

# The Effect of Commodity Quality in Achieving Customer Service: An Applied Study about Al-Kufa Cement Factory

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## Abstract

This research is aiming to try to find out the effects of quality which represented by its removal in the service provided to the customer. Al-Kufa cement factory was chosen as a place for the study. As the study consisted of two variables, namely: the quality represented by its dimensions (**performance, reliability, conformity, organization**) as an independent variable, and customer service as a dependent variable. That the importance of the study lies in determining which of the aforementioned dimensions have the greatest impact on the service which provided to the customer, the research was based on two hypotheses. The first hypothesis is based on the existence of a correlation and influence relationship between the dimensions of quality combined and customer service. The method of the questionnaire was used in order to reach the conclusions and recommendations of the research also in order to reach the final results of the questionnaire, then use the statistical program (spss) to analyze the study data, then the correlation coefficient and multiple linear regression were used from the analysis of the sample answers as statistical tools. The results of the study show that there is a correlation and effect between the combined dimensions of quality and customer service, as well as the existence of a correlation and impact relationship between each dimension of quality and customer service. The two researchers, after reviewing the conclusions and recommendations reached through the study, recommended some recommendations which are related to the research topic.

## Introduction

The quality is one of the important terms, especially in the current period, which is witnessing a state of technological development and a great diversity of commodities. Therefore, organizations that wish to enter the markets to achieve the largest market share must first achieve discrimination in quality, that would be in all levels of the organization. That is, since the first step of the production process is the purchase of the raw materials which is necessary for the production process and matching specifications by following the steps of the production body.

The use of quality represented by its dimensions is one of the means by which the organization can provide a product to be of high quality that meets the needs and desires of the consumer.

Since Iraqi cement is characterized by high quality and high reputation, he tried through this study to try to find out the effect of the quality of goods in achieving customer service. Especially, at the present time, a synchronization of foreign commodities entering the country, such as cement (Kuwaiti and Iranian), has begun to appear. It has been shown through studying the impact of quality through its dimensions that four dimensions have been chosen for the study, namely (**performance, organization, reliability, conforming to specifications**) on customer service, it was found that there is a correlation and influence between the four dimensions of quality and the service provided to the customer. Therefore, the organization under discussion can use these dimensions part or

all of them in order to add additional consumer attraction specifications through which they can compete with foreign production. In order to reach a correlation between the aspects of the research. The research included an introduction and four sections.

### **The First topic**

#### **The Research Methodology**

##### **First: The Research Problem**

By providing high quality products at an affordable price in order to achieve the largest market share, we find that Iraqi cement is one of the distinguished industries, despite the distinction of Iraqi cement, its market share began to recede, especially after the entry of many foreign cement into the country, such as Iran. So the research problem centers on knowing the role of quality dimensions under study in the opportunity to obtain a customer's opportunity for Iraqi cement in front of foreign cement.

##### **The Importance of the Research**

The importance of this study lies in determining the relationship of the four dimensions of quality (**product performance, organization, reliability, conformity of characteristics**) in customer service. This study also includes knowledge of the impact of the aforementioned dimensions on customer service, then the determining the effect of quality dimensions on customer service is considered one of the important matters in order to reach a leadership position in the way of determining the most appropriate dimensions through which it is possible to reach consumer satisfaction.

##### **Third: The Goals of the research**

###### **The Research is aiming to:**

1. Identifying the impact of quality dimensions on customer service.
2. Identifying the relationship between these dimensions and customer service.

##### **Fourth: The Research Hypotheses**

###### **1- The first main hypothesis**

There is a significant correlation between the quality of the commodity and the customer's service, and from this hypothesis there are three sub-hypotheses:

- 1- There is a significant correlation between performance and customer service.
- 2- There is a significant correlation between reliability and customer service.
- 3- There is a significant correlation between conformity and customer service.
- 4- There is a significant emotional correlation between the authority and the customer service

###### **2- The second main hypothesis**

There is a significant impact relationship between the quality of the commodity in serving the customer, and three hypotheses are divided from it:

- 1- There is an influence relationship to significant of the moral performance in customer service..

2- There is an influence relationship to significant reliability in customer service.

