


EVALUATING THE QUALITY OF DELIVERY SERVICE FROM THE CUSTOMER'S POINT OF VIEW USING THE IMPORTANCE-PERFORMANCE MATRIX

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 18 April 2023</p>	<p>Purpose: Delivery services are widely used in all aspects of purchasing, but the positive and negative effects they generate for the customer influence his behavior towards repeating this method of purchase. The study aims to find out the extent of customer satisfaction with the delivery services provided to them in the city of Baghdad.</p>
<p>Keywords:</p> <p>Service Quality; Delivery Service; Customer Satisfaction; Importance; Performance Analysis.</p>	<p>Theoretical framework: Delivery services of all kinds (delivery of food, household items, or any other materials) by direct telephone contact or using social media are among the modern services in Iraq, as this service has entered on a large scale after 2010, which requires preparation Studies and Research In order to improve these services, relevant previous research and studies have been objectively collected and reviewed to understand recent trends reached by the literature.</p>
	<p>Design/Methodology/Approach: The analytical descriptive approach was used, and data was collected through a two-part questionnaire. The first part included the quality of delivery services provided, while the second part (performance) included customer satisfaction with the services provided. The study sample consisted of 260 beneficiaries who use delivery services continuously in the city of Baghdad. The obtained data were analyzed using SPSS software and through an analytical approach based on significance performance analysis (IPA).</p> <p>Findings: The results of the research determined the extent of customer satisfaction with delivery services through 5 characteristics of service quality and customer satisfaction with the services provided, as the results showed that delivery services in the city of Baghdad have not yet reached a high performance. This requires the departments that provide that service to pay more attention and focus on achieving the highest points in the first and second quarters of the matrix (management focus) (keeping up with the good work).</p> <p>Research, practical and social implications: Research, practical and social implications: The modernity of delivery services in the Iraqi environment is a fertile field for providing more research and studies because this contributes greatly to increasing people's awareness and understanding of this type of important service and at the same time contributes to raising the efficiency of operating companies and offices. for this type of service.</p> <p>Originality / Value: Delivery services are a new concept in Iraq, and there is no literature at the level of Iraq to assess the quality of this service and the extent of customer satisfaction with this service through the use of the importance-performance matrix. As a result, the purpose of this paper is to make up for this void.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1742</p>

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AVALIANDO A QUALIDADE DO SERVIÇO DE ENTREGA DO PONTO DE VISTA DO CLIENTE USANDO A MATRIZ IMPORTÂNCIA-DESEMPENHO

RESUMO

Objetivo: Os serviços de entrega são amplamente utilizados em todos os aspectos da compra, mas os efeitos positivos e negativos que geram para o cliente influenciam seu comportamento de repetir esse método de compra. O estudo visa descobrir o grau de satisfação dos clientes com os serviços de entrega prestados a eles na cidade de Bagdá.

Referencial teórico: Os serviços de entrega de todos os tipos (entrega de alimentos, utensílios domésticos ou quaisquer outros materiais) por contato telefônico direto ou por meio de mídias sociais estão entre os serviços modernos no Iraque, pois esse serviço entrou em larga escala após 2010, o que requer preparação Estudos e pesquisas Para melhorar esses serviços, pesquisas e estudos anteriores relevantes foram coletados e revisados objetivamente para entender as tendências recentes alcançadas pela literatura.

Desenho/Metodologia/Abordagem: Foi utilizada a abordagem descritiva analítica, e os dados foram coletados por meio de um questionário de duas partes. A primeira parte incluía a qualidade dos serviços de entrega prestados, enquanto a segunda parte (desempenho) incluía a satisfação do cliente com os serviços prestados. A amostra do estudo foi composta por 260 beneficiários que utilizam serviços de entrega de forma contínua na cidade de Bagdá. Os dados obtidos foram analisados usando o software SPSS e por meio de uma abordagem analítica baseada na análise de desempenho de significância (IPA).

