companies, Quality Service, Relationship, Customer Satisfaction

Introduction:

Ability of any establishment to compete and survive depends on several things, including the ability to respond and cope with changes in management and marketing science. The needs and wishes of the customers are formulated in the light of economic social and cultural realities. The relationship between the establishment's ability to continue and survive and its ability to provide services that suit with the changing and developing needs of customers. Hence, it may be appropriate to the administration of any establishment to believe that the ability of development leads to continue and continue to exist because the service is made in the light of the needs and wishes of the customer. Therefore, the essential thing to continue to exist is the ability of establishment to provide facilities to meet customers' needs. The quality of services provided by tourism companies has become very necessary. The qualities of services become important when the needs, requirements and expectations of the customer service increased and increase the ability of these companies to meet those needs, requirements and expectations. From this point, the quality is no longer just a matching of

services to the standard technical specifications, but went beyond that and now includes the wishes and requirements of customer services.(Dyop, M, and Ateyah, H. (2005)

Quality of service plays an important role in designing and marketing the service since it is important for both service providers and customers. The organizations' awareness of the importance of service, the role and applying of the quality service in achieving competitive improvement has increased. The topics and issues regard to the quality captured the attention of a lot of businessmen, seminars and scientific conferences. Customers also became more aware and interested in the quality, and thus many institutions concerned with monitoring the quality of services in all respects have been appeared.(Khoja, T., (2003)

1. Literature review

Altaleb (2010) investigates the role of quality of services provided by Islamic banks in Jordan. Also it tries to know their competitive position in order to help the administrations to start and raise the level of these services in this environment in order to increase market share, which leads to maximize profitability, especially because the environment in which they operate Jordan help them to achieve that. Large numbers of citizens do not want to deal with the commercial banks. The study recommended these banks to take a series of actions to improve the quality of their services in order to be a strong competitor to the other commercial banks. They must work constantly to improve and vary the services to suit the wishes and aspirations of their customers by understanding the trends and customer expectations about the services offered by Islamic banks.

Rashoud (2008) conducts a study aimed to indicate the reality of the quality of service in the Saudi banks from the perspective of customers, the study found that the Al Rajhi Bank customers 'sample of Saudi banks' generally satisfied with the quality of services provided to them from all sides. The study recommended the Saudi banks to raise the efficiency of the service quality dimensions because of its impact on customer satisfaction.

Abu Muammar (2005) conducted a study to identify the best measurement to measure the quality of banking service offered by banks operating in the Gaza Strip and to know the importance of various dimensions of services' quality. It also aimed to test the relationship between the quality of banking service and all of the satisfaction and intention to purchase. The study found that the need to understand the customer expectations in order to provide the best banking service and achieve their satisfaction as well as to measure the

quality of banking service and understanding of the customers is the main entrance to the development and improve the quality of banking services provided to customers. Findings showed a strong statistical significance correlation between customer satisfaction and quality of banking service provided. In addition, the study concluded that customers continue to deal with the banks and increase their loyalty depends largely on their assessment of the quality of banking service provided to them.

Al-Alaaq & Mahmoud (2001) conducted a study aimed to identify the nature of the relationship between service quality as perceived by the beneficiary, and its role in achieving his/her satisfaction. Findings indicate that the process of defining and monitoring quality of service vary greatly in the services sector compared to the commodity sector. Therefore, marketing services strategies differ from marketing goods strategies. In addition, there is a fundamental difference between service quality and satisfaction of the beneficiary. The quality is the position created by the beneficiary through the evaluation of the service offer to him/her. This position is often based on a series of previous experiences of assessment; therefore, the quality is less dynamic compared to the satisfaction, while satisfaction is the final result of the evaluation conducted by the beneficiary for the exchange of certain services. Findings indicate also, a positive relationship between quality perception and expectations of the beneficiary, if the perception of quality exceed expectations, the beneficiary will be satisfied and happy with the service. If the service is less than expected, the beneficiary will not be satisfied with the service.

