

Quality of Service in Algerian Public Institutions in fulfilling Quality of Life

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Received : 20 May 2019, Revised : 1 Jun. 2019, Accepted : 2 Aug. 2019.

Published : 1 Nov. 2019.

Abstracts

The principle of quality of service aims at making fundamental changes in public administration systems to improve performance in general. This requires rapid response that can be ensured by using the quality of service principle as a requirement for quality of life. as a tool to support the efficiency, the effectiveness and the sustainability of social welfare systems.

Therefore, there is a great awareness of the importance of quality in the delivery of services and their impact on the satisfaction of the citizen or customer for the growth and development and sustainability of these facilities in the performance of its activities in a competitive world where providing continuously improved services which simplify the living conditions became a requirement.

In this context, this paper targets to explore 'how does the quality of service in Algerian public institutions contribute to quality of life?'.
ions contribute to quality of life?'

Keywords: Service Quality, Life Quality, Algerian Public Sector, Administrative Requirements.

1 Introduction

Quality is a feature of this age. It is one of the cornerstones of the successful management model that has emerged to cope with international and local changes. It is the first function, management philosophy and lifestyle of any organization or management.

As the process of improving the level of services aims to make fundamental changes in the public administration systems to improve performance and improve the efficiency of the existing administrative systems in order to ensure the concerns of customers or citizens and provide the best services at the lowest cost and time possible, it is inevitable to introduce the principle of quality of service as one of the most important requirements for the modernization of public administration to provide services that require the minimum standards and quality required, and the quality of life has been achieved to win the satisfaction of citizens.

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The quality of service is no longer a luxury or a choice. It is an irreplaceable commitment. Therefore, management that does not care about the quality and quality of its services will lose one of its components and will not have to wait for moderation or retirement.

2.0 Research Questions

To answer this problem, we divided our topic into three parts:

Part 1: Conceptual Framework for Quality of Service

Part 2: What is the quality of life?

Part III: Quality of service in Algerian public institutions as an indicator of quality of life

3 Literature Review

3.1 Conceptual Framework for Quality of Service

Quality of service is one of the keys to the success of management to meet the requirements of the users and satisfy their needs in accordance with high standards and specifications and high-level, and thus become an investigation at the heart of the concerns of all departments of different, and the transformation of services management from the bureaucracy to the commercial and economic method, and through this part will be the concept of quality Service and its importance.

Achieving quality of service is one of the objectives of any service-oriented organization. As services become an important and complementary sector for other sectors, although they are difficult to judge and evaluate, it is not easy to give a precise concept to everyone. Or practice it finds it difficult to arrive at an expression consistent with others and derive this in the definition of quality of service from the general characteristics of the characteristic services relative to physical goods.

3.1.1 Definition of Quality of Service

The term quality is directly related to mastering and mastering work, whereas in the Oxford Dictionary it means:

High quality and value. The service in general is acts, activities or performance provided by one party to another and these activities are intangible and do not result in the transfer of ownership of anything, and the provision of the service may be linked or unrelated to a tangible product.

The definitions came from the number of people interested in the concept of quality of service. Therefore, the most important definitions will be presented in order to reach a comprehensive concept as follows:

Definition 01: "Badiro" defines quality of services as "a level of service-oriented standards based on the organization's service and customer needs." The set of attributes that determine the ability of QoS to satisfy customer needs is the responsibility of every user or agent of the organization.

Definition 02: The overall effect of the product through service characteristics that are subject to use and which determine the degree of satisfaction of customers' wishes.

Definition 03: "Lewis and Booms" believes that QoS is a concept that reflects the appropriateness of the service already provided to the applicant's expectations for this

service. Ie, the delivery of the service means conformity with the service specification provided to the expectations of these specifications and the quality of service is judged by the actual beneficiary.