3- There is a significant influence-evident relationship of conformity in customer service

4- There is a significant influence relationship for the morale of the organization in customer service

Fifth: The chart of the Research:

The research chart shows the correlation and influence relationships between the main and sub dimensions.

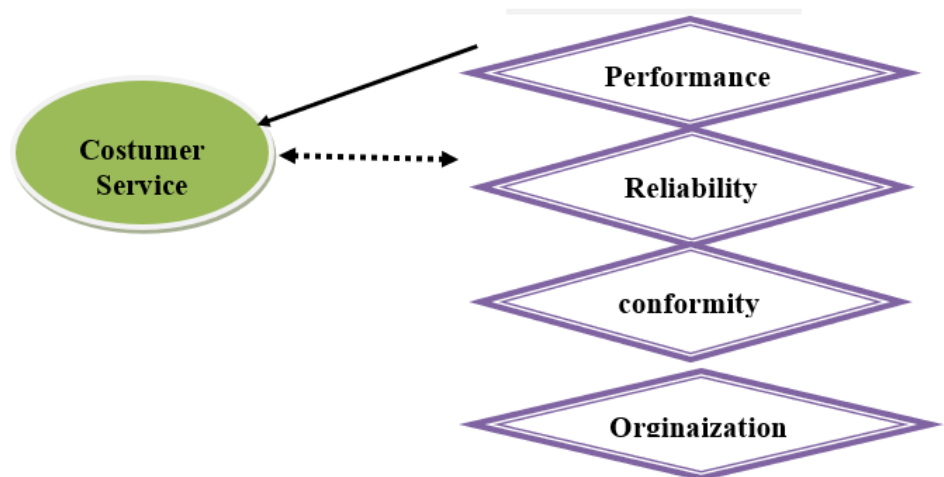


Figure (1) the hypothetical outline of the research

#### Sixth: The study community and its sample:

Al-Kufa Cement Factory was chosen as a place for the study because of the quality that Iraqi Cement enjoys that matches the subject of the study, as for the study sample, it was chosen from inside the factory, where the questionnaire form was distributed to the workers inside the factory, (40) questionnaires were distributed and (33) questionnaires received. (31) were used and (2) were excluded because they were not valid for analysis.

#### The Second Topic

##### The theoretical side

##### The first axis is the quality of the commodity

##### First: - The concept of quality

What do we mean by quality because the term usually means different things. In fact, the term quality is usually used when the most appropriate term must be used (Dolworth,1992, p609)Then quality, whether it is for the good or the service, it means that this product or this service is of a high degree of perfection to achieve consumer satisfaction with it because it is according to the specifications and desires of that consumer in terms of being suitable for use and at an appropriate price.

As Dilworth sees it, satisfaction depends on the evaluations of people outside the company that produce goods or services. Quality is one of the main factors that helped raise the spirit of competition among different companies, factories and services, this is

due to consumers' awareness of choosing a good quality product or service at an appropriate price (Aref, 2002). Quality has become, in our day, a human factor to enhance and succeed any organization, thus reduce the possibilities of failure that it may face due to intense competition in the markets, and the changing tastes and requirements of the customer. Therefore, creating an efficient and effective quality system is a duty for any organization to ensure the achievement of its objectives. (SaLeem, 2001: 39)

The department of the consumers believes that the commodity or service with a high price is at the same time of high quality, the truth is that the high price of a product or service is not an indication of its quality, as from here the competition began to appear between companies and factories that provide different products and services to increase quality and reduce prices for their perception that is what the consumer is looking for, as that really brings us to the motto of quality which states "High Quality and Low Price". (Aref, 2002)

### **Second – The Commodity Quality:**

Despite the importance of different researchers and interested people to define the concept of quality, this makes the issue of defining its dimensions more complicated. (Obaid, 2003: 27) that the company that adopts a competitive strategy must search for its quality dimensions, through a deep awareness of consumers' requirements and expectations, the competitive strategy, not the quality dimension, is based on important rational assumptions which represented by the following:

1. The main reason for the existence of the company and its continued growth and stability is to provide a value product that serves the consumer.
2. Quality has a critical and essential role in creating this value.
3. There are different methods of competition. Also, the company must have a strategy that represents a combination of quality dimensions that define its own path to create a distinct and desirable competitive position. (Al-Basri, 1998: 99)