Resultados: Os resultados da pesquisa determinaram o grau de satisfação do cliente com os serviços de entrega por meio de 5 características de qualidade do serviço e satisfação do cliente com os serviços prestados, pois os resultados mostraram que os serviços de entrega na cidade de Bagdá ainda não atingiram um alto desempenho. Isso exige das áreas que prestam esse serviço mais atenção e foco em alcançar os pontos mais altos no primeiro e segundo trimestres da matriz (foco de gestão) (mantendo o bom trabalho).

Pesquisa, implicações práticas e sociais: Pesquisa, implicações práticas e sociais: A modernidade dos serviços de entrega no ambiente iraquiano é um campo fértil para fornecer mais pesquisas e estudos, pois isso contribui muito para aumentar a conscientização e a compreensão das pessoas sobre esse tipo de serviço importante e ao mesmo tempo contribui para aumentar a eficiência das empresas operacionais e escritórios. para este tipo de serviço.

Originalidade/Valor: Os serviços de entrega são um novo conceito no Iraque, e não há literatura no Iraque para avaliar a qualidade desse serviço e a extensão da satisfação do cliente com esse serviço por meio do uso da matriz de desempenho de importância. Assim, o objetivo deste artigo é preencher esse vazio.

Palavras-chave: Qualidade de Serviço, Serviço de Entrega, Satisfação do Cliente, Importância, Análise de Desempenho.

EVALUACIÓN DE LA CALIDAD DEL SERVICIO DE ENTREGA DESDE EL PUNTO DE VISTA DEL CLIENTE UTILIZANDO LA MATRIZ IMPORTANCIA-DESEMPEÑO

RESUMEN

Finalidad: Los servicios de entrega son muy utilizados en todos los aspectos de la compra, pero los efectos positivos y negativos que generan en el cliente influyen en su comportamiento hacia la repetición de esta modalidad de compra. El estudio tiene como objetivo averiguar el grado de satisfacción de los clientes con los servicios de entrega que se les brindan en la ciudad de Bagdad.

Marco teórico: Los servicios de entrega de todo tipo (entrega de alimentos, artículos para el hogar o cualquier otro material) por contacto telefónico directo o utilizando las redes sociales se encuentran entre los servicios modernos en Irak, ya que este servicio ha entrado en gran escala después de 2010, que requiere preparación Estudios e investigaciones Con el fin de mejorar estos servicios, se recopilaron y revisaron objetivamente investigaciones y estudios previos relevantes para comprender las tendencias recientes alcanzadas por la literatura.

Diseño/Metodología/Enfoque: Se utilizó el enfoque descriptivo analítico y los datos se recolectaron a través de un cuestionario de dos partes. La primera parte incluía la calidad de los servicios de entrega prestados, mientras que la segunda parte (desempeño) incluía la satisfacción del cliente con los servicios prestados. La muestra del estudio consistió en 260 beneficiarios que utilizan los servicios de entrega de forma continua en la ciudad de Bagdad. Los datos obtenidos se analizaron utilizando el software SPSS y mediante un enfoque analítico basado en el análisis de rendimiento significativo (IPA).

Hallazgos: Los resultados de la investigación determinaron el grado de satisfacción del cliente con los servicios de entrega a través de 5 características de la calidad del servicio y la satisfacción del cliente con los servicios prestados, ya que los resultados mostraron que los servicios de entrega en la ciudad de Bagdad aún no han alcanzado un alto desempeño. Esto requiere que los departamentos que brindan ese servicio presten más atención

y se enfoquen en lograr los puntos más altos en el primer y segundo trimestre de la matriz (enfoque de gestión) (mantener el buen trabajo).

Implicaciones sociales, prácticas y de investigación: Implicaciones sociales, prácticas y de investigación: La modernidad de los servicios de entrega en el entorno iraquí es un campo fértil para proporcionar más investigaciones y estudios porque esto contribuye en gran medida a aumentar la conciencia y la comprensión de las personas sobre este tipo de servicio importante y al mismo tiempo contribuye a elevar la eficiencia de las empresas y oficinas operativas, para este tipo de servicio.

Originalidad/Valor: Los servicios de entrega son un concepto nuevo en Irak, y no hay literatura a nivel de Irak para evaluar la calidad de este servicio y el grado de satisfacción del cliente con este servicio mediante el uso de la matriz de importancia-desempeño. En consecuencia, el propósito de este trabajo es suplir este vacío.

