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MGT590: Business Research: Designs and Procedures
Module Assignment: Action Research Paper

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Introduction

It is noted recently that the term customer satisfaction or customer satisfaction has appeared widely and significantly, especially in light of the crowding and increase in the number of business organizations operating in the same sector, especially with the expansion of international and global markets, and with the increase in the volume and rate of commodity and service outputs, which requires each organization to maintain The list of its clients being the most important part and the supreme goal that these organizations make an effort to retain, on the grounds that they are the main reason that guarantees these organizations continuity, success and the ability to achieve competitive advantages.

In this study I will focus on the customer service in Smileland Amusement City , which is located in Iraq and has 8 branches in several Iraqi cities .

Background

The main goal of any business is to meet the needs of its customers and consequently encourage repetition, which will lead to business improvement and increased profits. One of the determinants that affect a company's effectiveness or performance is relationship management and customer satisfaction, which is the main focus of our study

Research Problem

There is strong competition in today's market that forces companies to be more connected to their customers in order to keep their customers and acquire new customers.

It is very important for institutions to provide the best way to provide services to their customers.

On these grounds, the relevant questions are:

Question 1: What is the impact of customer orientation on customer satisfaction in the Amusement City?

Question 2: Impact of service quality on customer satisfaction share Amusement City?

Question 3: The effect of service quality mediation on the effect of Customer orientation on customer satisfaction in Amusement City?

LITERATURE REVIEW

The purpose of this study is not only to introduce the reader to the techniques and management of customer relationships.

The more important goal of this study is to understand customer relationships and see management as successful in building meaningful relationships with customers.

Customer Service and Satisfaction

Satisfaction is derived from the Latin *satis* (enough) and *facere* (to do or make).

Satisfying products and services are thus able to provide what they are looking for to the extent that it is “enough”.

Recently it has been noted that the phrase customer satisfaction or customer satisfaction has appeared widely and significantly, especially in light of the crowding and increasing number of business organizations operating in the same sector, especially as international and global markets expand, and as size and Services, which every organization should maintain Customer list of the most important segment and the highest goal that these organizations strive to maintain, on the grounds that they are the main factor that guarantees the sustainability, success and ability to gain competitive advantage of these organizations.

The objectives of this article are:

- The main objective of customer service is to satisfy the customers, gain their trust and desire to continue dealing with the organization, to ensure the benefit of the material returns obtained from them, in return for the goods and services provided by the organization reflects, and gains a competitive advantage among other organizations operating in the same sector. (Nicholas Webb, 2016)
- Respond to all queries raised by customers in a timely manner; Where to be answered with an appropriate response, with a high degree of confidence, accuracy and clarity.

Providing service, delivering goods on time, and fulfilling the promises and commitments made by the company in order not to lose the trust of customers.

- Good, kind and humane treatment appropriate to customers and their level, and not discriminating against them on any basis: ethnicity, religion, or sexual orientation.

- Provide high quality goods and services, according to the required specifications, and within the costs specified therefor, and ensure high honesty and reliability in financial transactions in particular.
- Attract and win new customers, by building a strong reputation for the organization, and implementing core values accurately, which increases the number of customers, as well as sales volumes and profits.

In the Amusement City, customer satisfaction is always twofold:

First: The child

Second: The parents

Therefore, those who directly or indirectly manage the work must take into account the feelings of the child and the feelings of the parents must not be ignored.

Information Technology Mapped to Customer Service

Most companies in the present era are trying to provide services in a simple and easy way, so it is very important to use technology to provide services and communication to make it possible to do this as soon as possible.

Customer-focused technology always seems to be centered on integration and control. Integrate things like information technology systems that make the guest experience seem seamless, while giving the customer control of everything they need to do.

Therefore, it is very important for the Amusement City to make sure that it can take advantage of this new way to deliver its services to its customers.

Complaining Behavior in Service

Technology-based services are currently growing rapidly, such as telephone services and social networking services. Due to technical developments in these areas, reasons for frequent interactions with service providers arise. It is a common belief that complaints can be quickly and quickly settled online and over the phone which can be easily accessed by the customer.