The definition of good quality: an effective system for the integration of quality development, quality maintenance and quality improvement efforts for different groups of an organization, in order to enable actions and service to be of the best economic levels and which seek full customer satisfaction (Slack, Armand Feignbum, 1998, p761)

### **Third: the importance of commodity quality dimensions**

The importance of the commodity quality dimensions can be determined in the following points:

1. The consumer wants commodity, goods and services that have quality design with desirable facts, as this is done with quality as well as the right price. (Al-Fadil, 2004: p. 32) also when adding those characteristics or dimensions to the product, that will achieve consumer satisfaction with that product.
2. The intellectual dimension of quality in the product tends towards confirming conformity with the established specifications, as well as reducing the costs that borne by the product as a result of working on the basis of the quality system that is designed and established in the organization.

The aspirations of the product regarding quality meet the requirements of the consumer as they are all focused on conforming to the use of the consumer. (Al-Fadil, 2004, p.33)

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3. Often the service or product support provided by the company is important to the quality of the product or service itself (Krajewski, 1993, p92)
  4. Business success depends on the accuracy of management's observations and perceptions of the customer's expectations and the degree to which the gap can be built between consumer expectations and operational possibilities. (Krajewski, 1993, p92)
  5. Matching Standards. Managers set quality standards for their services or products and measure quality implementation by how they apply and comply with those specifications very closely. (Krajewski, 1993, p99)
  6. Most of these dimensions talk about product design (Evans, 2003, p11) and that the ideal way to achieve success and customer satisfaction is to develop product design.
  7. Constantly satisfying customers' requirements is the essence of quality matching. Requirements are generated by the customer, lead to the understanding and approval of specifications and necessitate the permanent fulfillment of these needs. At the same time, companies also have requirements that suppliers must meet if the quality offer is to be met. In this way, quality is a three-dimensional proposition, the company, its suppliers, and its customers. (Hill, 2000, p311)

#### **Fourth: Dimensions of the commodity quality**

##### **1- Performance:**

This dimension refers to the general or main characteristics that distinguish the good or service, such as the capacity of the engine cylinders in the car, the force of front or rear drive, length, width, etc. (Aqili, 2001, p. 34) or how the job and its parameters are performed (Al-Azzawi, 2006: p. 157), as we see here that there are some characteristics or characteristics that distinguish the product in order to perform its function as required, for example as (Al-Najaar) sees the color and clarity in the picture of the TV set. (Al-Najaar, 2004, p. 448)

The consumer qualifies the quality of products and services with his performance, noting that the clarity of the voice on the phone indicates good performance. (Ibrahim, 2006, p. 39)

Although both the quality of design and performance are a goal that the facility seeks to achieve during the production process, it may be difficult in practice to fully achieve both of them. There is this other dimension of quality resulting from the actual production conditions, which is known as the quality of production or the quality of conformity to the specifications (Al-Taiee, 2003, p. 42).

##### **2- Reliability:**

Reliability is defined as a measure of the ability of a system, product or service to perform over a certain period of time under specific operating conditions, it is also defined as the ability for a product, system or service to operate during its useful life without breakdowns under normal use conditions. (Al-Azawi, 2006: 173).

When the consumer purchases a product, he expects that this product will work for a specific period of time, which would be three years effectively and efficiently without stopping, the more the product performs its function well and without interruption during the period of time which set by the previously producing company, that the greater consumer satisfaction with the product and vice versa. As (Aqili) sees the stability of the

performance level of the quality of the commodity or the provision of service over time. (Aqili, 2001, p. 34)

### **3- The Conformance**

This dimension indicates the extent to which the specifications of the commodity or service and its quality conform to the expectations of the customer, in other words the extent of the ability of the specifications and quality of the commodity or service to meet the needs and desires of the customer according to what he expected (Aqili, 2001, p. 35), that each product has certain specifications when it is produced, the car's speed was such km per hour or the power of the generator, for example (250 kV) and so on, the consumer, when buying this product, is expected to match the specifications with the capacity of the product, as this depends on the degree of conformity of the product to the specifications as (Al-Najar) sees it, it is a measure of the extent to which the final product conforms to the previously established specifications. (Al-Najar, 2004. p. 448)

### **4- The Orginaization**

They are the physical properties of the commodity, its shape, feel and elegance (Al-Azawi 2006, p.57) or , as Evans sees it, the additional attraction qualities of the product (Evans, 2003, p11)

As we can see, this dimension means that the organization puts certain qualities in the product which are complementary qualities to the product in order to add a new feature to it, thus attract the consumer's attention towards the product.

