

MEASURING THE LEVEL OF QUALITY OF LIFE OF THE CUSTOMER IN THE IRAQI MINISTRY OF LABOR AND SOCIAL AFFAIRS : FIELD RESEARCH

* Zinah Raed Aljebory , ** Dr. Sanaa Abdel Rahim Abadi

*College of Administration & Economics, University of Baghdad, Baghdad, Iraq

**College of Administration & Economics, University of Baghdad, Baghdad, Iraq

ABSTRACT

This research aims to test the level of "quality of life of the customer" And its dimensions - Autonomy, Environmental mastery and economic empowerment, Self-acceptance and personal and physical growth, Positive and emotional relationships with others, Purpose in life- by comparing the opinions of officials and customers in the Ministry of Labor and Social Affairs of Iraq. the problem of research is determined by the following question: What is the role of officials in improving the quality of life of customers- beneficiaries- for the services of the ministry? So, the samples are represented by two parts, the first part consisted of a sample of (200) executives of social programs to measure the objective quality of customers, and the second part was a supporting sample of (100) beneficiaries of social programs to measure the subjective quality of themselves. The reality of the variables of the two samples was introduced and analysed. The significance differences were tested by using the two sample Mann Whitney Test. the results showed, the level of Quality of life according to opinions of the two samples, as well as the significant differences between the responses of the two samples. the most important recommendations focused on the recruitment of individuals with experience and give attention to improve the quality of life of the customer.

Keywords: *Quality of life of the customer, Subjective quality, Objective quality*

1: RESEARCH METHODOLOGY

1.1: Research problem

Most sectors in Iraq, including the social sector, suffer from various social problems and challenges, and there are many obstacles due to the deteriorating of economic and security conditions. Recent years have seen growing interest by developed countries in studying the concept of quality of life and associated variables such as satisfaction with life, happiness, self- actualization, satisfaction the needs, and research on the positive aspects of individual life and community to bring them to prosperity. in the Iraq context, The main problem is how to use creativity and innovation and to provide the best services to the beneficiaries of the concerned Ministry. The researchers noted the problems of complaining and dissatisfaction of the beneficiaries with the services of the ministry, that urged the researchers to find appropriate solutions to the problems of these beneficiaries and the pursuit of the best

not only for the ministry but for the Iraqi society and national economy. The problem can be determined by trying to answer the following questions:

- A. What is the level of quality of life of customers (beneficiaries) with the services of the Ministry?
- B. What is the role of officials in improving the quality of life for beneficiaries of the services of the ministry?
- C. What are the significance differences between the opinions of the officials and the customers of the Ministry with regard to Quality of Life of customer?

1.2: Significance of research

- a) Field research on the social sector is very important, because it is one of the most important sectors in the country, as it provides services of high social value to beneficiaries. the research deals with the basic aspects that emphasize on how to sustain the service sector.

- b) Quality of life is important as a measure that indicates the degree to which subjective and objective needs are met to improve living.

1. **Theoretical side:** Based on (books, reports, periodicals, papers and studies, websites).
2. **Practical side:** The questionnaire was used as a main tool for collecting the data according to the approved standards. The questionnaire was distributed to the two samples. Table (1) shows the questionnaire structure according to the Research variable and its subdimensions, indicating the number and sequence of the items. The questionnaire was designed as in the Five-Likert scale consists of five categories: strongly disagree, disagree, neutral, agree, and strongly agree are used.

1.3: Research Objectives

- 1- framing the research concepts based on the previous studies at different contexts.
- 2- Exploring the Significance differences between the views of officials and customers

1.4: Methods of collecting data and information

Table (1) The structure of the research questionnaire

No.	Variable Main	Sub - dimensions	Number of items	Sequence
1	Quality of life of the customer	Autonomy, Environmental mastery and economic empowerment, Self-acceptance and personal and physical growth, Positive and emotional relationships with others, Purpose in life.	25	1 - 25

1.5: Research scale

Based on the dimensions of the theory of Ryff (1989), which is one of the outstanding standards in the field of psychology and sociology, The researchers try to apply these dimensions in the field of business management by making some changes to the dimensions and measurements by integrating personal growth and self-acceptance, and by the addition of physical growth, the economic empowerment, and the environmental mastery dimensions based on the determinants of the theory of two dimensions in accordance with the (Abu Suri,2006) on the subjective and objective indicators of both officials and customers in the ministry. after taking the opinion of the academics and specialists with experience and practice in management, economics and psychology, including the opinion of elite officials of the concerned ministry, we see that the theory of two dimensions are consistent with the Iraqi environment and research trends.

1 .6: Sampling

The research community for the officials included (393) officials in the ministry, and we select a random sample of (200) officials to be the first sample according to the following equation:
Richard equation for simple random sample (Dahiru & et al.,2006 :161)

$$n = \frac{\left(\frac{Z}{d}\right)^2 \times (p)^2}{1 + \frac{1}{N} \left[\left(\frac{Z}{d}\right)^2 \times (p)^2 - 1\right]}$$

N = Community Size (393)

Z = the standard score corresponding to the significance level (0.95) and equal (1.96)

P = neutral availability ratio (0.5)

By applying the equation in Excel 2010, the result of the sample size is (200) officials.