Abu Musa (2000) conducted a study to identify the level of actual quality banking services provided in each of the Housing Bank and the Jordan Islamic Bank. His study tries to identify the level of customer satisfaction and the degree of their loyalty to their banks. It also aimed to link the relationship between the quality of banking service provided and the increasing profitability represented in a rate of return on investment. The findings indicate that there are statistically significant differences between the customers' assessment of Housing Bank and customers' assessment of the Jordan Islamic Bank to the quality of banking service that actually provided. There are statistically significant relationship between the quality of banking service actually provided in each of the Housing Bank and the Jordan Islamic Bank and the customers' satisfaction. In addition, findings indicate a statistically significant relationship between satisfaction and loyalty of customers at the Housing Bank and Jordan Islamic Bank.

Nelson & Hailin (2000) conducted a study aimed to assess the perceptions of service quality in China's hotel industry from the point of view of both foreign tourists and hotel managers. The sample included 90-hotel manager and 270 foreign tourists who visited China and stayed in the cities of Shangha, Bijank & Kanzho. The study found that a perception of foreign tourists to the quality of service provided in the hotel industry in China is less than their expectations. The assessment of hotel managers to the quality of service provided is higher than the actual service provided compared to the perceptions of foreign tourists for the service already provided. The findings also concluded that the most important causes contributing to the poor quality of service in the hotel industry in China are the gap of service received (gap between the customers' perception of the service provided and the awareness of administration to the provided service). The gap of internal evaluation (the gap between the perceptions of Administration to the expectations of customers and the perceptions of administration to the provided services).

Frederick & Mukesh (2000) conducted a study aimed to verify the correctness, validity and legitimacy of the measuring tool (Intservqual). The sample of the study consists of 1000 of workers on the front and support lines in Singapore Airlines and airport transportation Services Company in Singapore. The study found that perceptions and expectations of internal customers and suppliers supporters play a key role in the organization of the quality of received service.

Osama & Hamed (2000) conducted a study aimed to measure the quality of service in the service industry in the Kingdom of Saudi Arabia; because of quality problems in the organization service is the result of error in the compatibility between initial expectations and the quality of received service. The sample of the study consists of 500 customers at the Electronics Services Company in the Kingdom of Saudi Arabia. The findings indicated the need to manage and control each service intended to enhance the overall perception of the quality of service. Findings also indicted that improving the quality of service is by understanding customers' expectations. In addition, there are some differences in the factors affecting the overall level of quality of service according to customers.

2. The Importance of the study

This study derives its importance from its interest in exploring the views of customers about the services offered by the Jordanian tourism companies and their impressions of some aspects of the services, which they can make judgments about them. As well as the importance of this study stems from the customers' evaluation process of the service they receive.

This evaluation process provides new information for the administration of these companies for the appropriateness of the public services, which provided to the customers. Therefore, this information can be used as a basis for making appropriate decisions on the provision of services, which make the company capable for, continue, development and competition in light of the economic and administrative changes in the world now.

3. Problem of the Study

The problem of the study lies in the lack of clarity of the degree of reliability, safety, credibility, responsiveness, eligibility and tangibility in the Jordanian tourism companies. Therefore, the present research will answer the following questions:

Is there a statistically significant relation between the reliability and satisfaction of the Jordanian tourism companies?

Is there a statistically significant relation between safety and satisfaction of the Jordanian tourism companies?

Is there a statistically significant relationship between credibility and satisfaction of the Jordanian tourism companies?

Is there a statistically significant relation between responsiveness and satisfaction of the Jordanian tourism companies?

Is there a statistically significant relationship between eligibility and satisfaction of the Jordanian tourism companies?

Is there a statistically significant relationship between tangibility and satisfaction of the Jordanian tourism companies?

4. Objectives of the Study

This study aims to identify the extent of the dimensions of the quality of the services provided by Jordanian tourism companies, which include the degree of reliability, safety, credibility, responsiveness, eligibility and tangibility and to know their relationship to the customers' satisfaction.

5. Hypotheses of the Study

Based on the study aims and objectives, the following hypotheses can be formulated:

5.1 H0 1: There is a statistically significant relation between the reliability and satisfaction of the Jordanian tourism companies.

5.2 H02: There is a statistically significant relation between safety and satisfaction of the Jordanian tourism companies.

5.3 H03 There is a statistically significant relationship between credibility and satisfaction of the Jordanian tourism companies.

5.4 H04: There is a statistically significant relation between responsiveness and satisfaction of the Jordanian tourism companies.

5.5 H05: There is a statistically significant relationship between eligibility and satisfaction of the Jordanian tourism companies.

