

## Awareness of productivity quality requirements in ready-made garment factories and its impact on customer satisfaction (An applied study in the Kingdom of Saudi Arabia)

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### **Abstract:**

**Background:** As a matter of fact, productivity quality is a novice approach to business performance and management in a modern manner and a new understanding that surpasses all traditional management methods. The focus is on meeting the requirements and expectations of customers, beneficiaries and recipients of services and products. By knowing their requirements and needs, then meeting them and performing them in the correct and required manner through continuous improvement and development to reach the highest levels of performance, which is the desired mastery that meets the requirements of customers and thus achieves their satisfaction. Awareness of reducing knitting defects, which is the heart of the ready-made garment industry, is the key to managing productivity quality and one of the challenges facing this industry, which can be reduced by avoiding errors such as handling and using proper clothing manufacturing methods.

**Research Problem:** Product quality awareness is a top priority for all organizations and companies because it plays an important role in achieving customer satisfaction, which is the ultimate goal of the entire production and marketing efforts alike. Quality is a crucial aspect in modern companies because it distinguishes companies from their competitors. As competition between company's increases, the importance of product quality has increased in the minds of academics, manufacturers, and marketing professionals, too. Previous studies concluded that the percentage of the impact of technical factors was more influential in reducing the income of ready-made garment factories by 53% compared to the percentage of the impact of production management factors by 47%, which confirms the need to pay attention to developing improvement plans for technical factors and their crucial importance in increasing the quality of productivity within ready-made garment factories in the Kingdom of Saudi Arabia. Other studies highlighted that improving product quality is one of the main concerns in the ready-made garment industry. However, there are several factors in the garment industry that are responsible for poor product quality and the emergence of defective items, the most important of which is unskilled workers due to the inconsiderable number of years of experience and the negligible number of training courses. Studies also revealed that most of the operators in the study garment factory did not receive any kind of training, but learned skills on the job for 1 to 20 years, which had a negative impact on their productivity. Numerous negative problems and obstacles have emerged that hinder the quality of productivity, as most ready-made garment factories in the Kingdom of Saudi Arabia suffer from low productivity quality within their factories compared to their available material and human capabilities or the large production inputs compared to the outputs of the production processes. Therefore, the interest in the research problem was in studying awareness of the requirements of productivity quality in ready-made garment factories and its relationship to customer satisfaction.

**Research Objectives:** This research aims to study the relationship between awareness of productivity quality requirements and its relationship to customer satisfaction in ready-made garment factories through the following sub-objectives: 1-Determine the level of awareness of the requirements of productivity quality among the primary research sample in its themes (quality level, product conformity, review of product specifications, efficiency), total, themes weights. 2-Determine the level of awareness of the primary research sample of the requirements of customer satisfaction in its dimensions (trust, commitment, responsiveness, tangibility, reliability). 3- Identify the relative significance of the themes of productivity quality requirements among the primary research sample. 4- Identify the relative significance of the dimensions of customer satisfaction. 5- Study the relationship between awareness of productivity quality requirements in the ready-made garment factories in its themes (quality level, product conformity, review of product specifications, efficiency), the total, and customer satisfaction in its dimensions (trust, commitment, responsiveness, tangibility, reliability), the total. 6- Study the relationship between awareness of productivity quality requirements in the ready-made garment factories in its themes (quality level, product conformity, review of product specifications, efficiency), total, and customer satisfaction in its dimensions (trust, commitment, responsiveness, tangibility, reliability), total, in light of the research variables (age, educational level, number of years of experience, number of training courses). 7- Determine the percentage of participation of the research variables (age, educational level, number of years of experience, number of training courses) on each of (awareness of productivity quality requirements, customer

satisfaction) according to the weights of regression coefficients 8- Detect the significance of the differences between the mean scores of the primary research sample's awareness of the requirements of productivity quality in its themes (quality level, product conformity, review of product specifications, efficiency), the total, according to the research variables (age, educational level, number of years of experience, number of training courses). 9- Detect the significance of the differences between the mean scores of the primary research sample's awareness of customer satisfaction in its dimensions (trust, commitment, responsiveness, tangibility, reliability), the total, according to the research variables (age, educational level, number of years of experience).

#### **Significance:**

**Theoretical Significance:** 1- This research is considered a nucleus for specialists to prepare guidance programs to raise workers' awareness of productivity quality requirements and their relationship to customer satisfaction. 2- Identifying the role of productivity quality in achieving customer satisfaction in ready-made garment factories. 3- Contributing to shedding light on the importance of the role of productivity quality in achieving customer satisfaction in ready-made garment factories.

**Applied Significance:** 1- This research is considered one of the few researches that addressed the topic of workers' awareness of productivity quality requirements and their relationship to customer satisfaction, which is a new trend to identify those requirements. 2- The results of this research can be used in holding seminars and training courses in factories and companies to identify productivity quality requirements and provide them with quality skills in the ready-made garment industry, which in turn affects customer satisfaction. 3- Providing scientific material on productivity quality and customer satisfaction that researchers can benefit from. 4- Providing recommendations to decision makers in ready-made garment factories to address the problem of productivity quality and customer satisfaction.

**Research Methodology:** This research uses the descriptive analytical methodology, which is the methodology based on collecting detailed data and information, studying the phenomenon and activities that achieve the research objectives, which justify the conditions in the survey community and thus reach better solutions to improve performance and conditions in the community concerned with the survey (Qandilji, 2018). Additionally, the researcher used this methodology due to its relevance to achieve the objectives of the research.

**Results:** The research found a significant positive correlation between workers' awareness of productivity quality requirements and customer satisfaction. The most influential variables were age, educational level, and years of experience. The research variables had a positive and direct impact on workers' awareness of productivity quality requirements. The mean scores of workers' awareness of productivity quality requirements were significantly higher for those with more than 15 years of experience and three training courses or more. However, there were no significant differences between the mean scores of the customer satisfaction questionnaire in its dimensions. The research also found that the mean scores of the customer satisfaction questionnaire were higher for those with more than 15 years of experience and three training courses or more.

**Conclusion:** Technological advancements have significantly impacted human life and production, necessitating the importance of awareness of production quality requirements and quality control to reduce errors and defects in production lines and final products. This research aimed to study workers' awareness of productivity quality requirements and its relationship to customer satisfaction in ready-made garment factories. The study used descriptive analytical methodology and included a pilot and primary sample of workers, employees, and clients from various social and economic levels. The results showed a statistically significant positive correlation between workers' awareness of productivity quality requirements and customer satisfaction. The study also found significant differences in workers' awareness of productivity quality requirements based on years of experience and training courses. However, no significant differences were found in customer satisfaction dimensions. The researcher recommends building a strong corporate culture that supports productivity quality requirements, investing in employee training and development, and building strong relationships with customers by listening to their opinions and suggestions.

#### **Keywords :**

Awareness - Productivity quality requirements - Customer satisfaction

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