Through the previous definitions, a qualitative definition of quality of service can be defined as: "the degree to which the customer can be satisfied by meeting his needs, wishes and expectations constantly." Hence, the quality of service is related to the ability to meet the customer's needs and satisfaction by matching the product to its expectations, Service is not an end in itself, but a means of achieving absolute and continuous customer satisfaction.

3.1.2 The Importance of Quality of Service

Quality of service is of great importance to institutions or management in order to achieve success and stability. As for the customers and employees in order to create the service and deliver it at the highest level to achieve customer satisfaction and increased competition.

□ Service growth: The number of trade organizations offering services has increased more than ever. Half of the business organizations are engaged in services and the growth of service-related organizations is continuing to expand.

□ Greater customer satisfaction and understanding: it is not enough to provide quality products and services at a reasonable price without good treatment and greater customer understanding.

□ Increased competition: In the light of global changes, quality of service has become very important and distinct as all institutions and society seek to achieve them, so the survival of the institution depends on sufficient competition, and therefore the reliance on quality of service will give the institution many competitive advantages.

□ The economic significance of the quality of customer service: organizations are now keen on the need to continue to deal with them and expand their customer base, which means that organizations should not only seek to attract new customers and customers, but it must maintain the local customers and hence show the utmost importance to quality Customer service in order to ensure that.

III. Quality of Service Achievement Methods:

Many service-oriented organizations are keen to develop and deliver quality services using a variety of methods and methods:

- Continuous use of studies and research: The failure of institutions to access high-quality services has led to the use of research results and studies as a means of gathering information and understanding the expectations of customers and their assessment of the actual performance of the service.
- Fast response and analysis of complaints from citizens: Complaints are a serious indicator of the quality of service. The analysis shows the criteria used by customers to judge the quality of service, as the faster the response to solve problems the greater the demand for service and customer satisfaction.
- Work to recruit competencies: The development of programs to improve the quality of service is of value unless the Foundation has a base of individuals who have the ability to achieve these programs, because most complaints are limited to the weakness of the skills of service providers or lack of desire to work and low view of the direction of the customer.
- There is an administrative commitment or commitment to quality of service: Effectiveness and success of service quality programs are linked to a radical change in the culture of the enterprise as a whole, from senior management to executive levels.

- Organizational cultural development that supports quality: Achieving excellence in service requires that it become a slogan that all employees believe in and seek to apply to it in the sense that quality becomes an organizational value that generates satiety and satisfaction. Effective leadership at all levels is key to the success of QoS programs.

3.2 What is the Quality of Life?

The main component of the concept of quality of life is to alleviate the tensions experienced by citizens in life and to achieve an internal sense of satisfaction with the actual life and standard of living, and create balance in all areas of life.

First: the concept of quality of life

The concept of quality of life is a widely used concept and comes within a number of concepts because it is related to several fields. The following are the most important definitions:

□ Know 01: Know the World Health Organization (WHO) the concept of quality of life as "the perception and the perception of individuals to their status and their position in the context of the culture and values in which they live systems and its relationship to their goals and their expectations and their standards and Aattabarathm a broad concept is affected by the physical health of the person and psychological condition and his personal beliefs and social relations."

□ Definition 02: It is all that the individual enjoys from dwelling, clothing, food and drink, and this is determined by his level of income, the environment in which he lives, and the social class to which he belongs.

□ Definition 03: The Organization of UNESCO: it is the quality of life encompassing concept includes aspects of life includes physical gratification basic needs, moral satisfaction that achieves the psychological adjustment of the individual through to achieve the same and so The quality of life has objective conditions, subjective components have been associated with this concept from the beginning The pursuit of industrial societies towards development and upgrading the requirements of individuals by achieving economic abundance to confront the rumors of individuals and their aspirations and aspirations.

Through the above, we can give the definition of deductive: the quality of life reflects the understanding of the individual that he lives a good life, from his point of view free of irrational thoughts, emotions and negative, behavioral disorders, enjoy the human presence and feel of satisfaction and happiness, health, physical good and maintains social relationships with others, and invests all his abilities and capabilities to enable him to achieve this.