The Research community for customers is great, So, we choose a random sample of (100) customers to be the second sample according to the following equation: (Al-Tai, 2017: 147)

$$\text{Sample size} = \text{Number of items of total variables} \times \text{average number of items of dimensions} \times (0.50)$$

Number of items of total variables = 25

Average number of items dimensions = 5

We choose (0.50) because the community of research are moderate respond.

By applying the equation, the result is (62.5) which can be rounded to (100) customers.

1.7: Research hypothesis

This Research aims to achieve its objectives by testing the following :(There are significant differences between the views of the officials and customers in the Ministry related to the quality of life of the customer at the macro level).

1.8: Suggested search chart

Figure (1) shows the Suggested search chart that includes the search variable and its dimensions:

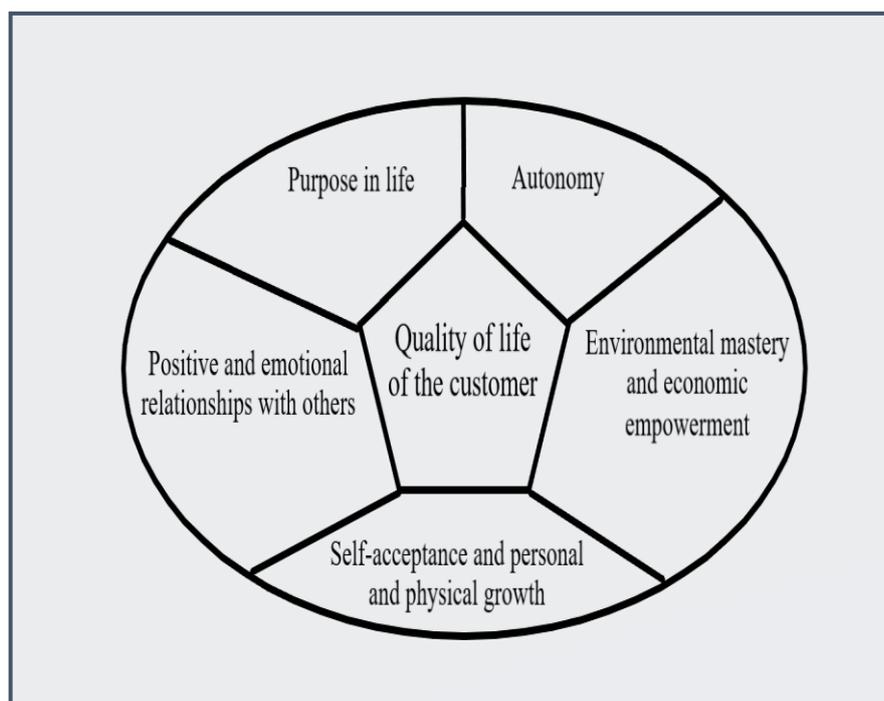


Figure (1) Suggested search chart

2: LITERARY REVIEW: QUALITY OF LIFE (QOL) OF THE CUSTOMER

2.1: The concept

The term of Quality in the American Oxford Dictionary is the "degree or level of excellence or distinction". Lovelooch & Wrigh believes in (1999) suggest that quality is the Customer satisfaction with the service through meeting his needs, desires and expectations. The American Quality Association has stated that quality represents a set of characteristics and Features of the service or the product offered to the customer that affect his or her specific and implicit needs in life "Thus, we can say that quality is the suitability that the customer desired (Najjar & Mohsen, 2012: 544)

The presence of QOL can be inferred when you find the person working in timely and perfect manner, cooperating with others and working as a team with them, dealing with

friends with love and sincerity, seeking to protect their family, and seeking to make them happy and never stop fulfilling his food and drink needs. Seeking to satisfy the needs of others just as he seeks himself. Man can modify his behavior and abandon the bad acts and direction to God Almighty and strive to help others and inspire the meanings of the lofty through the right relationship of man with God who ordered to give value to life (saaphan, 2011: 488).

The term of (QOL) has attracted researchers' attention since in 1930s. the researchers have tried to describe its components by comparing geographical areas where individuals live, such as comparing a city with another city in the same country or comparing a country with another country according to specific indicators of researchers. the factors associated with the term can change according to living conditions from one region to another and even the nature of cultures changes over time (Water & Sewage, 2017: 2-3)

The QOL concept deals with the measurement and management of human needs in terms of satisfaction from different aspects of individual life. This concept has been adopted and used in many areas by measuring social welfare, and the various social, environmental and economic aspects associated with individuals using standards relevant to multiple aspects of life. The neo classic economic theory suggested that human needs are based on the personal desires of the customer, and the high degrees of satisfaction for those desires represent a high level of quality of life for the customer. (Rybakovas, 2012: 210)

There were many views on (QOL). Taylor and Rogdan (1990) describe the (QOL) as the satisfaction of individuals with life, feel comfortable and well-being. Good (1990) identified (QOL) as having opportunities to achieve meaningful goals for the life of the individual (Naissa, 2012: 150)