5.6 H06: There is a statistically significant relationship between tangibility and satisfaction of the Jordanian tourism companies.

Reliability

Cronbach's α (alpha) as a coefficient of reliability was used to measure the internal consistency for all dimensions. Table (1) below indicates.

The value of alpha for the reliability dimension = 0.69

The value of alpha for safety dimension =0.73

The value of alpha for credibility dimension =0.91

The value of alpha for responsiveness dimension = 0.82

The value of alpha for eligibility dimension = 0.65

The value of alpha for tangibility dimension = 0.77

The value of alpha for satisfaction dimension =0.81

The value of alpha for all the variables =0.93

All of these values are higher than 0.60, which indicate the stability in the instrument of the study.

Table (1): Cronbach Alpha Test Results:

<i>Dimension</i>	<i>Value of Alpha</i>
Reliability	0.69
Safety	0.73
Credibility	0.91
Responsiveness	0.82
Eligibility	0.65
Tangibility	0.77
Satisfaction	0.81
Total	0.93

Description of Demographic and Personal Factors of the Respondents:

Table (2) below shows a description of the personal and functional factors of the individual sample whom work in the bank.

Gender: 57.1% of the samples are male, and 42.9% are female.

Age: 40.0% of the samples' age range between 26-30 years, and 28.6% were 31-40 years. 20.0% were under the age of 25 years, and 11.4% of the samples were 40 or more than 40 years.

Education Level: 57.1% of the samples are bachelor holders. 25.7% are diploma holders. 11.4% of high school holders and 5.7% of the samples are postgraduate.

Marital status: 65.7% of the samples are married and 34.3% are singles.

Monthly income: 51.4% of the samples' monthly income range between 1000 to 2000 dollars. 22.9% of the samples income less than 1000\$. 20.0% of the sample income range between 2000\$ to 4000\$, 5.7% their incomes more than 4000\$.

Table (2) below shows Frequencies and percentage of the respondents

<i>Percentage</i>	<i>Frequencies</i>		Variables
57.1	200	male	Gender
42.9	150	Female	
20.0	70	Less than 25 years	Age
40.0	140	From 26-30 years	
28.6	100	From 31-40	
11.4	40	+ 40	
11.4	40	High school	Education Level
25.7	90	Diploma	
57.1	200	Bachelor	
5.7	20	Postgraduate	
34.3	120	Bachelor	Marital status
65.7	230	Married	
22.9	80	Less than 1000\$	Monthly income
51.4	180	1000-2000\$	
20.0	70	2000-4000\$	
5.7	20	More than 4000\$	

5.1 First Hypothesis

H0 1: There is a statistically significant relation between the reliability and satisfaction of the Jordanian tourism companies.

To make sure that there is reliability; Table (3) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 4.05 and level of significance 0.00, which indicate that there is reliability.

Table (3): mean, standard deviation, t value and level of significance regard the reliability:

Level of significance	t-Value	Standard Deviation	Mean	Statement	No.
0.00	26.1323	0.55	4.37	The company provides services without errors.	1
0.00	22.1503	0.54	4.14	The company provides services without delay.	2
0.00	11.7603	0.78	3.87	The company is keen to solve customers' problems regard to the services provided to them easily	3
0.00	11.5303	0.83	3.92	The company provides services easily.	4
0.00	14.6233	0.69	3.96	The company provides services perfectly.	5

With regard, the satisfaction table (4) shows that all the statements have more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.75 and level of significance 0.00, which indicate that the customers satisfied of the Jordanian tourism companies

Table (4): mean, standard deviation, t value and level of significance regard the satisfaction:

Level of significanc	t- Value	Standard Deviation	Mean	Statement	No.
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0.00	6.69	1.04	3.69	I have a full satisfaction for the way to provide a service.	6
0.00	9.17	0.88	3.79	I have a full satisfaction for the speed of response to the complaints	7
0.00	7.56	1.09	3.81	I have a full satisfaction for skilled staff in the provision of service.	8
0.00	8.41	0.92	3.76	I have a full satisfaction for the treatment of employees.	9
0.00	7.22	0.99	3.70	I have a full satisfaction for the means of communication used to communicate with the company.	10
0.00	5.64	1.00	3.56	I have a full satisfaction for equipment available in the company.	11
0.00	5.36	1.07	3.57	I have a full satisfaction on the adequacy of fees provided for the service.	12
0.00	13.24	0.84	4.09	I convince my friends to deal with the company.	13
0.00	14.04	0.55	3.75	Total	

To test the first hypothesis the table (5) shows that the value of the correlation coefficient = 0.45. The level of significance was 0.00; therefore, the first hypothesis is accepted, which indicate that there is a statistically significant relation between the reliability and satisfaction of the Jordanian tourism companies.