3.2.1. Quality of Life Dimensions

There are many factors that determine the determinants of quality of life, including:

1. Ability to think and take decisions.
2. The financial and economic conditions on which each person determines what is the most important thing for him and which brings happiness in the life he lives.
3. Physical and mental health;
4. Living conditions and social relations;
5. Religious beliefs, cultural values and civilization.

If we talked about the elements of the quality of life we are in four key areas, which in one way or another affect human health, as they interact with each other, and are these four aspects of the necessary for the life of basic human needs, which cannot live without, which can be called needs Primary.

3.2.2 Quality of Life Program Objectives

Quality of life programs aimed at:

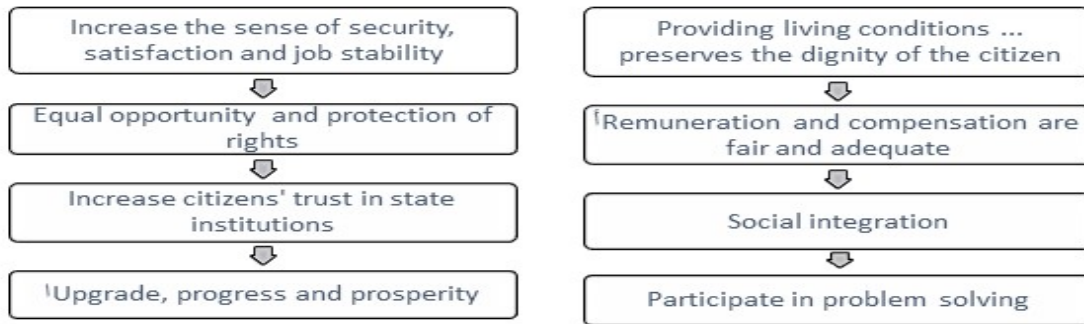


Figure 1: Quality of life program objectives.

Source: Abdelhamid (2004) The quality of work life and its impact on the development of job stability - a field study, Journal of Studies and Business Research, Zagazig University, Faculty of Commerce, Egypt, No. 2.

3.3 Quality of Service in Algerian Public Institutions as an Indicator of Quality of Life

The consecration principle of the quality of service depends on the achievement of different requirements between what is human, what is the administrative and the extent of the application of these requirements on the ground in response to the customer's satisfaction or the applicant in order to achieve a level of well-being of society, which we will address it through this part.

3.3.1 Quality of Service Requirements

The International Organization for Standardization and Metrology (ISO) has set specific standards for commodities, products and goods. It aims to continually improve and improve performance by responding to consumer requirements. However, these standards and specifications are difficult to achieve in public utility services, especially since the nature of the organization, objectives, does not preclude the identification of certain requirements that contribute to the achievement of service or good quality. Among these requirements:

3.3.1. a. Human requirements

Among the requirements to achieve quality of service is the human resource, which is a strong source of influence in economic and administrative life, and a strategic choice in the success of any administrative reform in general, and this can only be through the following:
 1- *Training and Development:* It is a strategic component of human resource management at the level of the organization to adapt to the new requirements, so it is necessary to continuously enrich their skills to improve their performance and reduce the proportion of errors in terms of social and professional advancement on the other.

Training is a process aimed at bridging the shortage of old skills and giving the worker new skills. Training is not limited to motor skills, handicrafts and craftsmanship, but in fact it also involves the intellectual aspect, and the latter must be maintained and developed.

2- Efficiency: It is the different knowledge, qualifications, abilities and motivations that some people have more control than others. The term competency is associated with existence and infinity with ability, but the term capacity is more efficient. Strategic capabilities are a distinct collective capacity that directly contributes to the priority of the institution. The concept of efficiency has moved from a simple concept that demonstrates the ability of workers to adapt to and respond rapidly to ocean influences represented in technological and professional transformations into a deeper concept of the qualitative scientific knowledge that can be imitated by others. Efficiency has been defined in its modern sense on 80 areas: technical expertise, creativity and creativity.

