

استهلال

قال تعالى :

وَأَوْفُوا الْكَيْلَ إِذَا كِلْتُمْ وَزُنُوزًا
بِالْقِسْطِ الْمُسْتَقِيمِ ذَلِكَ خَيْرٌ
وَأَحْسَنُ تَأْوِيلًا (٣٥)

صدق الله العظيم

سورة الإسراء الآية (35)

وقال صلى الله عليه وسلم :

إِنَّكُمْ لَا تَسْعُونَ النَّاسَ بِأَمْوَالِكُمْ
وَلَكِنْ يَسْعُهُمْ مِنْكُمْ بَسْطُ الْوَجْهِ وَحُسْنُ
الْخُلُقِ "

DEDICATION

This thesis is dedicated to:

Allah Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding

*A special feeling of gratitude to my loving parents
For their endless love, support and encouragement*

My beloved sisters and brothers; particularly my dearest sister, NADA, have never left my side and she was very special and stands by me when things look bleak,

My close friends who encourage and support me

All the people in my life who touch my heart

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All praises to The Allah Almighty who has created this world of knowledge for us. He is The Gracious, The Merciful. He bestowed man with intellectual power and understanding, and gave him spiritual insight, enabling him to discover his “Self” know his Creator through His wonders, and conquer nature. Next to all His Messenger Mohammed (SAW) Who is an eternal torch of guidance and knowledge for whole mankind.

I owe a deep debt of gratitude to my university of Sudan for giving me an opportunity to complete this work.

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With a great pleasure I would like to take this opportunity to say warm thanks to all my beloved friends, thank you for your understanding and encouragement in my many, many moments of crisis. Your friendship makes my life a wonderful experience, you are always on my mind.

Thank you, Lord, for always being there for me.

ABSTRACT

This study was to identify the role of applying TQM on the achieving customer satisfaction on the Sudan Civil Aviation Authority (SCAA) . The study population consisted of the personal from all department of the SCAA and random sample of customers on Sudan Civil Aviation Authority. The researcher used descriptive approach and system of statistical analysis and Chi-square to calculate the assumptions of statistical significance in the analysis of the questionnaire, which was distributed to a random sample of employees (80) and customers (100) of the SCAA. The analysis of the results showed that there are statistical significance indicators for implementation of TQM in the Sudan Civil Aviation Authority on customer satisfaction. The study found that the service provided from the SCAA is not a high quality although the awareness and commitment of the top managers of implementing the TQM is good, but there is no clear quality management system with known responsibilities inside the SCAA ,but the interior working environment is suitable and helps to provide reliable and high quality output of services. The study recommend that in the SCAA the top management should support the TQM practicing and cares for its continuous improvement because the ISO certificate should be target as a process of continues improvement, also they have to increase employee involvement and maintain continuous review of the quality management system to achieve institution objective and customer satisfaction. the study recommended that the experience of the SCAA in applying the TQM should generalize to all the aviation companies in Sudan provinces as it leads to employees satisfaction and customer satisfaction.

المستخلص

تهدف هذه الدراسة للتعرف على دور تطبيق إدارة الجودة الشاملة في تحقيق رضا العملاء في سلطة الطيران المدني السوداني وتكون مجتمع الدراسة من جميع الأشخاص في جميع أقسام سلطة الطيران المدني السوداني وعينة عشوائية من عملاء سلطة الطيران المدني السوداني، استخدم الباحث المنهج الوصفي ونظام التحليل الإحصائي ومربع كاي لحساب الفرضيات ذات الدلالة الإحصائية في تحليل الاستبيان والذي تم توزيعه على عينة عشوائية من الموظفين (80) وعملاء السلطة (100) وأظهرت النتائج وجود مؤشرات ذات دلالة إحصائية لتطبيق إدارة الجودة الشاملة في سلطة الطيران المدني السوداني على رضا العملاء، كما وجدت الدراسة أن الخدمة المقدمة من سلطة الطيران المدني ليست ذات جودة عالية بالرغم من وعي والتزام الإدارة العليا لتنفيذ إدارة الجودة الشاملة ، وليس هنالك نظام واضح لإدارة الجودة مع المسؤوليات المعروفة من جانب سلطة الطيران المدني السوداني ولكن بيئة العمل داخل السلطة مناسبة وتساعد على إعطاء نتائج صحيحة وتوفير خدمة موثوق بها ذات جودة عالية من الخدمات، وتوصي الدراسة بأن تقوم الإدارة العليا في السلطة بدعم إدارة الجودة الشاملة وممارستها للتحسين المستمر نظرا لإستهدافها لشهادة الأيزو باعتبارها عملية التحسين المستمر التي تؤدي لزيادة مشاركة وتضمين الموظفين والحفاظ على إستمرار مراجعة نظام إدارة الجودة الشاملة وبالتالي تحقيق هدف المؤسسة في رضا العملاء، وأوصت الدراسة الي أنه ينبغي تعميم تجربة الطيران المدني في تطبيق إدارة الجودة الشاملة على جميع شركات الطيران في السودان لأن ذلك يؤدي إلى رضا الموظفين و رضا العملاء.

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