The complementary characteristics of the product, according to Al-Najar, are the availability of wireless control in the television set (Al-Najar, 2004, p. 449) or the luxuries that are added to the car such as an air bag and an airbag for shock absorption, a first aid kit.etc(Aqili, 2001: 35).The importance of quality appears in the event of competition between more than one product, whether it is a competing product in the local market or an external product that distributes its goods in the local market, which means a great pressure on our local companies with the need to pay attention to the quality and improve its level. (Al-Taiee, 2003, p. 44)

### **The second axis**

#### **Customer service**

##### **First: the concept of service**

The high importance of service industries is considered as a part of Gross national production (GNP) and a source of employment is one of the characteristics of the economies of Western countries.As many individuals are now able to purchase more diverse products in the consumer market, such as leisure, health and telecommunications products.In the past few years, many publications are looking at whether marketing management in the services field differs from managing the physical goods market and that the debate in this area will undoubtedly continue in the future. However, it appears that the services market is characterized by some characteristics that include intangible value, indivisibility, plurality, perishability, mortality, and ownership (Gaston, 1998, c. 267).

The growth of the service sector has steadily increased in relation to the gross national product of the United States, as it achieves (74%) of this product, and constitutes (80%) of all jobs,in addition, the service sector produces a surplus in the trade balance of approximately 28 billion dollars annually, compared to a fiscal deficit of 132 billion

dollars in the conformity and goods sector (Donnelly & Peter, 2000, p182). Which is estimated at more than half of consumer expenditures (Stanton, 2006, p. 292), that technological progress is a major factor in increasing service trade, that through the electronic calculator, for example, the cost of the service, which was previously very expensive, is now less expensive due to the lack of labor and its replacement with computers.

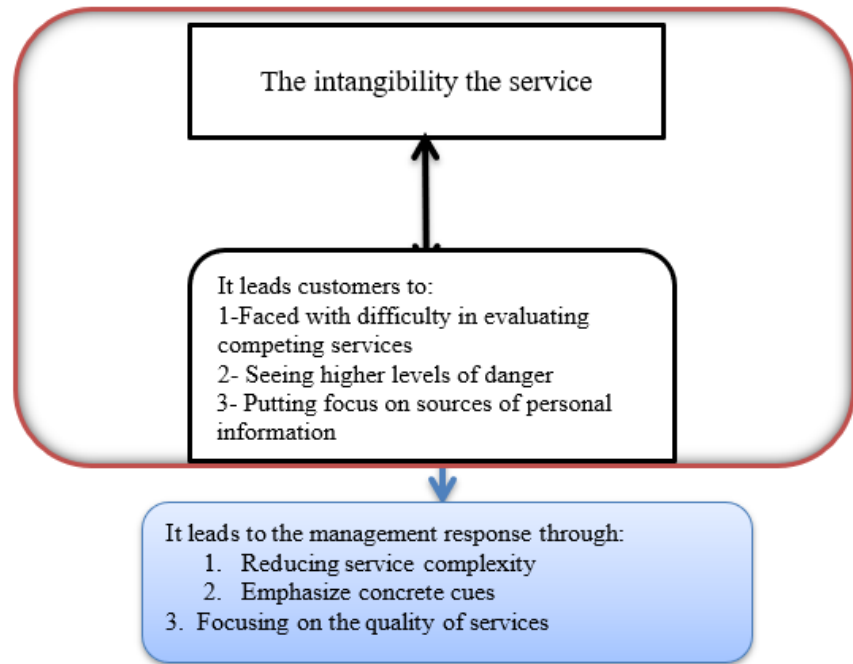
Kotler (Kotler, 2000, p467) defined service as “any activity or benefit that one of the parties can provide to another party as it is basically intangible, it does not result in any ownership, and its production may or may not be related to a physical product, on the other hand (Mathis & Jackson, 2003, p33) emphasized that delivering excellent service is a way to increase competitive performance. Also he referred to it (Kotler and others, 2003, p. 144), in another source, “that it is any activity or work of benefit that a certain party can provide to another, and the services in essence are intangible and do not lead to the acquisition of some property.” With the increase in the quality level of the product in a comprehensive manner among the competitors, customers have turned towards service as a primary means of differentiation between organizations, the organizations that have benefited from this trend among customers have done the following: (Kotler, 2003, p322):