So it's very important here how the company makes very good assumptions to reduce complaints because it's impossible to assume that there will never be complaints, so the Amusement City is dealing with two classes: children and parents Work with customers.

Empirical Review

Different Amusement City has different cultures, based on specific plans and programs. As a result, regardless of the dynamics of Amusement City, every Amusement City is now trying to defend its own plans and programs.

In some cases, the culture of the Amusement City may need to be changed or even changed to adapt to new market changes and needs.

While Amusement City tries to keep their plans, market realities and customer tastes and preferences may force Amusement City to consider modifying their plans and programs.

Two strong factors push an organization to modify their plans and programs: competition and the need to maintain customer loyalty.

It is very important that both institutions and Amusement City work on several topics such as:

- Adaptation to the current situation in any development.
- Training employees to be ready to adapt to changes.
- The province has a strong relationship with customers.

METHODOLOGY OF THE STUDY

Scientific research is considered one of the most important skills in which you search for a solution to a problem, or support or refute a scientific hypothesis with reliable evidence. Therefore, it is considered one of the basic requirements in postgraduate studies and other work, and it is also one of the most important means of theoretical and practical development for the individual and society. The research methodology represents a set of steps that the researcher follows, provided that these steps are considered and scientifically approved, and the researcher adheres to them in a logical and scientific sequence that is organized and clear-cut, in order to be able to reach a solid result based on evidence, logic, and the rules and regulations of scientific research. Therefore, the researcher must show patience, honesty, perseverance, and honesty in his research journey. (SAMI Saber, 2015)

Research Design

The design and construction of scientific research tools depends on the type of research design, whether it is quantitative research such as: experimental research, quasi-experimental research, correlational research, and descriptive research. Research Scientific research tools are built in order to collect data for the study and measure variables. Therefore, one tool or several tools can be used in the same study. In general, research approaches can be divided into three forms, exploratory,

descriptive, and causal. They show that exploratory research is used to identify problems in general. In order to work on them with a solid plan and program, the analysis of the thesis must be considered. In this study, the researchers primarily collected qualitative data through interviews where the responses received were words rather than numerical data.

Area/Population of the study

Population density is a demographic measure that is usually used in demographics to measure the average number of people living in a specific geographical area in the middle of the year, such as countries, cities, or any populated area. This number is divided by the total area of the geographical area, which is measured in square kilometers.

The population density law used is: the population in a region divided by the total area of the region, i.e. the quotient of dividing the population by the area of the region, and the unit in which population density is measured is (people / km²).

In order to calculate the population density, it is necessary to start by defining the geographical area in which the population density is to be calculated, defining its area and borders, then collecting data and numbers about the population census of the geographical area, and making sure to use recent numbers.

A population is a group of people that the researcher is interested in studying and wants to gather information about and draw conclusions about. The study will be conducted in Erbil, Iraq. Erbil is one of the most populous cities in the country. According to the Iraqi government, Erbil has a population of about 3 million people.

Source of Data Collection

Data collection is defined as a systematic process that aims to collect observations or measurements related to a specific research, whether it is for governmental, commercial or academic purposes. Data collection methods contribute to gaining direct knowledge and original ideas about a particular research issue. Data collection methods and approaches vary according to the fields of study Depending on the required information.

Data is a group of objective facts that are not interconnected, and it attracts several methods, including observation, research and recording. Data can also be defined as those letters, symbols, and images associated with a subject, and after being collected, they are processed to become useful information later. The data collection process is a major focus in scientific research, as it cannot be completed without sufficient data and information on the research focus, so the researcher resorts to

following a number of methods to attract data from its sources. (Michael D. Brown & Michael D Brown, 2017)

Therefore, as Amusement City, some questions must be prepared so that we can identify strengths and weaknesses during the answers so that we can work on them.

Sampling Procedure

The study sample is defined as a partial community group with the same indigenous characteristics to which it belongs, and the aim is to obtain relevant information by selecting a number of people for the study who are representative of the community.

Table OF Department

Department	Distributed Questionnaires
Marketing Department	20
Technical Department	15
Service Department	15
Sales Department	20
employee	15
security	15
Total	100

Method of Data Analysis

Data analysis is defined as the process of evaluating data using analytical and logical thinking to study each component of research data, this analysis is just one of the many steps that must be completed when conducting a research experiment, data is collected from various sources, reviewed, and it is then analyzed to form some kind of study or conclusion.