Palabras clave: Calidad del Servicio, Servicio de Entrega, Satisfacción del Cliente, Análisis de Importancia, Desempeño.

INTRODUCTION

Globally, the main objective pursued by service organizations is to satisfy the customer by devising ways to provide high quality service at reasonable and fast prices, in order to achieve distinction among other organizations. One of the methods of providing modern services that organizations follow is delivery services, through which they aim to reduce the burden on individuals due to environmental conditions and as a result of their association with long working hours, which does not allow them time to search in markets for their needs such as food, clothes, furniture, etc., or because of the luxury of life that some people feel. Therefore, the need arose for companies and offices that provide delivery services and whose work covers all the needs of the individual, such as companies Delivery of furniture, mail and food, all this in order to reduce the burden on individuals and at the same time make profitable profits, and with the advent of e-commerce people can stay at home and buy things online and deliver them directly to their homes through a few clicks or clicks (Handoko, 2016), Customers want everything faster and are willing to pay more for the service (Kusumawardani, et al., 2020).

Delivery services entered Iraq late and are still in their initial stages, and the number of companies and offices that operate the delivery system are still few, with confusion in their work, in addition to the fact that the consumer needs to build bridges of trust with those companies and offices. This nascent experience in Iraq needs more of evaluation and follow-up for its advancement. Which requires these companies to develop their strategies in order to meet the needs of customers and achieve their satisfaction, and this is not achieved for any company except by providing the customer with a higher value than its competitors (Fukya, and others, 2014).

This study aims to assess the quality of delivery services in the city of Baghdad and to indicate the extent of customer satisfaction with the quality of the service provided and whether

this service meets their needs using the importance-performance matrix. The study adopted the descriptive analytical approach to complete the research, and the study concluded that the delivery service in the city of Baghdad has not yet reached a high performance, and it still needs unremitting efforts to upgrade it.

LITERATURE REVIEW

Many studies have dealt with delivery services, including food delivery services through food delivery applications (FDAs) and online food delivery (OFD) (Kaur, and others., 2021). (Prasetyo, and other., 2021) or measuring the level of user satisfaction and behavior using the online food delivery services system (Nayan, and other., 2020). Or through the service quality model and how consumers perceive the quality of food delivery services and whether they are satisfied with the services provided (Banerjee, and other., 2019). In light of the Covid-19 pandemic, studies have found that the majority of individuals have a positive intention to use electronic food ordering services because of the perceived convenience, the eagerness to use technology, the ease of ordering electronic food and the possibility of obtaining sufficient information about menus (Ramli, and other.,2021).

While (Handoko, 2016) addressed e-commerce through fashion products as the most frequently purchased products by analyzing the impact of product quality and delivery services on online customer satisfaction. E-commerce during Covid 19 had a major role and challenge in the survival and continuity of the food industry (Sultana, and other., 2020). The studies also dealt with courier companies and their competition for customers, by focusing on improving service quality. Thinking about improving the quality of express delivery service has become the focus of courier companies (Meng, and other., 2016) (Kusumawardani, and other, 2020).

Measuring the quality of service and identifying all the features that affect the evaluation of the quality of courier service has concluded that the management of courier companies should focus primarily on developing service quality in the dimensions of “sympathy” and “response” while ensuring decent performance in the dimension of “reliability” (Dai., 2021). Despite all the facilities and benefits that internet delivery provides, including job creation and an increase in sales, it has negatives, including imposing high commissions, difficult working conditions for delivery staff, effects on public health and transportation systems, and an increase in carbon emissions, and waste generation. To ensure the continuity of connectivity via the Internet, work must be done to mitigate the negatives and maximize the positives (Li, Charlene., and others., 2020).