1. Establishing service goals that support business goals and product goals.
2. Defining and determining what the customer expects from the quality of service and response.
3. Translating customer expectations into deliverable service.
4. Establishing integrated, coherent and specialized delivery systems for service delivery.
5. Monitor and control the performance and quality of service.
6. Providing a quick and cost-effective response to customers' needs

**Second: the characteristics of the service:**

Service products have their characteristics that distinguish them from commodity products, as most researchers have unanimously agreed on five main characteristics of services:

- 1) The intangible value of the service: it means that it cannot be seen, tasted, heard or felt before it is purchased. For example, people who undergo plastic surgery cannot see the result before purchasing, also passengers on board the plane only have a ticket and the promise of their arrival and the safe arrival of their luggage to the required destination and the specified time, to reduce uncertainty, so buyers look for signs of service quality, as we find them making inferences about quality from location, people, and price. That is why the task of the service provider is to make the service tangible by one or more means, also to send the correct signals about quality. Some analysts call this case “Evidence Management,” in which a service organization provides its services to customers with regular and honest evidence of its capabilities (Kotler, 2005, p249).



**Figure No. (2): Some implications of the service not being intangible**

Source: Adrian Palmer, (2003), "Principles of Services Marketing", translated by Muhammad Ayub, Dar Al-Ridha for Publishing, Damascus, p. 27.

Through the previous figure (Adrian, 2003, p. 27) refers to the service as a **moral** (intangible) that leads to some implications, as customers face difficulty in evaluating the services available to them, in this way, the customer must have access to a wealth of information about the many services which are available from the competing organizations. On this basis, the management tries to reduce the complexity of the services provided to the customer so that the customer can understand them.

2) Not fragmented, plasmapheresis: First, natural commodities are produced, then preserved, then sold, and finally consumed. As for services are sold, then produced and consumed, all at the same time. That the services are not divided or separated means that they cannot be separated from their sources, regardless of whether it is provided by man or machine. If a person provides a service, he is considered part of that service (Kotler, 2003, p. 147). An example of that is a worker who advises a customer related to choosing the right merchandise in which he has invested part of his money.

3) Discontinuity: Since the process of production and consumption of services depends on people, there is a risk of lack of continuity of quality. The quality of services is related to who, when, where and how they are provided. The quality of services itself is very difficult to monitor. (Kotler, 2003, p. 149).

4) Non-preservation (vanishing): The quality of not keeping the service, which means that it cannot be saved with the aim of selling it later or using it. The non-preservation of services does not constitute specific problems if the demand for them is somewhat stable. However, if the demand is subjected to some different fluctuations, then the institutions providing services face difficulties and problems. Service-providing institutions can apply several strategies to eliminate the asymmetry between demand and supply, on the demand side, discriminatory pricing, i.e. setting different prices at a different time, helps in little change in the share of demand at peak time, that it can be said that the organization can set



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low prices at a time or the dead era on the successful marketer is how to find the benefits of time and place, (Kotler, 2003, p.150).

5) The absence of the ownership: When consumers buy natural goods, for example cars or computers, for example, they obtain special capabilities to use the product for an unlimited period of time, that is, they own the commodity, but when buying a service it cannot be owned, because the service is consumed when using it (Kotler, 2003, P. 151).

6) Pluralism (heterogeneity): The delivery of service products is characterized by plurality, as it is difficult to standardize production measures in the event that many employees interfere in the distribution process, in addition to that customers have various desires regarding the type of service required (Gaston, 1998, p. 269). (Etzel et al, 1998, p270) adds: (It is impossible for the service industry, or even the service provider can standardize the outputs. Each unit of service is somewhat different from the other unit of service itself due to the human factor in production and delivery, also Kotler (2005, p250) indicates that the diversity of service means that the quality of services depends on the identity of the one who provides them as well as the time, place and manner of providing them.