Dodson (1994) defined it as a sense of competence and coping skills to face the challenges of life (Mansi & Kazem, 2006: 64). According to the World Health Organization (WHO) in (1995), (QOL) was defined as an individual's perception of his or her life in terms of culture, the systems in which he lives, his goals, expectations, criteria and fears. So (QOL) is a broad and complex concept that includes physical health, psychological status, degree of autonomy, social relationships, beliefs. (Silveira & Portugez, 2017: 262). Harman (1996) refers to (QOL) as one of the indicators of the welfare of the individual in all aspects of life. The concept of quality of life has emerged as a complementary concept to the quantitative concept, of improving the living conditions and achieve prosperity. The quality concept has been widely used in recent years in all areas such as quality of life, quality of raw materials, quality of service, quality of married life, quality of life of aging, quality of education, and quality of the future (Bashlag & Chikhi, 2013: 72). Felce (1997) refers to (QOL) of the individual linked to the personal values possessed by the individual, which determines his beliefs about the surrounding environment and the problems to achieve satisfaction and self-actualization. (Mansi & Kazem, 2006: 65)

QOL is one of the most mysterious topics because it stems from the thematic nature of the topics that are intertwined with a range of specialties and fields of life. It is also widely used in many of these disciplines and fields, including economic, marketing, environmental, health, psychology, sociology, as described below: (Baker, 2003: 739)

A. Economics: (QOL) is defined in terms of the total income of the individual, according to the nature of the work he does, the benefits he earns from this

work, and satisfaction and dissatisfaction of individual with the total income that he earns to cover his life expenses.

- B. Marketing management: (QOL) is perceived in terms of the desires of the customer and his expectations about the services and goods provided to him and the extent of satisfaction of the customer, and the quality of life of the customer linked to the extent to meet his desires and expectations.
- C. Ecology: (QOL) is related to the external environment of the individual and is called the liability in a particular area and the relationship between the individual and his colleagues, which effects the individual to feel the level of (QOL) low or high, and also related to the internal environment of the individual and called personal ability to live using criteria of satisfaction and happiness and well-being.
- D. Health: (QOL) is defined as an assessment of the health needs of the individual and improving the lives of individuals suffering from physical, mental and mental diseases. the interest of physicians and social workers has increased to raise the quality of life of patients and strengthen them by providing psychosocial support for them.
- E. Psychology and sociology: (QOL) are defined as the perception of individual self and the direct reflection of all social variables (housing, education, income, work, age and gender) on individuals at a specific time, place and circumstances. Thus, the quality of life of the individual is in accordance with the level of happiness or misery of the individual. many researchers in psychology and sociology suggest that (QOL) lies in the satisfaction of needs, according to the principle of satisfying the needs of Abraham Maslow's theory (physiological needs, the need for safety, housing and job security, the need for love and belonging and interaction, and The need for self- actualization and innovation).
- F. Religion: is a factor influencing the identification of (QOL) through the individual's relationship with God Almighty and the extent to which one feels satisfaction with life. Religiousness can also be taken as a value that develops the positive meaning of life and makes the person more adaptable with the pressures of life and facing difficulties. religious guidance is used to reduce the pressures and the difficulties of life. religiosity makes the individual more able to control his emotions to achieve success in life. the quality of

life can be affected by the faith of the individual

and his trust in God Almighty.

Table (3) summarizes a set of concepts about quality of life:

Table (3) Concept of (QOL)

No.	Researcher name and year	Concept of (QOL)
1	(Stewart,2000: 35)	Is the overall state of self that exists when emotions are balanced within the individual: vitality, life-orientation, self-confidence, openness and honesty with others, joy and fun, happiness, and caring for others.
2	(Hanshizume & Kanagwak , 2001:146)	The degree to which individuals feel psychologically happy as a result of their satisfaction with their daily living conditions.
3	(AbdAllah, 2008:139)	The ability to meet the mental and health needs of person, positive social relations, stability of the family, job satisfaction, economic stability, the ability to resist social, and economic pressures and the individual's sense of mental health is one of the strongest indicators of quality of life.
4	(Darkhor & Sadeghifard ,2016 :1)	Something depends on the individual's understanding of psychological, economic, social, cultural, ideological and sexual aspects.
5	(Water & Sewage, 2017:2-3)	Focus on the basic needs of life such as food, drink, safety, air conditioning, work, access to entertainment, and has expanded to include a happy community, a clean environment and a successful professional and personal life.

Source: adapted by the researchers based on the previous literature.

Based on the previous research, the quality of life of the customer can be define from paint of view of the relevant organization as the Satisfaction of customer with the services provided to him, cleanliness of the surrounding environment, high morale and good physical and psychological health of customer, well-being and pleasure in his life in a different times and places. the quality of life of the customer is related to his effectiveness to perform his social roles in the material and moral aspects through enriching his conscience and transcend his emotions and feelings to achieve a value as an important person in the society with appropriate education and training to practice good life, as well as, obtaining the basic needs of life such as food, drink, clothing, housing and suitable job to get an adequate income, And the concern for the body free of physical disabilities that prevents him from performing his activities in a good way. The researchers defined the quality of life of the customer as a behavioral indicator measure the level of customer satisfaction about himself and his life through satisfaction with service and goods provided to him and degree of autonomy in his life.

