



Sudan University of Science and Technology

Post Graduate College of Graduate Studies

**Assessing of Internal Customer's Satisfaction as a Means
for Satisfy External Customers -A case Study of Private
Basic School in Khartoum state**

تقويم رضا الزبون الداخلي كوسيلة لإرضاء الزبون الخارجي
دراسة حالة : مدارس الأساس الخاصة في ولاية الخرطوم

***A thesis submitted in partial fulfillment for the requirements of
M.SC. Degree in Total Quality Management and O
organizational Excellence***

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النحل: ۹۷

Dedication

This research is dedicated to my parents, brothers, sisters, my husband Omer and my friends. Thank you for their support and *patience. I am forever grateful.*

Acknowledgement

Firstly I thank my God FOR HIS great help to complete M.S.C course in managing quality excellence. My deep thanks to Sudan University of Science and Technology, my supervisor professor Shampol Adlan, my husband Omer who helped me greatly and all the thanks for everyone who supported me.

Abstract

This study was carried out in Sudan Khartoum state during 2013 to Assess the Internal customer satisfaction as a Bridge to satisfy the External customer in Private basic schools. The study was analytical in nature and the questionnaire was used to collect data about the five factors of Physical environment, Psychological environment, Communication, Administration aspect and Promotions .The data was collected from(100) employees and (75) students in three Private basic schools .After the statistical analysis of (SPSS) program the researcher provided recommendations and suggestions for improving employee satisfaction at the schools proposed

مستخلص الدراسة

أجريت هذه الدراسة في ولاية الخرطوم السودان خلال عام 2013 لتقييم إرضاء الزبون الداخلي كوسيلة لإرضاء الزبون الخارجي بثلاث مدارس اساس خاصة في ولاية الخرطوم كانت طبيعة الدراسة تحليلية وتم استخدام الاستبيان لجمع البيانات حول خمسة عوامل عن الرضا الوظيفي وهي :البنية المدرسية ,البنية النفسية ,إدارة المدرسة , الترقيات والتواصل .تم جمع البيانات من (100)موظف في الثلاث مدارس (75)تلميذ نتائج الدراسة بعد التحليل الإحصائي بواسطة برنامج (SPSS).قدمت الباحثة توصيات ومقترحات ذات صلة بموضوع الدراسة من اجل تحسين الرضا الوظيفي في المدارس الاساس

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Ser.	Statement	Female	male	Per. Female	Per. Male
1	I love my school	4	21	5	28
2	My school have games yards	2	13	3	17
3	I love all my teachers	5	38	7	51
4	I love some of my teachers	10	29	13	39
5	My school have multi activities	19	26	25	35
6	I share in many cultural activities	20	40	27	53
7	I share in many sports activities	5	30	7	40
total		65	205		

Ser.	Female	male		yes	no	
1	4	21	I love my school	5	28	67%
2	2	13	My school have games yards	3	17	80%
3	5	38	I love all my teachers	7	51	43%
4	10	29	I love all of my teachers	13	39	48%
5	19	26	My school have vary activities	25	35	40%
6	20	40	I share in many cultural activities	27	53	20%
7	5	30	I share in many sports activities	7	40	53.3%
total	65	205				