In the other hand, with regard to service quality and customer satisfaction, it is very important to the company because it shows how the company can provide high-quality products or services that achieve satisfaction for its customers. Happy customers are part of the company's primary goals (Susilo, and other., 2020). Customer satisfaction is a measure of post-purchase behavior. If the expectations of the customers correspond to the perceived value of the goods and services, the customer will be satisfied. Additionally, customers generally want the best possible product or service at a low cost (Panday.,2020) (Dua.,2013). Therefore, service quality is based on measuring the gap between what is related to actual performance and customer expectations of service provision (Shokouhyar, and other., 2020) (Phiri, and other., 2016). The relationship between customers and service providers can be improved and maintained through the service provider providing high quality service at the cheapest cost. Managing and maintaining the relationship with the customer enables the service provider to settle customer complaints and solve all problems as soon as possible. The organization becomes successful through customer satisfaction and their awareness that the service provider can provide them with high quality service (Shanmugam, & Other, 2022).

Service quality consists of service product, service environment, service delivery, and service quality is a tool for measuring how customers perceive service quality. This tool is based on ten dimensions of service quality that can be combined into five main dimensions that customers use to judge service quality. These dimensions are reliability, responsiveness, assertiveness, empathy, and tangible things. The dimensions of service quality affect customer satisfaction and purchase intent in the context of B2C social commerce through Facebook (ELBadrawy, and other., 2020).

The researchers worked on knowing service quality by measuring the relationship between service quality and customer loyalty in different types of services, including the relationship between cellular service providers with customer satisfaction (Idrisua, and other., 2015). The dimensions of service quality can be estimated according to customer perception and their main goal of obtaining excellent service from service providers (Shanmugam, & Other, 2022), there is a significant relationship between customer satisfaction and two dimensions of service quality, reliability and empathy, while tangibility, responsiveness and reassurance seem to have less impact on customers. (Balinado, and other., 2021) and the five dimensions of quality express (Shokouhyar,and other.,2020) (Golrizgashti,and other.,2020):-

Tangible: physical facilities, equipment, and appearance of employees.

Reliability: The ability to perform the promised service reliably and accurately.

Response: Willingness to help customers and provide prompt services.

Affirmation: Knowledge and courtesy of employees and their ability to inspire confidence.

Empathy: the individual attention and concern that a company offers to customers.

On the other hand, Importance and Performance Analysis (IPA) is widely seen as a valuable analytical approach and as a way to prioritize the use of limited resources, and the IPA uses a quadrant chart to highlight areas of highest importance (Syah, And Other., 2022). The importance-performance matrix is used to assess the level of the relationship between two variables, it can also be used widely to evaluate performance, and researchers have used it to evaluate multiple relationships, it can show the extent of customer satisfaction with after-sales services for customers who use interior design services (Susilo, and other ., 2020). (Simpson., and other, 2019) used the importance-performance matrix in evaluating tourism services, as it was used in evaluating university performance (Mohamed, and other., 2021) (Silalahi, 2019). And also in determining the behavior of consumers in fitness centers on the basis of gender and age (García-Fernández, and others., 2020), and in evaluating hotel service (Panday., 2020). This matrix was also used in evaluating the financial performance of banks (Tailab., 2020).

The Importance-Performance Matrix (IPA) is a relatively simple and easy to use, if applied correctly, and powerful tool that managers and researchers can use to achieve and enhance customer satisfaction in the short and long term in order to sustain and improve delivery service (Panday., 2020).

The IPA is usually displayed as a two-dimensional matrix arranged in a way that the vertical axis reflects the level of importance, which starts from the highest to the lowest, while the horizontal axis displays the level of performance also from the highest performance to the lowest, The original IPA of Martella and James (1977) uses a four-quarter scale with different requirements and these four quadrants are (management focus, keep up with good work, potential exaggeration, low advantage) (Simpson, and other., 2019:p 169) and as shown in Figure (1)

high	management focus	keep up the good work
low	low advantage	potential exaggeration
	low	high

Source: Martilla, J.A. and James, J.C. (1977), "Importance-performance analysis", Journal of Marketing, Vol. 41, No. 1, pp. 77-9,

Objectives of the study

The current study aims to:

1. Statement of the extent of customer satisfaction with the delivery services provided in the city of Baghdad
2. What is the quality of the delivery service provided by companies or offices in the city of Baghdad?
3. Determine the factors affecting customer satisfaction according to their importance.
4. What are the factors that can improve the quality of the delivery service provided?