So the service differs in its above characteristics in terms of intangibility, commitment to the seller, heterogeneity and fluctuation of demand. As service marketing faces special challenges that may not be associated with the sale of goods, as there are a number of internal and external influences that greatly affect those service marketing strategies that need to ensure that new services have been developed logically and that the current ones have created a new image for the customer. What is noticed is that what was mentioned in the books and marketing literature about the characteristics of the service does not deviate in its content from the above-mentioned characteristics with change and diversification according to the service provider. Payne (1995, p9) asserts that the characteristics of the service can be a source of competitive differentiation. A service that can be understood more easily and whose benefits can be evaluated more easily can gain a great advantage.

### **Third: The gaps of services**

Through many services, the permanent customer relationship is unlike the temporary customer relationship that arises between the seller and the buyer, in other words, the customer looks at the seller as someone who has cognitive abilities that are valuable to him. The patient's relationship with his doctor is considered one example of this relationship, as is the relationship of the university professor and his students, most of the time, the buyer adheres to the advice that the seller gives him or his suggestion, as these relationships may be of a nature characterized by sustainability. Since many service organizations are of the category that deals with regular customers, they practice the marketing function in a more specialized manner, therefore services of distinctive quality are very important to the success of any organization in today's increasingly competitive environment, as in a reference from (Peter & Donnelly, 2000, p188-189) in one of the studies that focused on the level and quality of services, more than (40%) of those who surveyed reported that the reason for their transfer to other competing organizations, that it is the poor level of services, while only (8%) of them mentioned the prices, it is worth noting that the customer is the one who determines the quality of the services distinguished for him in light of the alternatives available to him and his special needs, as the problems of determining the good quality of services are attributed to the difference in expectations, reactions, and experiences of dealing between the specific service provider and the customer, that a number of gaps can be identified as follows: -

1) The gap between the customer's expectations and management's reactions to these customer expectations.

2) The gap between management's reactions to the customer's expectations and the specifications of the quality of service which provided by the concerned organization.

3) The gap between the quality of service specifications and the perceived quality of service.

4) The gap between the actual service delivery and external communications related to that service.

Basically, the customer receives the level of service quality as a function of the importance and trend of the gap between the expected service and the received service.

Al-Ajarmah (Al-Ajarmah, 2005, p. 345) adds, that the gaps do not appear except with the presence of two parties, whether they are contradictory or compatible to some extent, the gap appears in its wide or limited extent, whenever the administration feels that there are such gaps, it is necessary in the services to reduce the gap as much as possible in many and varied ways.

In the same direction, (Abdul Razaq and Maraj, 2006) indicate that there is a deviation between the resultant service and the expected service. This deviation reveals the difference between the customer's expectations and reality. In order for an organization to be able to evaluate the quality of its services, it must evaluate it with the following determinants:

1) Ease of access: the service must be accessible without any delay or waiting.

2) Information: It is intended to inform the customer and be in the language that he understands and in simple terms.

3) Courtesy: Employees must be courteous, respectful and clever.

4) Efficiency: This means that the workers providing the service are fully efficient to ensure the best performance of the service.

5) Credibility: The organization must obtain the trust of its customers.

6) Speed of reaction: quick and effective response on the part of the workers to the problems of the customer.

7) Security: The service is provided under complete security conditions.

8) Personification: This means that the degree of quality corresponds to the products associated with the service.

9) Understanding the customer: It is all the efforts made by the organization in order to understand the customer, and pay attention to his needs.

Al-Ajarmah also adds (Al-Ajarmah, 2005) that the customer's expectations about the service are in themselves certain beliefs and ideas that the customer carries to serve as fixed standards or measures that he returns to in order to determine the quality of performance. That the customer expectations have been divided by some writers into three levels, namely:

1- Required service: It reflects what the customer wants.

2- Adequate service: It is the level that customers are willing to accept.

3- Predictable service: The level of service that customers think will happen.