Table (5): Results of Pearson's correlation test between satisfaction and each of the quality dimensions.

<i>Level of significance</i>	<i>of correlation</i>	<i>Dimension</i>
0.00	0.45	Reliability

0.01	0.35	Safety
0.00	0.38	Credibility
0.55	0.09	Responsiveness
0.11	0.18	Eligibility
0.00	0.40	Tangibility

5.2 Second hypothesis

H02: There is a statistically significant relation between safety and satisfaction of the Jordanian tourism companies.

To make sure that there is safety; Table (6) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.93 and level of significance 0.00, which indicate that there is safety.

To test the second hypothesis the table (5) shows that the value of the correlation coefficient = 0.35. The level of significance was 0.00; therefore, the second hypothesis is accepted, which indicate that there is a statistically significant relation between safety and satisfaction of the Jordanian tourism companies.

Table (6): mean, standard deviation, t value and level of significance regard the safety:

Level of significance	t-Value	Standard Deviation	Mean	Statement	No.
0.00	11.24	0.76	3.83	I feel comfortable in dealing with the company.	14
0.00	15.74	0.69	4.06	the company provides a risk-free services	15
0.00	9.19	0.76	3.67	The company's staff pays attention to	16

				the procedures regard customers since the request of service until it delivered.	
0.00	12.68	0.82	4.01	The company deals with customer information confidentially.	17
0.00	13.90	0.78	4.06	I feel that the company treats the communications with customers to be confidential	18
0.00	20.73	0.46	3.93	Total	

5.3 Third hypothesis

H03 There is a statistically significant relationship between credibility and satisfaction of the Jordanian tourism companies.

To make sure that there is credibility; Table (7) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.85 and level of significance 0.00, which indicate that there is credibility.

To test the third hypothesis the table (5) shows that the value of the correlation coefficient = 0.38. The level of significance was 0.00; therefore, the third hypothesis is accepted, which indicate that there is a statistically significant relation between credibility and satisfaction of the Jordanian tourism companies.

Table (7): mean, standard deviation, t value and level of significance regard the credibility:

Level of significance	t-Value	Standard Deviation	Mean	Statement	No.
0.00	10.92	0.93	4.00	I feel credible by the company in the implementation of services.	19

0.00	10.15	0.80	3.75	The company's employees are the subject of trust for customers.	20
0.00	9.20	0.96	3.87	The company is committed to the promises towards the customers.	21
0.00	9.97	0.85	3.73	invoices issued by the company are accurate and truthful	22
0.00	8.80	0.90	3.78	the value paid by the customer for the service is not exaggerated	23
0.00	17.20	0.51	3.82	Total	

5.4 Forth hypothesis

H04: There is a statistically significant relation between responsiveness and satisfaction of the Jordanian tourism companies.

To make sure that there is responsiveness; Table (8) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.66 and level of significance 0.00, which indicate that there is responsiveness.

To test the forth hypothesis the table (5) shows that the value of the correlation coefficient = 0.09. That means it is very weak. The level of significance was 0.55; therefore, the forth hypothesis is rejected, which indicate that there is no a statistically significant relation between responsiveness and satisfaction of the Jordanian tourism companies.

Table (8): mean, standard deviation, t value and level of significance regard the credibility:

Level of significance	t-Value	Standard Deviation	Mean	Statement	No.
0.00	14.11	0.70	3.71	Company's staff responds to customer needs regardless of the degree of their	24

				concern.	
0.00	12.42	0.65	3.52	The company's administration concerns with customer complaints and inquiries.	25
0.00	13.90	0.73	3.75	The employees shortened some of the actions in order to speed customer service.	26
0.00	15.67	0.66	3.76	Signboards are available in the company when providing services in order to speed up the service.	27
0.00	12.59	0.75	3.67	The company has sufficient number of staff who provides service to customers.	28
0.00	22.49	0.43	3.66	Total	

5.5 Fifth hypothesis

H05: There is a statistically significant relationship between eligibility and satisfaction of the Jordanian tourism companies.