METHODOLOGY

The study adopted the quantitative descriptive approach because it is the most used method in scientific studies, through which it is possible to reach a digital reality that has implications that enable the researcher, through tabulating and examining information, to obtain important results.

Study Sample and Tools

Delivery services of all kinds (delivery of food, household items, or any other materials) via direct telephone contact or using social media are among the modern services in Baghdad and Iraq in general, as this service has become widespread after 2010, which requires Preparing studies and research in order to improve these services.

In order to collect data on the actual reality of delivery services in the city of Baghdad and the extent of customer satisfaction with those services, a two-column questionnaire was

prepared. The first column included the quality of delivery services provided, while the second part (performance) included customer satisfaction with the delivery services provided. Answer every question by matching the quality of delivery service and customer satisfaction with the service provided, A five-point Likert scale was used to measure the indicators. The questionnaire was submitted to (260) families who use delivery services continuously to get what they want (food or any other items) in the city of Baghdad, who were randomly selected as a sample for the study.

The questionnaire included (30) questions distributed over five dimensions of service quality (reliability, responsiveness, empathy, empathy, and tangibility). Each dimension included six questions that focused entirely on the essence of the dimension. The validity of the content was confirmed using Cronbach's alpha, with a value of (0.997) for quality of service and (0.998) for customer satisfaction, which indicates the validity of the scale. The correlation between the questions for each dimension and the correlation between the questions for the dimensions combined were also measured, as it was the highest value The correlation coefficient between the quality of service questions was (0.973) and the lowest value was (0.896), while the highest value for the correlation coefficient between the customer satisfaction questions was (0.983) and the lowest value was (0.827), which indicates that all items of the questionnaire are measurable and the scale can be relied upon..

RESULTS AND DISCUSSIONS

After emptying the answers of the study sample and extracting the arithmetic mean, standard deviation, and coefficient of difference for each question in each dimension, and as shown in Table (1), it turns out that the highest mean of the tangibility dimension and the sample's responses regarding the quality of delivery was for question (A5) is (3.508) and with a standard deviation of (1) As for the second column of the sample's answers regarding customer satisfaction, the highest arithmetic mean was for question (B6) with an amount of (4.198) and a standard deviation of (0.736). As for the reliability dimension, the highest arithmetic mean of the sample's answers for the first column, quality of service for question (A7) was (3.563) with a standard deviation of (1.037), while in the second column related to customer satisfaction, the highest arithmetic mean was for question (B7) with an amount of (4.032).) and a standard deviation (0.778). As for after the response, the highest arithmetic mean of the quality of delivery was for question (A13) with an amount of (3.566) and a standard deviation of (0.99) Customer satisfaction has the highest mean (B15) with a standard deviation

of (0.957). As for the highest mean of the safety dimension and of the sample's responses to the quality of delivery, it was for question (A24) with an amount of (3.714) and a standard deviation of (0.96). As for the second column of the sample's answers related to customer satisfaction, the highest mean was for question (B20) with an amount of (3.631) and a standard deviation. (1.205). As for the empathy dimension, the highest arithmetic mean of the sample's answers for the first column, quality of service for question (A30), was (3.746) with a standard deviation of (1.025), while in the second column related to customer satisfaction, the highest arithmetic mean was for question (B28) with an amount of (3.528).) and a standard deviation (1.043).Table (1) shows the mean, standard deviation, and coefficient of variation for a sample of answers.