#### Fourth: the service profit chain

(Wrigley, 2002, P2) indicates that there is a close relationship between service quality, customer satisfaction and profitability of the organization. Through Figure (3), it is evident that employees' provision of high-quality services contributes for achieving their satisfaction, which makes them, as a result, more likely to stay in their organizations for a longer period, as they are able to do more of their efforts to improve productivity. These two factors are coupled with providing better value services, which in turn are a way to gain customer satisfaction, also to enhance the bonds of positive relations between them and the organization, then create high levels of loyalty from them, giving the service organization a strong and honest spoken word, which results in additional benefits in reducing the costs of attracting a new customer. Therefore, the quality improvement programs actively contribute to increase their profitability in the long run and the growth of their return.

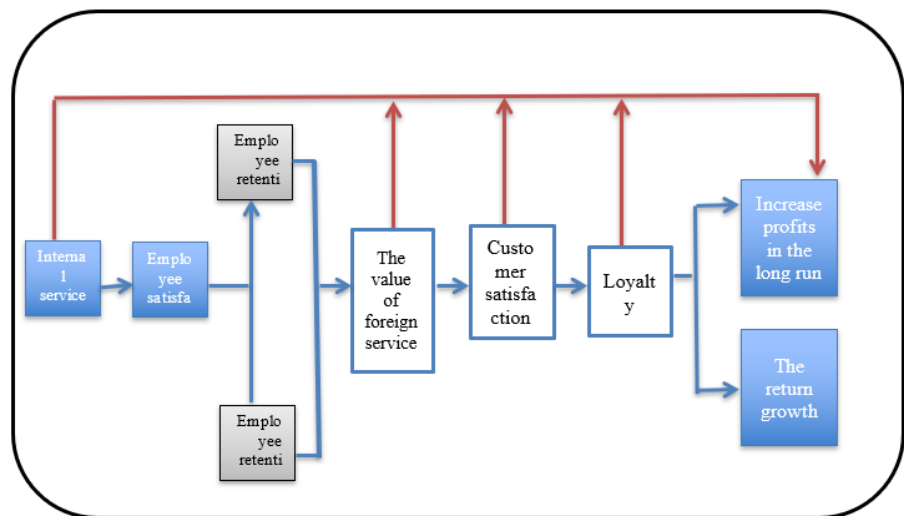


Figure No. (3) service profitability chain

**Source:** Wrigley, Sarah,(2000) " Customer Satisfaction Research- The Need for A New Way Forward",p2.

In the same direction (Kotler, 2005, p250) points out that successful service organizations focus their attention on both their customers and employees. As it understands the service profit chain that links the service organization's profits with worker and customer satisfaction.

This series consists of five sections: -

A- Internal service quality: selecting and training the best worker, availability of a quality work environment and strong support for those who deal with customers.

B - workers satisfied and productive: they are more satisfied, sincere and serious workers at work.

C - Greater service value: Creating value for the customer and delivering service in a more effective and efficient manner.

D - Satisfied and Loyal customers: customers who are satisfied, loyal, and persistent in the procurement process and inference of other customers.

E - Profits and proper development of the service: Optimal performance of the service organization.

### The Third Topic

#### Testing and analyzing hypotheses of influence relationships among the research variables

The research assumed that there are significant morale influence relationships between the independent research variable (commodity quality) and the approved research variable (customer service). This relationship has been represented by two hypotheses, as these relationships will be disclosed and analyzed according to the order of their appearance in the hypothesis research scheme, as follows:

The research hypothesis indicates (the existence of a significant morale impact relationship to the quality of the good in customer service (Y1), in light of this hypothesis, the simple regression equation indicates that the quality of the commodity affects the service of the customer (Y1), this effect assumes the existence of a functional relationship between the quality of the good and the customer service (Y1), in light of this relationship the following simple regression equation is formulated:

$$Y1 = a + \beta X$$

Since (a) represents a constant value

This relationship means that customer service (Y1) is a function of the quality of the commodity. As for the estimates of these values and their statistical indicators, they were calculated at the level of the research sample about (31). The influence relationships between the variables will be analyzed, as follows:

$$\text{Customer Service} = (2.022) + (0.59) \text{ goods quality}$$

The research used ANOVA test regression analysis for the purpose of rejecting or not rejecting the hypothesis in the framework of this formulation. The analysis of variance table yielded results in the light of which an analysis of the variance between these relationships was shown in Table (1).