2.2: Social Indicators of (QOL)

QOL is a phenomenon depending on the place of living and time for people, so it needs to conduct a survey to measure (QOL)based on data that classifies the social context. These data are supposed to be based on the specific objective circumstances of People living in different places (Rybakovas,2016: 557). The advocates of the social indicators approach considered (QOL) from the perspective of formal measurement and tried to establish systems of

social indicators that should help to compare the levels of (QOL) in different societies. It is supposed to depend primarily on the level of economic and social indicators such as safety and quality of Public services and their availability to members of society. Other determinants include the efficient management of public resources, the quality of the health care system, the quality of the education system, environmental conditions and other matters (Rybakovas, 2012: 210).

There are two types of indicators (subjective and objective). Subjective indicators are individual assessments of their own lives or certain aspects of life using criteria of satisfaction and happiness, the perception of well-being and the assessment of individuals for their own situation in life based on the test of living i.e, livability. the subjective quality of life revolves around good feeling and satisfaction with things in general. The objective indicators (externally assessed and measured by other individuals) are the quality measured using socio-economic objective indicators without resorting to subjective experience and individual perceptions of the environment, and represent the extent to which material requirements are met. The objective and subjective quality of life is based on the participatory life aspects, such as housing, education, employment, environment, income, financial deprivation, health, aging, labor market, family, social communication, safety and security. Many of these aspects of quality of life are largely determined by characteristics that are objectively measured for a social and economic system in the residential area. The areas of quality of life are: (physical, social, physical, health, emotional, and work-oriented). These five areas

cover all possible aspects of the well-being and quality of an individual's life. The exchange of terms of quality of life and well-being is clarified by distinguishing between two types of measures: objective (non-individual) and subjective (subjective assessment). Objective living conditions refer to the quality of life while subjective experience is well-being, although one general term can be used when there is no distinction between objective and subjective aspects (Rybakovas & Sajeve, 2012: 732).

The objective indicators show the current situation in a particular place. subjective indicators show how to meet the expectations of the citizens in a given area. Reducing the gap between the objective situation and the level of subjective assessment will provide important information for formulating a targeted strategy to improve the quality of life of individuals. the integration of subjective and objective data on the quality of life is an important subject that should be included in the research constantly.

2.3: Social theories that explain (QOL)

1 - Theory of psychological well-being of (Ryff, 1989)

Ryff introduced a theory that examines the psychological well-being of individuals. Every individual's sense of quality of life is reflected in his or her sense of happiness and well-being. (Ryff, 1989: 1071-1072) identified six dimensions of (QOL), each of dimensions includes a set of attributes refer to happiness and psychological well-being that deal with an important aspect of positive performance in order to improve the life of person. these dimensions can be illustrated as follows:

1. **Autonomy:** the qualities of the individual is the ability of the individual to regulate his own behavior, be independent of itself, its ability to decide its own destiny, behave in an appropriate manner, take decisions without hesitation and without reliance on others, regulates his behavior, and be able to face Social pressures.

2. **Environmental mastery:** This dimension emphasizes that the individual is able to choose the right environment for him, the sense of self-sufficiency, his ability to manage and control the environment, taking advantage of past experience, and his ability to benefit from the availability of opportunities and the ability to make choices that fit to his psychological and social needs.
3. **self-acceptance:** the individual enjoys acceptance of the traits or characteristics of his self (negative and positive), the positive feeling of acceptance of his past life, and his positive attitude towards himself and his future.
4. **Positive Relationships:** The individual's ability to achieve satisfaction with his social relations, his trust in others around him, his conviction of respect for others, his ability to empathize with others, his interest in intellectual and social exchange, and his ability to communicate with others.
5. **Purpose in life:** To reach his goal, the person should set targets that make his life better, strive to achieve his goals in life, have the ability to guide his future goals, be able to recognize opportunities to meet the goals, and to realize that his mental health lies in his sense of life.
6. **Personal Growth:** This dimension focuses on the individual's personal growth, continuous development, his awareness of his development, his openness to new experiences and perspectives, his sense of realism in life, and his sense of improvement and growth over time.

Figure (2) shows the main dimensions of psychological well-being theory and its cognitive basis, with the names of scientists who have focused and developed these dimensions over time in order to develop positive performance and to improve people's quality of life (Ryff, 2014: 4).

