

# الآية الكريمة

بسم الله الرحمن الرحيم

قال تعالى:

**صُنِعَ اللَّهُ الَّذِي أَتَقَنَ كُلَّ شَيْءٍ إِنَّهُ خَيْرٌ رِمًا تَفْعَلُونَ**

صدق الله العظيم

سورة النمل الآية (88)

# *Dedication*

Give my best to:

- My parents, God save them.

- My husband, God saves him, and his generous parents.

- My brothers, God save them.

- My kindly friends.

- Everyone who taught me, to those who work for science and knowledge.

# Acknowledgment

After the praise of God - praise and exalted - and thanked him, and prayers and peace be upon Prophet Muhammad "peace be upon him".

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- Human resources department in worker national bank and all employees.
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# Abstract

The study dealt with the role of implantation ISO 9001: 2015 certifications on customer satisfaction and employees performance

The problem of the study is that many banking institutions are not concerned with the implementation ISO 9001: 2015, which makes them lose their competitive advantage. , The study tested the following hypotheses: - There is a statistically significant relationship between the implementation ISO 9001: 2015 and customer satisfaction, quality of service, employee performance and employee loyalty. The study used the analytical descriptive method using the SPSS program to analyze the results of the field study, and found that the implementation ISO 9001: 2015 system in the worker National Bank has a positive relationship with customer satisfaction with an average of (2.64) and a correlation coefficient (0.796) and a positive relationship with the quality of service with an average of (2.55) and correlation coefficients (0.818) and a positive relationship to the employees' performance with an average of(2.49) and correlation coefficients(0.897) and a positive relationship to the employees' loyalty with an average of (2.27) and a correlation coefficient of (0.618) at 99% confidence level.

The study recommended a general recommendation to implementation of the ISO 9001: 2015 system on banks and institutions to increase efficiency and performance, increase competitive advantage, pay attention to employees' empowerment, raise awareness of the objectives of the organization, focus on good communication with the customer and special recommendations of the workernational Bank of which can represent potential weaknesses such as meetings and job descriptions. Communicate with customers and reduce service time.

# المستخلص

تناولت الدراسة دور تطبيق شهادة الايزو 9001:2015 على رضا العملاء واداء العاملين، وهدفت الى التعريف باهمية تطبيق شهادة الايزو 9001:2015 ودورها في جودة العمل والتحسين المستمر له، تتمثل مشكلة الدراسة في أن العديد من مؤسسات الخدمات المصرفية غير معنية بتنفيذ الايزو 9001:2015 مما يجعل هذه المؤسسات تفقد ميزتها التنافسية. قامت الدراسة باختبار الفرضيات التالية ( :هنالك علاقة ذات دلالة إحصائية بين تطبيق شهادة الايزو 9001:2015 وبين رضا العملاء , جودة الخدمة , اداء العاملين وولاءهم. استخدمت الدراسة منهج الطريقة الوصفية التحليلية باستخدام برنامج SPSS لتحليل نتائج الدراسة الميدانية ، وتوصلت الي ان تطبيق نظام الايزو 9001:2015 في بنك العمال الوطني له علاقة طردية برضا العملاء بمتوسط حسابي (2.64) ومعامل ارتباط (0.796) وعلاقة طردية بجودة الخدمة بمتوسط حسابي (2.55) ومعامل ارتباط (0.818) وايضا علاقة طردية مع اداء العاملين بمتوسط حسابي (2.49) ومعامل ارتباط (0.897) وعلاقة طردية بولاء العاملين بمتوسط حسابي (2.27) ومعامل ارتباط (0.618) عند مستوي ثقة 99%.

أوصت الدراسة توصيات عامة بضرورة تطبيق نظام الايزو 9001:2015 على البنوك والمؤسسات لرفع الكفاءة والاداء وزيادة الميزة التنافسية والاهتمام بتمكين الموظفين والتوعية باهداف المؤسسة والتركيز على التواصل الجيد مع العميل وتوصيات خاصة ببنك العمال الوطني والتي يمكن ان تمثل نقاط ضعف محتملة مثل نقص الاجتماعات الدورية والوصف الوظيفي والتواصل مع العملاء وتقليل زمن الخدمة.

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