**Table No. (1) Analysis of variance (ANOVA) for the relationship between good and customer service**

The source of the contrast	Free Degree	Sum of squares	Average of squares	$R^2$	Accounted F value	Level of morale
Regression	1	5.751	5.751	0.34	36.70	0.000
The error	29	10.968	0.157			

Total	30	16.719				
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Source: Prepared by the two researchers, based on the outputs of the electronic calculator  
N = 31

As for the table of relationship coefficients, it indicated the values shown as follows:

**Table (2) coefficients for the relationship between the good and the customer service**

Model	Non-standard coefficients		Beta	T	Level of morale
	Beta coefficient	Standard error			
Stable	2.022	0.333	0.59	6.070	0.000
(x) Good quality	0.522	0.086		6.058	0.000

Source: Prepared by the two researchers, based on the outputs of the electronic calculator  
N = 31

It is clear from the table of variance analysis and the table of coefficients for the relationship between the quality of the commodity and the customer service at the level of the research sample of (31) person, that the value of (F) is large when compared with its tabular value of (3.92), the level of morale (0.05) and the degree of freedom (1,29), this indicates that the regression curve is sufficient to describe the relationship between (X and 1Y) and with the level of confidence (0.95) as this is confirmed by the significant value of (X) according to the (t) test, the value of the accounted (t) at the level of the research sample (6.058) was greater than its tabular value (1.66).

In light of the regression equation, the stable ( $a = 2.022$ ) indicates that there is an existence of sales of (2.022) when the quality of the commodity is equal to zero.

As for the value of the marginal slope at the level of the research sample, it reached ( $\beta = 0.59$ ), which is associated with (X). It indicates that a change of (1) in the quality of the commodity will lead to a change of (0.59) in customer service.

The value of the coefficient of determination ( $R^2$ ) indicated a coefficient about (0.34), which means that the quality of the commodity explains (0.43) from the variance in customer service, as (0.57) of the unexplained variance is due to the variables that did not enter the regression model, which is a good indicator which is indicating the strength of the regression model. On the basis of these results, the hypothesis is not rejected.

**The fourth topic****The Conclusions and recommendations****First: the conclusions**

Through the theoretical aspect of the study, it became clear to us the importance of implementing the commodity quality dimensions through which the customer service who performs his role to achieve success for the organization.

1-Through the study, we found that there is a positive correlation between the four dimensions of the commodity quality (performance, appearance, reliability, conformity of specifications) and customer service.

2- Through the study, it became clear to us that there is a significant influence between the four dimensions of the commodity quality (performance, appearance, reliability, conformity of specifications) and customer service.

3. The use of price as a way to confront competitors is considered a good way, but in light of the current development, it is better to use the quality represented in its dimensions to confront competitors and an increase in achieving customer service.

4. Because of the intensity of competition between business organizations, the use of some methods to attract the customer, such as providing after-sales services, is considered an important matter, despite this, the factory under discussion does not provide such a service.

5. Realizing and knowing the specifications desired by the customer enables the company to produce products consistent with the aspirations and desires of the customer.

6. The use of advertising as a means to promote products is considered one of the important things to increase sales, thus increasing customer service.

**Second: The Recommendations**

Through the conclusions we reached, through which it was found that there is a correlation and impact relationship among the four dimensions of good quality and customer service. In light of this, the recommendations that we reached are as follows:

1- The necessity of directing the attention of the establishment under consideration to apply the principles of the four dimensions of good quality (application of part or all of the dimensions) because of their effect on achieving customer service and satisfaction.

2- The necessity of directing the facility's attention to the means of advertising its products through exhibitions, posters and other advertising means in order to better inform consumers of its products.

3. Attempting to find larger distribution outlets for its products inside and outside the country due to the good reputation of Iraqi cement has, which is offset by shortcomings in distribution.

4. The introduction of modern technology to develop the reality of work.

5. Providing after-sales services more because of its importance to the customer.

6. Knowing the dimensions (characteristics) desired by the customer is necessary to put in place clear plans in order to apply them in the factory.

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