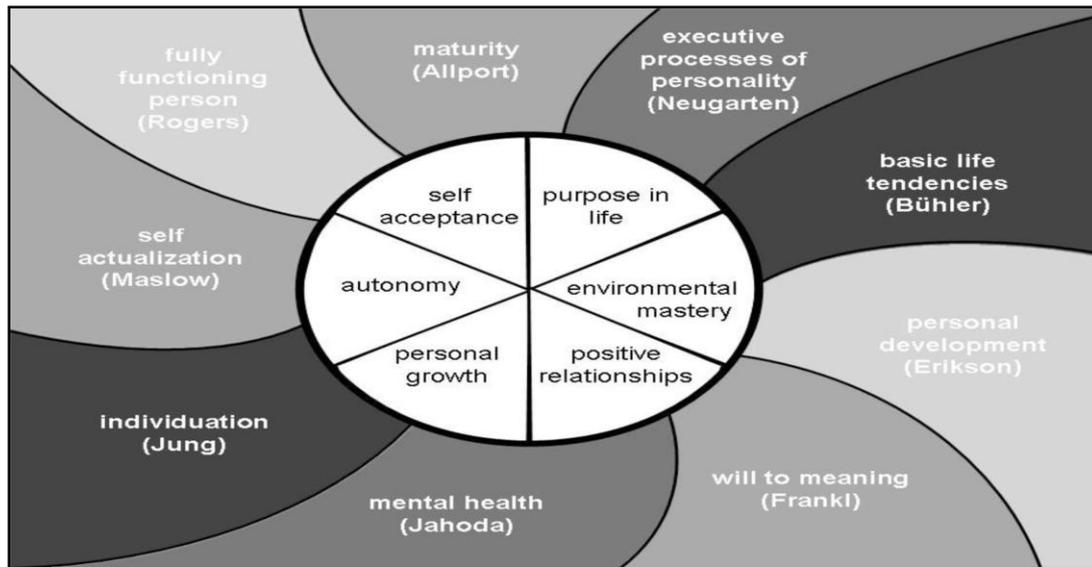


Figure (2) Core Dimensions of Psychological Well-Being and Their Theoretical Foundations.

Source: Ryff, Carol D., Psychological Well-Being Revisited: Advances in Science and Practice, NIH Public Access, Psychother Psychosom, Vol.83, No.1, Pp.31, (2014).

The researchers agree that these six dimensions of quality of life of Ryff's theory are very important and comprehensive (therefore they have been adopted in the practical side of this research). We note in the figure that there are important foundations that explain the source of these six dimensions.

2 - The theory of two dimensions of the determinants of quality of life according to the perspective of Abu Suri (2006)

Abu Suri (2006) suggest a theory to explain the quality of life according to classification of variables affecting the quality of life that distributed in the form of two dimensions. the horizontal dimension (the internal determinants vs. external determinants). the vertical dimension (subjective vs. objectivity) includes the distribution of these determinants according to the basis of their measurement and assessment of their achievement, which are divided into subjective bases that the individual perceives from his own perspective, and objective bases that include tests and measurements, comparison of the person with others or with the average of his standard group, or other quantitative measurement such as observation and Evaluation . (Al-Bahadli and Kazim, 2007: 73), (Figure 3) includes Some examples of the determinants of quality of life:

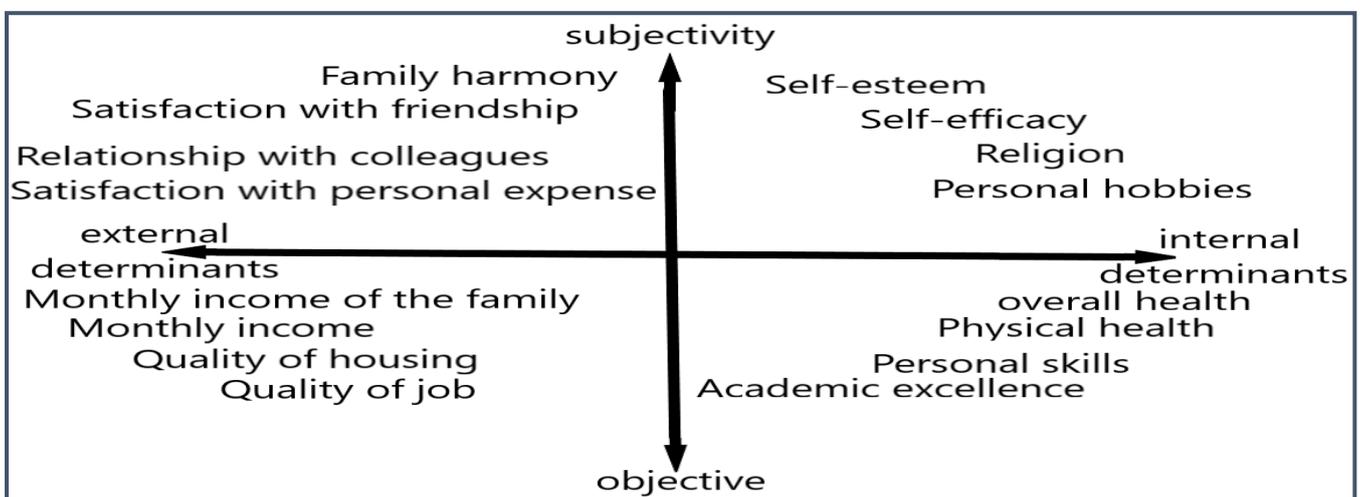


Figure (3) Quality of life determinants

Source: Al-Bahadli, Abdul Khaleq, Najem, Kazem, Ali, Mahdi, "Quality of Life of Omani and Libyan University Students - Comparative Cultural Study", The Arab Open Academy Journal, Denmark, No. 3, p. 73, (2007).

And we conclude that there is no absolute theory that explains the quality of life of the individual because it deals with the human element. It is difficult to define absolute concepts for studies on the humanities, social and psychological sciences because continuous change is part of the nature of people. However, the dimensions of the theory (Ryff 1989) can be addressed in this study - subjective and objective indicators- by taking views of both officials and Customer of the organization in question. The theory is one of the outstanding standards in the field of psychology and sociology, which has been used in many studies, and we try to apply them in the field of business management by making some changes to the dimensions and measurements. So, we integrate the personal growth dimension with self-acceptance dimensions and by adding physical growth dimensions, and economic empowerment and environment mastery based on the determinants of the theory of two dimensions of Abu Suri (2006), and after taking the opinion of academics and specialists with experience and practice in management, economics and psychology, and the opinions of elite officials of the concerned ministry.

