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قال الله تعالى:

"وقل رب زدني علماً"

قال الرسول صلي الله عليه وسلم :

"اللهم علمني ما ينفعني وأنفعني بما علمتني"

## DEDECATION

To the spirit of my mother's beloved, to my dear father who helped me with his knowledge and guidance, to my dear husband who helped me by his effort and time, to my professor DR. Arafa Jibril, to all who helped me in this research all thanks and appreciation.

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## Abstract

The study aims to identify the impact of implementing ISO 9001 on marketing management in Giad Company in terms of marketing performance as whole, which includes customer satisfaction and satisfaction of employees through

increasing their skills. The researcher used Descriptive analytical method because it fits with the nature of research.

The importance of the research lies in the need for the application of ISO 9001 in marketing management in the right way in addition to trying to determine the difficulties that would be faced with this application and the possibility to avoid them, also researcher hopes that this research will serve as a modest contribution to be added to other contributions in enriching the company's library.

The research includes three hypotheses: Firstly, There is a relationship between implementing ISO 9001 and Customer satisfaction. Secondly: There is a relationship between implementing ISO 9000 and Improvement of people performance in marketing management. Thirdly: Top management is supported the overall quality program.

The research reached to a number of results, the most important that Giad company are applying TQM and ISO 9001 efficiently and characterized with high quality products through the application of international standards of quality which make them gaining a high reputation in the domestic and international markets thus been able to achieve the desired results. Also the company interesting of customer satisfaction through solves their complaints. The recommendations is that Top management should follow Continuous modernization of work systems in order to cope with the new technology, and should applied more care and attention on measuring quality improvement process, Increasing employee's motivation by listening to their suggestions, participation in decision making , also improve after sale service to increase customer satisfaction.

## مستخلص البحث

تهدف هذه الدراسة إلي معرفة مدي الأثر الذي حققه تطبيق الآيزو 9001 علي إدارة التسويق بشركة جياي للسيارات من حيث مستوي الأداء التسويقي ككل والذي يشتمل علي رضا الزبائن من ناحية و رضا العاملين من ناحية أخرى وذلك عبر زيادة مهاراتهم وتقييمهم ومشاركتهم في اتخاذ القرارات. إستخدام الباحث في هذه الدراسة المنهج الوصفي التحليلي لأنه يتناسب مع طبيعة البحث.

تشتمل هذه الدراسة علي ثلاث فرضيات:

الأولي هي إثبات وجود علاقة وثيقة بين تطبيق الآيزو 9001 ورضا الزبائن، الثانية هي وجود علاقة وثيقة بين تطبيق الآيزو وزيادة مهارة العاملين، أما الثالثة فتتمثل في التحقق من أن الإدارة العليا تدعم وتؤيد تطبيق الجودة الشاملة والآيزو 9001 داخل المنشأة.

أما أهمية البحث فتكمن في ضرورة تطبيق الآيزو 9001 في إدارة التسويق بالطريقة الصحيحة بالإضافة الي محاولة تحديد الصعوبات التي يمكن أن تواجه هذا التطبيق وإمكانية تلافيتها ، كما يأمل الباحث في أن يكون هذا البحث بمثابة مساهمه متواضعه تضاف الي المساهمات الاخرى في إثراء مكتبة الشركة.

توصل البحث الي عدة نتائج أهمها أن شركة جياي للسيارات تقوم بتطبيق نظام الجودة الشاملة والآيزو 9001 بكفاءه عالية مما أدي إلي تحقيق النتائج المرجوة. أيضاً تمتاز الشركة بالجودة العالية لمنتجاتها وذلك من خلال إلتزامها بتطبيق المواصفات العالمية للجودة مما اكسبها سمعة عالية في الاسواق المحلية والعالمية، تولي الشركة إهتمام عالي برضا الزبائن وتسعي دائماً إلي سرعة الاستجابة إلي شكاويهم.

توصل البحث إلي عدة توصيات أهمها ضرورة إلتزام الإدارة العليا بتطوير أنظمة العمل لتواكب التطورات التكنولوجية الحديثة، ايضاً ضرورة زيادة الاهتمام بالعاملين من حيث تحديد الصلاحيات والمسئوليات والاستماع الي مقترحاتهم وآراءهم من أجل تطوير العمل ونجاحه إضافة الي تدريبهم والعمل علي زيادة وعيهم بمفاهيم الجودة الشاملة وكيفية تطبيقها والإلتزام بها. كذلك اوصي البحث ايضاً بزيادة الاهتمام بالعمليات

الداخلية لإدارة التسويق والعمل علي تطويرها. ومن التوصيات ايضاً  
العمل علي زيادة رضا الزبائن وذلك بتطوير خدمات ما بعد البيع والعمل  
علي حل المشاكل والاتصال المستمر بالزبائن للمحافظة علي ولاءهم  
للشركة.