Analysis of data from scientific studies:

When analyzing the data, the following steps can be taken:

- * Determine the objectives of the study; because not setting goals wastes an individual's time.
- * Entering data into a computer; this includes the preparation of statistical analysis files.

* Descriptive analysis; It is an exploratory analysis to identify any unexpected patterns or results, and includes the calculation of summary tables and graphs as determined during goal setting.

*Add detailed measurements such as standard errors for descriptive analysis. Comparing the results of the present study with previous studies, after which new hypotheses can be formulated.

*Provide final tables, graphs, and analytical methods used, moreover the analytical methods in the paper must be documented, the reason is that the reader knows the method followed, also this provides an opportunity for another researcher in... in future the same method in use it in a similar study.

In this study questionnaire and interview are used as research tools a questionnaire is used to collect data from the sample respondents as the study Primary research tool.

The questionnaire is created to answer the research questions.

In this tool, the first group and the second group are divided and limited. Respondents' personal information will be treated in the first group, while the research statement will be based on the research questions and hypotheses presented in the first section. Each respondent is given a list of options or alternatives from which to select or mark one.

DATA ANALYSIS AND FINDINGS

The results of scientific research are the results that the researcher reaches after attempting the research, and are set as they are without interference by the researcher, the results are presented by scientific methodology, so the first question or hypothesis is presented He has done it.

This section describes how to display and analyze the results collected from the questionnaires.

The study sought information on various aspects of the respondents' background i.e.; Number of years of operation in the Amusement City, the part of the Amusement City, and communicating the goals and strategies of the Amusement City to the respondents. This information aimed to test the respondent's adequacy in answering questions about customer quality focus practices and performance in service improvement.

Results Collection

In this section we want to explain the analysis of the results in terms of percentages collected as a result of these questions.

There were 250 participants who ate as follows:

Table 1: Gender of the participants

Man	85
Woman	85
Boy child	40
Daughter's child	40
Total	250

Table 2: The age of participants

Year 20 – 30	85
Year 31– 45	85
Year 6 – 14	40
Year 15 –19	40
Total	250

Here, as the Amusement City, all ages and genders have participated

Here we conducted the survey in Smileland Amusement City for eight days at different times

- Cleanliness of the games
- Consideration of health
- Employee treatment
- Considering the security aspects of the Amusement City
- Prices of games

Table 3: Cleanliness of the games

Agree	212
Disagree	38

Cleanliness is an important score for the customer to make sure his children are safe

Table 4: Consideration of health

Agree	200
Disagree	50

After the outbreak of coronavirus, one of the most important things for customers is to take into account the health aspects

Table 5: Employee treatment

Agree	220
Disagree	30

One of the things that makes customers happy, especially children, is the nice treatment of employees to customers

Table 6: Considering the security aspects of the Amusement City

Agree	210
Disagree	40

The security for the customer makes him always feel safe and makes him turn to this place regularly

Table 7: Prices of games

Agree	215
Disagree	35

Often the customer often views it as a service at a good price

Correlation Analysis

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and calculate their correlations. Simply put - Correlation analysis calculates the level of change in one variable due to change in the other variable. High correlation indicates a strong relationship between the two variables, while low correlation means that the variables are weakly correlated.

Types of Correlation Analysis:

Positive correlation: A positive correlation between two variables means that both variables move in the same direction. An increase in one variable leads to an increase in the other variable and vice versa.

For example, spending more time on the treadmill burns more calories.

* Negative correlation: A negative correlation between two variables means that the variables move in opposite directions. An increase in one variable leads to a decrease in the other, and vice versa. For example, increasing the speed of the vehicle reduces the time required to reach the destination.

* Weak/zero correlation: There is no correlation when one variable does not affect the other variable.

For example, there is no correlation between the number of years of schooling a person has studied and the letters in their name.

It uses analysis

Correlation analysis is used to study practical cases. Here, the researcher cannot manipulate individual variables. For example, correlation analysis is used to measure the relationship between a patient's blood pressure and the medications being used.