Table (1) The arithmetic mean and standard deviation of the study sample

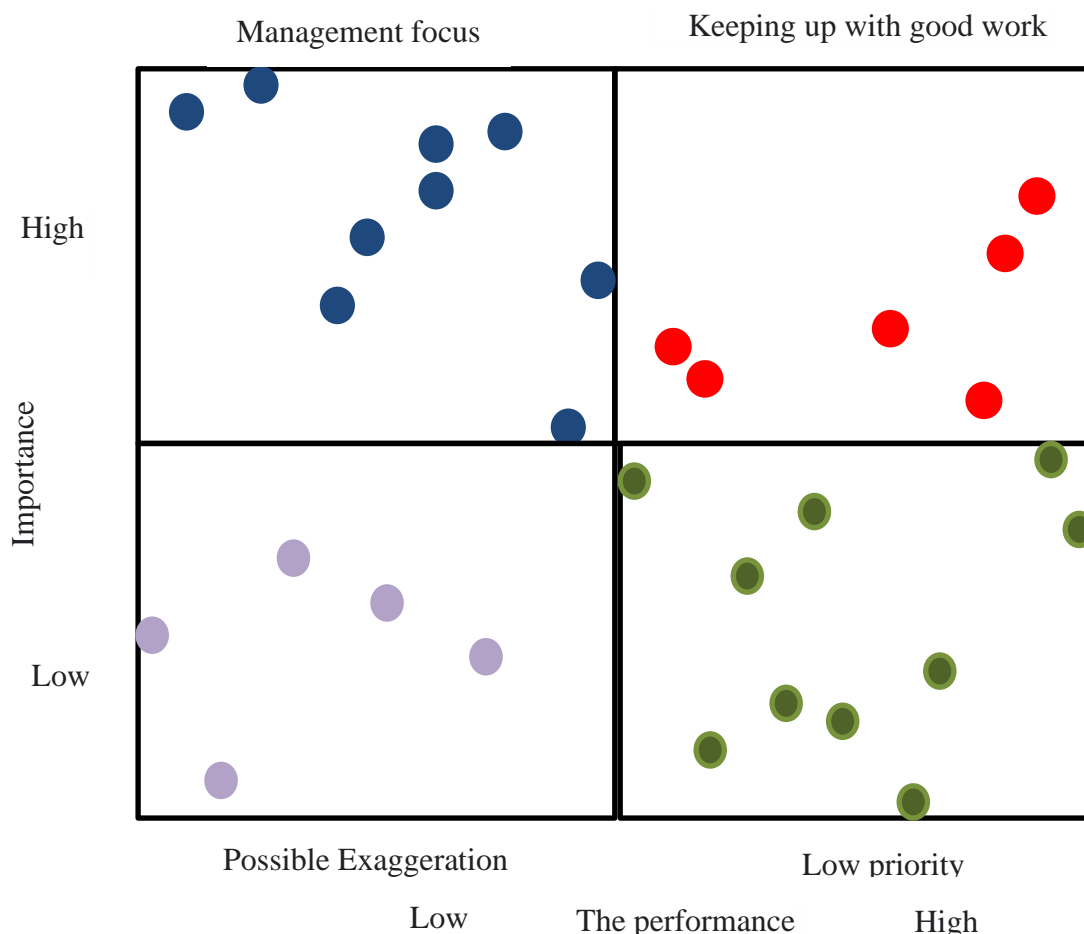
		Importance			Performance			
	Quality Service	Mean	Std. Deviation	Variance	Customer Satisfaction	Mean	Std. Deviation	Variance
Tangibility	A1	3.389	1.115	1.243	B1	3.746	0.993	0.987
	A2	3.302	1.193	1.423	B2	3.786	0.999	0.998
	A3	3.452	1.09	1.189	B3	4.254	0.746	0.557
	A4	3.54	0.999	0.998	B4	3.972	0.858	0.736
	A5	3.508	1	1	B5	3.881	0.824	0.679
	A6	3.484	0.984	0.968	B6	4.198	0.736	0.542
Reliability	A7	3.563	1.037	1.076	B7	4.032	0.778	0.605
	A8	3.397	1.057	1.117	B8	3.817	1.033	1.066
	A9	3.516	0.942	0.888	B9	3.631	1.172	1.373
	A10	3.365	1.068	1.141	B10	3.702	1.05	1.102
	A11	3.532	1.039	1.079	B11	3.766	1.036	1.072
	A12	3.516	0.951	0.904	B12	3.643	1.227	1.505
Response	A13	3.556	0.99	0.981	B13	3.472	1.151	1.326
	A14	3.532	1.015	1.031	B14	3.575	1.183	1.401
	A15	3.46	0.999	0.998	B15	3.73	0.957	0.915
	A16	3.508	1.047	1.096	B16	3.54	1.182	1.397
	A17	3.437	1.097	1.203	B17	3.714	1.04	1.081
	A18	3.389	1.143	1.306	B18	3.718	1.016	1.032
Security	A19	3.532	1.105	1.222	B19	3.464	1.26	1.588
	A20	3.476	1.084	1.175	B20	3.631	1.205	1.453
	A21	3.421	1.059	1.121	B21	3.476	1.202	1.446
	A22	3.421	1.139	1.296	B22	3.198	1.224	1.498
	A23	3.365	1.076	1.157	B23	3.377	1.223	1.495
	A24	3.714	0.96	0.922	B24	3.313	1.321	1.746
Sympathy	A25	3.611	0.994	0.988	B25	3.504	1.162	1.351
	A26	3.444	1.105	1.22	B26	3.421	1.18	1.392
	A27	3.421	1.059	1.121	B27	3.524	1.182	1.398
	A28	3.706	0.937	0.878	B28	3.528	1.043	1.087
	A29	3.643	1.075	1.155	B29	3.476	1.106	1.223