To make sure that there is eligibility; Table (9) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.85 and level of significance 0.00, which indicate that there is eligibility.

To test the fifth hypothesis the table (5) shows that the value of the correlation coefficient = 0.18. That means it is very weak. The level of significance was 0.00; therefore, the fifth hypothesis is rejected, which indicate that there is no a statistically significant relation between eligibility and satisfaction of the Jordanian tourism companies.

Table (9): mean, standard deviation, t value and level of significance regard the eligibility:

Level of significance	t- Value	Standard Deviation	Mean	Statement	No.
0.00	12.03	0.84	3.99	The staff of the company has highly skilled in providing services.	29

0.00	11.09	0.79	3.85	The staff of the company provides the services with highly skilled.	30
0.00	9.64	0.86	3.81	Staff of the company has the capabilities to carry out their roles.	31
0.00	11.11	0.79	3.86	Staff of the company has full knowledge of the work, which enable them to carry out their roles.	32
0.00	8.13	0.89	3.71	The company's staff has sufficient information regard the service provided	33
0.00	15.93	0.55	3.85	Total	

5.6 Sixth hypothesis

H06: There is a statistically significant relationship between tangibility and satisfaction of the Jordanian tourism companies.

To make sure that there is tangibility; Table (9) below shows that all the statements has more than 3.00 in their means. The level of significance was less than 0.05. Overall means was of 3.67 and level of significance 0.00, which indicate that there is tangibility.

To test the sixth hypothesis the table (5) shows that the value of the correlation coefficient = 0.40. The level of significance was 0.00; therefore, the sixth hypothesis is accepted, which indicate that there is a statistically significant relation between tangibility and satisfaction of the Jordanian tourism companies.

Table (10): mean, standard deviation, t value and level of significance regard the tangibility:

Level of significance	t-Value	Standard Deviation	Mean	Statement	No.
0.00	6.38	1.12	3.71	The staff company's appearance is	34

				acceptable.	
0.00	7.24	1.08	3.78	The company uses advanced and appropriate equipment and technological equipment.	35
0.00	6.94	0.91	3.61	Equipment and buildings have beautiful distinctive appearance.	36
0.00	5.91	0.95	3.55	Waiting lounges are comfortable in the company.	37
0.00	5.90	0.86	3.49	The company provides clean hygienic facilities	38
0.00	5.95	1.00	3.59	The location of company is suitable for the customers.	39
0.00	11.63	0.85	3.97	the company is concerned with cleanliness, lighting and air conditioning.	40
0.00	12.05	0.58	3.67	Total	

6. Conclusion

There is a statistically significant relation between the reliability and satisfaction of the Jordanian tourism companies.

There is a statistically significant relation between safety and satisfaction of the Jordanian tourism companies.

There is a statistically significant relationship between credibility and satisfaction of the Jordanian tourism companies.

There is no statistically significant relation between responsiveness and satisfaction of the Jordanian tourism companies.

There is no statistically significant relationship between eligibility and satisfaction of the Jordanian tourism companies.

There is a statistically significant relationship between tangibility and satisfaction of the Jordanian tourism companies.

7. Recommendation

The tourism companies have to continue and concern of all the components of service quality and to enhance it in order to get the satisfaction of employees.

The Jordanian tourism companies have to concern over the responsiveness to achieve customer satisfaction. The staff of Tourist Company must respond to the customer needs, and the administration of the company should take care of the customers' complaints and queries. The employees should shorten some of the actions in order to speed customer service. Signboards should be available at the time of provision of services, and provide a sufficient number of staff who provides service to customers.

The Jordanian tourism companies have to concern over the eligibility because the study indicates that there is no relationship between eligibility and customer satisfaction. The companies should raise the efficiency of the staff, raise their deductive ability to perform their roles, provide them with the knowledge to their work, to provide staff with adequate information about the service provided, and the company should pay attention that the staff provides the services with highly skilled.

The companies that do not care about the quality of service they must take into account the benefit they will get from the area to achieve the satisfaction of employees.

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