3: THE FINDINGS

We collect a data by using a questionnaire distributed to a random sample of officials and customers in the Iraqi Ministry of Labor and Social Affairs. The arithmetic Mean, the standard deviation, the coefficient of variation and the Significance of the dimensions were presented. The five Likert scale and software (SPSS. V.24) were used. The determination of (Almado, 2018: 150) for the arithmetic Mean was adopted by dividing the range (the difference between the highest answer and the lowest answer, $5-1 = 4$) on the number of categories (5 categories) i.e, ($4/5 = 0.80$) and adding it to the minimum scale (1), the result is (1.80). so we can be categorized from the lowest category to the highest category (1.1.80- Very weak, 1.81-2.60 weak, 2.61-3.40 moderate, 3.41-4.20 high, 4.21-5 very high). We present the hypothesis (Significance Differences) on the quality of life of the customer from both point of views of the officials and customers using the two sample Mann Whitney Test and software SPSS (V.24). The description of the results and the Hypothesis testing, as follows:

3.1: The reality of the quality of life of the customer variable for responses of officials

It is clear from the data in Table (4) that the average Mean of the quality of life of the customer is (2.853) which is a moderate level. The standard deviation is 1.106. This suggests that there is acceptable dispersion in the sample answers. In other words, there is an acceptable variation of

respondent's opinions in terms of coefficient of variation (0.387) according to the assessments of officials who are in a direct contact with customers. There is a moderate degree of satisfaction of the objective needs, that is fulfillment of material requirements of the ministry's customers This was observed through field visits and interviews with a sample of ministry's officials. The results of the sub-dimensions will be described as follows:

- A. **The Results of the Autonomy:** The general arithmetic Mean is (3.482), which is a high score. The standard deviation is (1.267), which means a high dispersion in the sample responses, there is a clear divergence of the respondents' opinions in terms of the coefficient of variance which reached (0.363) According to officials. This result means the availability of traits for beneficiaries such as self-determining, self-sufficient, capable of resisting social pressures, behaving in an appropriate and orderly manner.
- B. **The Results of the environmental mastery and economic empowerment:** The general arithmetic Mean is (2.523), which is a low score. The standard deviation is (0.991), which means acceptable dispersion and consistency in the sample answers in other words. There is an acceptable variation of the respondents' opinions in term of coefficient of variation (0.392). This means (according to official opinions) that the beneficiaries have the following qualities: the self-sufficiency, ability to act according to norms of the society, ability of the individual to control and manage his activities and environment, his ability to make appropriate choices for his psychological and social needs and the ability to benefit from the available economic opportunities.
- C. **The Results of the self-acceptance and personal and physical growth:** The general arithmetic Mean is (2.554), which is a low score. The standard deviation is (1.060), which means acceptable dispersion in the sample responses. In other words, there is an acceptable variation of the respondents' opinions in terms of the coefficient of variation (0.415). This means that, (according to the officials) some beneficiaries enjoy the following characteristics: sense of growth and continuous improvement, acceptance of personality traits, acceptance of his past life, interest in health insurance, and his sense of improvement in health and self.
- D. **The results of the positive and emotional relationships with others:** the general arithmetic Mean is (3.381), which is a moderate score. The standard

deviation is (1.092), which means acceptable dispersion in the sample responses. (0.323). This means (according to official opinions) the ability of most beneficiaries to achieve satisfaction with social relations, trust in others around him, the conviction of respect for others, the interest in intellectual and social exchange, ability to communicate with others, and ability to influence the others.

E. **The results of Purpose in life:** The general arithmetic Mean is (2.623), which is a moderate score. The standard deviation is (1.167), which means acceptable dispersion in the sample responses. There is an acceptable variance of the respondents' opinions in terms of the coefficient of relation which reached

(0.445). This means That beneficiaries have the ambition to achieve goals in life though setting targets for better life, the ability to guide their future, the ability to perceive opportunities, and realizing that their mental health Lies in the sense of life.

Table (4) shows the Significance of the sub-dimensions of the quality of life of the customer variable as perceived by the respondent's official opinions according to the values of the coefficient of variation. The level of Significance of the sub-dimensions can be presented as follows: the positive and emotional relationships with others, the Autonomy, Environmental mastery and economic empowerment, followed by the self-acceptance and personal and physical growth, and finally Purpose in life:

Table (4) Describe the quality of life of the customer and Significance of sub-dimensions according to the responses of officials