	A30	3.746	1.025	1.051	B30	3.405	1.219	1.485
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The original IPA of Martella and James (1977) uses a four-quadrant scale with different requirements and these four are (management focus, keeping up with good work, potential exaggeration, little advantage) (Simpson, and others., 2019: p 169)

To display the results of the importance-performance matrix, the two-dimensional matrix was referred to and arranged in such a way that the vertical axis reflects the level of importance (quality of service) in two dimensions, starting from the highest to the lowest, while the horizontal axis presents the level of performance (customer satisfaction) in two dimensions from the highest performance to the lowest performance. Drawing averages for each feature of service quality against the average evaluation of its performance from the customer's point of view. The figure shows the results of the average distribution of service quality and the corresponding customer satisfaction over the four quarters.

Figure (2) the results of the average distribution of service quality and the corresponding customer satisfaction over the four quarters



Source: Prepared by the researcher

The results of the distribution of averages on the four squares show the following:

Management focus: (high level of importance - low performance) This quarter reflects the features that achieve customer satisfaction with the quality of the delivery service provided, so the management must pay attention to these features, develop them, work to maintain and improve them, and work to get rid of weaknesses that may appear.

It is noted that the attributes that appeared in this box constitute 30% of the total attributes that were inquired about through the questionnaire and include the questions that were asked (the delivery service team considers the customer as the most important link, the delivery services employees have good communication skills and a positive approach, the employees show Delivery services Personal knowledge of the customer when he calls and is keen to welcome him. Delivery service employees have knowledge of what is available and help the customer to choose. Delivery services give the customer individual attention. Customers are safe in their dealings with delivery workers, contacting delivery services by phone and through means of communication is easy and available).

Keeping up with good work: (high importance - high performance) This quarter shows the need for delivery service providers to pay attention to maintaining the features that appeared in this quarter, because the quality of the delivery service provided is in line with customers' expectations, and it must work to attract the rest of the features to this quarter.

The indicators that appeared in this quarter constituted 20%, and the characteristics that appeared are (the behavior of delivery workers instills confidence in customers, delivery workers can reach anywhere quickly and easily, delivery services work to reduce waiting time for obtaining service, delivery services keep their promises to deliver the goods On time, delivery services ensure that the goods are delivered as indicated in the order list (the menu, delivery phone numbers and similar materials are printed in a visually attractive manner).