Response Rate

A total number of 5 questionnaires were sent out, and 5 questionnaires were received. This represents a rate of 100%.

Data organized according to respondents answer

It should be noted that not everyone will approve of your work, but very good approval is encouraging.

- Cleanliness of the games

Some customers complained that the cleanliness was not as good as it should be, so the management had to use new equipment to keep the place clean.

- Consideration of health

Some criticized where the guidelines should be posted so that the procedures can be better implemented not by the management but by the customers themselves.

- Employee treatment

Due to changes in staff, regular customers often feel uncomfortable, which leads to complaints.

- Considering the security aspects of the Amusement City

Often due to overcrowding, there is often a disruption in security work, so it is very important to take into account this situation in case of emergency and overcrowding.

- Prices of games

We must not forget that price is a good motivation for the customer to feel good service.

RESULTS AND DISCUSSIONS

How to discuss the results of the study is one of the most prominent features of the distinguished studies if the discussion of the results of the study is formulated in a scientific, critical manner, with the support of the discussion in the opinion of the researcher presenting the study, to reflect the extent of the scientific effort exerted to reach these results.

The discussion of the results of the study can be defined as the scientific step that falls within the steps of completing the scientific study, which the researcher presents through a separate chapter, which is the chapter discussing the results of the study.

The researcher is advised, before starting to formulate a chapter discussing the results of the scientific study, to qualify the method of drafting the chapter in a way that allows the emergence of the personality of the researcher and the strength and value of the scientific research presented.

How to discuss the results of scientific research

The researcher learns how to discuss the results of the study so that he can provide a rich discussion of the results he reached through his research and scientific tools. The researcher relies on many scientific methods and tools that he chooses to collect data and information related to his study and research problem.

The researcher must realize the value of the chapter discussing the results of his scientific research in order to present it in an appropriate manner, containing all the required elements, and through sound formulation.

Through how to discuss the results of the study, it is necessary to achieve the interrelationship of the results reached by the researcher with the hypotheses developed by the researcher during his scientific research.

The researcher must choose a scientific approach that enables him to achieve integration and compatibility between the hypotheses of the study and the problem of the scientific study that is being addressed, and thus to reach sound results.

The results of the research are a set of quantitative and qualitative data that the researcher accesses through statistical analysis tools to reach a set of analyzes and proofs that indicate the validity of his findings.

The researcher must realize the importance of statistical analysis software that enables him to reach positive results that are accurate and consistent with the information and data collected.

Within the method of discussing the results of the study, the researcher refers to the results mentioned in previous studies, and he must clarify the points in which the results of the current research and previous results agreed.

The researcher must clarify the points of difference that he recorded during his comparison of the results of his current research and the findings of previous research, while clarifying all the proofs and evidence he relied on to reach the points of difference and similarity.

Conditions for drafting a chapter discussing the results

How to discuss the results of the study is recognized through some binding conditions that pave the way for the researcher to properly formulate the chapter discussing the results, and among these conditions:

- 1- To discuss the results of the scientific research related to the study through a single chapter from the rest of the scientific study chapters, provided that the researcher follows all the conditions for drafting the chapter to avoid mistakes.
- 2- The researcher realizes that the error in formulating the chapter discussing the results of scientific research results in many problems that affect the value of the research and the importance of its results.
- 3- The researcher must realize that the results of the scientific study are all the correct data and answers that were reached as answers to solve the research problem under study.
- 4- The researcher must realize that the results of the study are a mixture of quantitative data and a set of qualitative data, and each has its own discussion that is in line with the quality of the data.
- 5- The researcher formulates, through his knowledge of how to discuss the results of the study, a chapter discussing the results of the research as a single part in which the discussion is presented in a way that explains the purpose for which this study was conducted.
- 6- The researcher should start writing the chapter on discussing the results of the scientific study before the date of the discussion of the scientific study, so that he has understood all the details of the study and reached the logical conclusions of the study.
- 7- The researcher explains, through the chapter discussing the results of the scientific study, the scientific method that was relied upon in the research, in addition to other scientific methods to derive and approve the results.
- 8- The researcher takes into account the importance of including his personal opinion in the results he reached when discussing the results of his scientific research, so that it appears to the reader or the discussant the extent of the researcher's knowledge and scientific expertise.