Sub-dimensions	Questions	Arithmetic mean	Standard deviation	Coefficient of variation	Significance
Autonomy	Q. 1	3.560	1.171	0.329	The second
	Q. 2	3.545	1.168	0.329	
	Q. 3	3.710	1.317	0.354	
	Q. 4	3.205	1.342	0.418	
	Q. 5	3.390	1.336	0.394	
	The General Average	3.482	1.267	0.363	
environmental mastery and economic empowerment	Q. 6	2.525	0.934	0.370	The third
	Q. 7	2.470	1.111	0.449	
	Q. 8	2.660	0.937	0.352	
	Q. 9	2.605	1.021	0.392	
	Q.10	2.355	0.950	0.403	
	The General Average	2.523	0.991	0.392	
Self-acceptance and personal and physical growth	Q.11	2.380	1.201	0.504	The fourth
	Q.12	2.705	1.031	0.381	
	Q.13	2.635	0.993	0.376	
	Q.14	2.465	1.021	0.414	
	Q.15	2.585	1.052	0.407	
	The General Average	2.554	1.060	0.415	
Positive and emotional relationships with others	Q.16	3.425	0.963	0.281	The first
	Q.17	3.590	0.936	0.260	
	Q.18	3.570	0.932	0.261	
	Q.19	3.140	1.307	0.416	
	Q.20	3.180	1.321	0.415	
	The General Average	3.381	1.092	0.323	
Purpose in life	Q.21	2.665	0.998	0.374	The fifth
	Q.22	2.705	1.026	0.379	
	Q.23	2.650	1.069	0.403	
	Q.24	2.480	1.442	0.581	
	Q.25	2.615	1.302	0.497	
	The General Average	2.623	1.167	0.445	
The General Average quality of life of the customer		2.853	1.106	0.387	

Source: Prepared by the researchers based on the outputs of software SPSS (V.24)

3.2: the reality of the quality of life of the customer variable for responses of customer

It is clear from the data in Table (5) that the general Arithmetic Mean of the customer quality variable (2.510) is weak. The standard deviation is (1.551). This means that there is a high dispersion in the sample responses. In other words, there is a clear variance among the respondent's in terms of coefficient of variance (0.618) According to the assessment of customers (who are considered the main beneficiaries of the ministry's services) who evaluate their private lives or aspects of their lives using the standards of satisfaction and happiness. this result indicates low possibility to meet the personal needs of their lives that revolve around the lack of good feeling and dissatisfaction with services provided to customers of the ministry Because of the lack of awareness of old age, poor health status for them, or the long of procedures to complete the process of the acceptance of the recipient to receive the service. in fact, some customers do not understand the importance of continuing these procedures and complain about them. finally, we see that some of the social programs offered by the ministry have achieved high satisfaction and other programs achieve low or moderate satisfaction, so customers views varied during the data collection. The results of the sub-dimensions for customer's opinions will be described, as follows:

- A. **The Results of the Autonomy:** The general arithmetic Mean is (2.732), which is a moderate score. The standard deviation is (1.526), which is very high in the sample responses, there is a clear divergence of the respondents' opinions in terms of the difference coefficient of variation which reached (0.558). This means (according to the beneficiaries) that the capacities differ from one person to another in determining their own destiny, independent of themselves, capable of resisting social pressures, acting in an appropriate manner, and orderly in their behavior.
- B. **The Results of the environmental mastery and economic empowerment:** The general arithmetic Mean is (2.530). The standard deviation is (1.502), which means a high dispersion in the sample responses. There is a clear divergence of the respondents' opinions in terms of the difference coefficient of variation which reached (0.593). This result (according to the beneficiaries) means that characteristics differ from one person to another in terms of self-sufficiency, ability to act in accordance with the norms of society, individual ability to control and manage his activities and environment, ability to make appropriate choices for his

psychological and social needs and ability to benefit from the available economic opportunities.

- C. **The Results of the self-acceptance and personal and physical growth:** The general arithmetic Mean of (2.342) was low and the standard deviation was (1.473), which means high dispersion in the sample responses. There is a clear variance of respondents' opinions in terms of the coefficient of variation which reached (0.629) According to the beneficiaries. That means they enjoy a small percentage of the following qualities: the individual's sense of growth and continuous improvement, acceptance of the self-traits and positive characteristics, acceptance of his past life, his interest in health insurance, and his sense of improvement in his health and self.
- D. **The results of the positive and emotional relationships with others:** The general arithmetic Mean of (2.518) was low. The standard deviation is (1.500), which means a high dispersion in the sample responses, there is a clear divergence of the respondents' opinions in terms of the coefficient of variation which reached (0.596). This result indicates the weakness of the beneficiary's ability to achieve satisfaction with his social relationships, his trust in others, his conviction of respect for others, his interest in intellectual and social exchange, his behavior to communicate with others, and the ability to influence others.
- E. **The results of Purpose in life:** The general arithmetic Mean of (2.520) was weak, the standard deviation was (1.550), which means high dispersion in the sample answers, there is an acceptable variance of respondents' opinions in terms of the coefficient of variation (0.615). This result means that most beneficiaries do not reach their goals because they are ignorant of the steps that the beneficiary should follow. i.e, to set goals that make his life better, strive to achieve his goals in life, the ability to direct his future, to be able to perceive opportunities, and to realize that his mental health lies in his sense of life.
- Table (5) shows the Significance of the sub-dimensions of the quality of life of the customer variables as perceived by the customers according to the values of the coefficient of variation. The level of significance of the sub-dimensions can be presented according to the sequence as follows: Autonomy, environmental mastery and economic empowerment, the positive and emotional relationships with others, followed by the Purpose in life, and finally the self-acceptance and personal and physical growth:

Table (5) Describe the quality of life of the customer variable and the significance of sub-dimensions according to the responses of customer