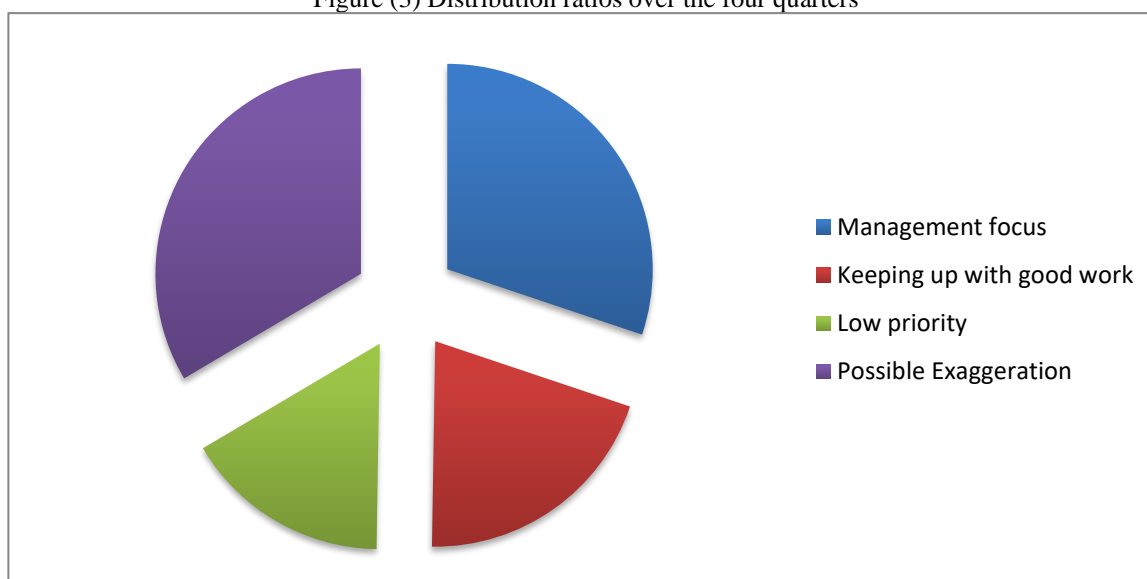
Low priority: (low importance - low performance) The features in this quarter are considered to have low preference for the customer, reflecting his lack of interest in them, and the management should not waste efforts in the business that appeared in this quarter.

The indicators in this quarter constitute 16.67%, and the indicators are (delivery services working hours are continuous throughout the day, delivery workers are friendly and polite, delivery workers undergo periodic medical examination, delivery workers give the customer a sense of personal interest in him, the behavior of delivery workers gives confidence to customers to make new transactions).

Possible exaggeration: (low importance - high performance) The attributes in this quadrant are of little value to the customer. But the administration cares about these features more than what is required in order to maintain the reputation of the service provider without there being a great interest in these features from the customer. The administration must provide the resources allocated to the works in this quarter and utilize them in other works that will achieve distinction.

The indicators that appeared in this quarter constitute 33.33%, which is the highest percentage among the percentages of the other squares, and the indicators are (The delivery service covers all parts of the city. Delivery services provide ways to protect perishable materials by providing a sealed transport container. Delivery services inquire from customers about their opinion on the level of service on an ongoing basis. Fast, delivery workers have distinguished expertise and depend on them in providing delivery service with high quality, delivery services provided quickly satisfy the desires and needs of the customer, the equipment used in delivery is the latest, delivery workers perform the service correctly the first time, there are appropriate parking spaces in restaurants delivery wheels and bicycles).

Figure (3) Distribution ratios over the four quarters



Source: Prepared by the researcher

CONCLUSIONS

In answering the questions of the study and with regard to customer satisfaction with delivery services in the city of Baghdad, it was clear from the sample's answers that they are not satisfied with those services. On the other hand with regard to the question about the quality of service, delivery services still need a lot of attention from the departments for the purpose of

advancing them. And about the factors that the customer cares about and that greatly affect his satisfaction, we can determine them through the performance importance matrix, loss the results of the study showed customer satisfaction with the delivery service employees who receive the customer's order, and the workers who deliver the order in the city of Baghdad. Questions related to the dimension (focus) as one of the quality dimensions got 30% of the total questions, which are represented by the points in the first quadrant of the importance and performance matrix (management focus). While questions related to customer satisfaction with after-service performance (reliability) accounted for 20% of the total questions, which are the points that appear in the second quadrant of the matrix (keeping up with the good work). As for the questions related to my dimension (concrete and answerable), which are in the third quarter, the percentage reached 33.33% of the total questions. It represents the highest percentage of agreement on quality dimensions. As for the dimension of (sympathy and part of the dimension of affirmation) of the dimensions of service quality, which is represented by the points in the fourth quarter of the matrix, it achieved a rate of 16.67% of the total questions. From this, it is noted that the delivery service in the city of Baghdad still has not reached a high performance. This requires the departments providing that service to pay more attention and focus more on achieving the highest points in the first and second quarters of the matrix.

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