Feedback on obstacles and improvement areas in internal customer service

After collecting the answers, it is very important that the Amusement City currently has some points to focus on, especially the health and cleanliness of security, which some of the answers focused on this issue.

One suggestion was to consolidate all customer service departments into one. The part that everyone will still focus on their part, but could have access to comprehensive information or services.

Someone was mixing techniques. Customer service combines export and domestic sales customer service into one unit.

In the next section I will focus more on how to improve customer service in the Amusement City.

CONCLUSIONS AND RECOMMENDATIONS

1 – Enhancing customer service starts with your inner customer

When you focus on improving internal customer service, you indirectly help improve customer service in the Amusement City, the customer.

Internal is one of the most popular concepts in the modern customer experience. External customers are those who see your business. Business is basically the provider of what they buy, while internal customers participate in your business by being part of it usually stakeholders, employees, or customers are shareholders, and the definition includes creditors and investors.

The work environment should meet the needs of employees and meet their aspirations at all levels, if you are dealt with.

2. Train the work team well

The quality and effectiveness of customer responsiveness is evident in the good performance of staff in the customer service department. For this reason, it is very important that you train your team and spread awareness among them about the importance of dealing with customers in the most beautiful and gentle way to achieve success.

It is imperative that every worker pay attention to his work in front of the customer, as well as to every word he says in front of him and the tone of his voice when he speaks, whether when persuading the customer to buy or dealing with him after the purchase.

Well-trained workers are able to significantly increase sales and conversion rates. When the worker is polite and clever in winning over the customer, he has the opportunity to convince the customer to buy a complementary product or commodity, ensuring business growth and profitability get more and more.

3. Customer service is not the only part of the company

Customer satisfaction is important because it provides business owners and marketers with a benchmark for running and improving a business.

Another could be customer anger that destroys the company's reputation; 95% of customers who had a negative experience said they told someone about it, and it spread negative words about the company so quickly, that customer service is the only thing that can fix the situation, and build a customer service culture that is bound to spread by its employees. The company is a solution from the youngest employee to the oldest.

4. Show your confidence

It is very important to look confident when dealing with the customer, because this confidence conveys an image that you have referenced the area you work in, and that you have enough experience to be able to solve their problems and certainly fulfill their requests!

Confidence is important and a must in you and all members of the customer response team in your company.

Watch your posture, your movements, every word you say, the information and details you offer the customer, your looks, they should all reflect how confident you are, avoid being indecisive as much as possible.

And when the customer sees how confident you are, they'll start to think deeply about what you're saying, because they'll start to feel like you really know what you're saying, and that

Your words can solve her problems and make her goals and dreams come true.

5. Don't overlook mistakes

If you or a team member makes a mistake, don't ignore it. Avoiding responsibility for mistakes is a surefire way to gain a bad reputation and lose customers.

Just apologize for your mistakes and correct them as soon as possible. This in no way means offering discounts or free gifts once, but acknowledging the mistake and providing the client with an audible sense of humor helps. All complaints are a good way to know the place in which your business needs improvement and give you the opportunity to fix things so you don't make the same mistakes in the future. Works on Develop your reputation and make sure you haven't been promised anything you can't deliver.

6. Respond to customers quickly and effectively

There is no situation worse than being treated slowly, ineffectively.

If you want to improve customer service, it starts with responding to customer requests and questions quickly. But no, speed in service alone is enough, but it must be combined with efficiency and effectiveness, so if the customer gets the fastest response in the world, what's the point?

7- Using the latest technology in customer service

Customer service enhancement requires proper attention to define a strategy that includes the appropriate use of technology in managing relationships with.

8. Treat customers with patience

The important point here is patience, everything in life requires patience, especially when the customer is angry or you are facing problems to solve what he needs.

Try to soak up the customer's anger and distress, for example, consider inviting them to have coffee in the office until you consider their issue.

Finally, the management of the Amusement City, which focuses on the type of services, is more concerned with customer service for both children and parents.

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