Sub-dimensions	Questions	Arithmetic mean	Standard deviation	Coefficient of variation	Significance
Autonomy	Q. 1	3.250	1.539	0.473	The first
	Q. 2	2.650	1.520	0.573	
	Q. 3	2.550	1.500	0.588	
	Q. 4	2.530	1.527	0.603	
	Q. 5	2.680	1.543	0.575	
	The General Average	2.732	1.526	0.558	
environmental mastery and economic empowerment	Q. 6	2.600	1.490	0.573	The second
	Q. 7	2.520	1.507	0.598	
	Q. 8	2.500	1.520	0.608	
	Q. 9	2.560	1.519	0.593	
	Q.10	2.470	1.473	0.596	
	The General Average	2.530	1.502	0.593	
Self-acceptance and personal and physical growth	Q.11	2.450	1.452	0.592	The fifth
	Q.12	2.410	1.477	0.613	
	Q.13	2.360	1.466	0.621	
	Q.14	2.070	1.519	0.733	
	Q.15	2.420	1.450	0.599	
	The General Average	2.342	1.473	0.629	
Positive and emotional relationships with others	Q.16	2.550	1.526	0.598	The third
	Q.17	2.280	1.658	0.727	
	Q.18	2.400	1.463	0.609	
	Q.19	2.760	1.319	0.477	
	Q.20	2.600	1.537	0.591	
	The General Average	2.518	1.500	0.596	
Purpose in life	Q.21	2.570	1.545	0.601	The fourth
	Q.22	2.510	1.527	0.608	
	Q.23	2.540	1.540	0.606	
	Q.24	2.510	1.566	0.624	
	Q.25	2.470	1.572	0.636	
	The General Average	2.520	1.550	0.615	
The General Average quality of life of the customer		2.510	1.551	0.618	

Source: Prepared by the researchers based on the outputs of software SPSS (V.24)

3.3: The Results Test hypothesis of research: The analysis of the Significance differences for the quality of life of the customer at the total level of responses of officials and customers can be illustrated to test the hypothesis of the research was tested through Sample Mann Whitney Test. This test was used because the two samples are unequal (Kadhim and Hadi, 2013: 104) (SPSS V.24), Table (6) shows the Significance difference between the response of officials (200), and the response of the (100) customers regarding the research variable at the total level. there were significant differences in the value of (U) (8964.500) below the level of significance (0.01). The significance level is (0.001). This shows the acceptance of the research hypothesis which states (**that there are significant differences between the views of the officials and customer in the Ministry related to the quality of life of the customer at the macro level**). This analysis shows that there is a gap between their opinions, and this result is attributed to the lack of awareness of officials of some problems that weaken the quality of life of customers, and thus reduce the degree of satisfaction of subjective and objective needs of customers.

Table (6) Test the hypothesis of research

(Two Sample Mann Whitney Test)					
Type of sample	Simple size	Mean Rank	Sum of Ranks	Mann-Whitney U	Sig
officials	200	140.14	14014.50	8964.500	0.001
customers	100	155.68	31135.50		

Source: Prepared by the researchers based on the outputs of software SPSS (V.24)

4: CONCLUSIONS AND RECOMMENDATIONS

4.1: Conclusions

1. The analysis of official's opinion (who are in a direct contact with customers) shows the availability of a moderate degree of the quality of life of the customer for the programs of the concerned ministry. Some of these programs were highly satisfied and other programs achieved low satisfaction. Their opinions differed and turned to the moderates.
2. The opinion of customers (who are the main beneficiaries of the ministry's services) who evaluate their own lives or aspects of their lives using the standards of satisfaction and happiness indicates low satisfaction with quality of life in meeting the personal needs of their unsatisfactory lives, Because of the lack of awareness of some of them and aging or poor health status to them. the views of customers were collected randomly from several programs provided by the ministry, some of these programs achieved high satisfaction and other programs with a low or moderate satisfaction so the opinions of customers varied.
3. There are Significance differences between the views of officials and customers of the ministries on the quality of life of the customer. This result is attributed to the lack of knowledge of the officials about some problems that weaken the quality of life or lack of awareness of customers, and thus, low satisfaction with the subjective and objective needs will result in.
4. For the Significance, the dimensions of positive and emotional relations with others, came in first place, and the dimensions of purpose in life has come in the last place according to opinion of officials.
5. The assessment of customer was different from the assess of the officials. dimensions of Autonomy ranked first and then self-acceptance and personal and physical growth ranked last.

4.2: Recommendations

1. Enhance the Autonomy of customers because it achieves satisfaction and happiness for them and raise

their morale through the provision of social services effectively.

2. The interest in empowering the customers environmentally and economically by increasing the subsidies and provide adequate housing.
3. Increase awareness through education programs for customers on self-acceptance, personal and physical growth, and try to ensure the health of all beneficiaries.
4. Increase the interaction of customers with the external environment, and raising awareness about the process of providing services by the Ministry, and informing customers to respect of service providers, as they strive to achieve the satisfaction of the beneficiary.
5. Pay attention to goals of customers in terms of identification and achievement of these goals to improve (QOF)of beneficiaries from of the services provided by the ministry. the views of officials and customers indicates A little help provided by the Ministry to identify and achieve the goals of the customers, the Ministry must conduct to know the satisfaction of customers and obtain proposals about the services.

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