Ability to work, ability to achieve personal effectiveness, communicative and relational ability to reflect the culture and values of the institution, contribute to the embodiment of the objectives of the institution.

3.3.1. b Administrative Requirements

The administrative organs face political challenges, since the administrative body is a tool for change that implements the general policy determined by the political system. This change and development necessitates the administration to develop itself either by drawing a new way in its relationship with the citizens or workers, etc.

1- Improving the relationship between the administration and the citizen: Improving the relationship between the administration and the citizen. A requirement that combines the two parties on the basis that the relationship between them is a mutual relationship, including the obligations of the public administration towards the citizen and the citizen's duties and rights towards the state.

The improvement of the relationship between the administration and the citizen requires the administration to be closer to the citizen, and to activate the role of public institutions (administrative decentralization) through updating the complaints system, as well as improving transactions with citizens through speed of performance and completion of work in a transparent manner. Growing needs of citizens.

The employee must be aware that he is in the service of the citizen, and that he is forced to improve his performance and develop his abilities and competencies to keep pace with the development of the needs of the citizen.

2. Electronic Management: The evolution of management as a science and practice over time in line with the recent developments witnessed by the last century and witnessed by the current century, led to the reconsideration of many processes and activities and administrative functions, by introducing electronic technology in its practice and procedures, which led to the stage electronic management.

E-governance is more than just an online website. It is linked to the physical management of the source of information and services. The aim is to support and streamline administrative services for all stakeholders: government, citizens, businesses. The goals of e-governance are very similar to the objectives of good management by improving the quality of products and services, and increasing the degree of competitiveness so as to provide the organization with the opportunity to be close, which provides information about the wishes of customers. It also aims to reduce production costs and increase the profitability of the organization, the

organization is about the traditional form used by a large number of workers and thus achieving even a fraction of the quality of a citizen's life.

3.4 Quality of Service in Public Institutions in order to achieve Quality of Life

The services sector occupies an important position in the Algerian economy. It employs more than half of the active labor force, 55.2%, and contributes about 31% of the gross national product. The sector has achieved this position through a growing activity with a high growth rate of 9.3% is only matched by the construction and public works sector, which benefits from government spending on social housing programs and roads.

Priority has been given to spending on public services in recent years to connect the service to the largest segment of citizens through an arsenal of laws to try administrative reform that would facilitate access to the service, but this does not prevent the negative consequences of this policy.

3.5 Policies dedicated to Quality of Service in some sectors

In recent years, the beginning of attention to quality in the services of some sectors in order to facilitate the lives of citizens and achieve the well-being of society, including:

3.5.1 In the Public Authorities: In 1987 public authorities resorted to establishing a ministerial working group entrusted with the task of preparing a comprehensive report on the reality of public administration. In 1991, the public authorities set up a joint ministerial working group tasked with preparing A comprehensive study of the reality of the Algerian administration and the means of its development, which led to the need to review the legislation and regulations related to the public service, which culminated in the issuance of Order No. 06/03 of 16 July 2006, which contains the Basic Law of the public office.

3.5.2 In the Justice Sector: In the framework of modernization of the justice sector, Law No. 15/03 of 01 February 2015 on the modernization of justice was promulgated, article 1 of which states that "this law aims to modernize the justice sector through:

- centralization of the Ministry of Justice;
- electronic submission of judicial documents and proceedings;
- The use of remote video chat technology in judicial proceedings.

Law No. 15/04 of 01 February 2015 sets out the general rules on electronic signature and certification.

3.5.3 Higher Education Sector: Since independence, the higher education sector has undergone many reforms that have been adapted to the development of the world and the challenges facing it locally or globally.

Since the 2004/2005 academic year, the Ministry of Higher Education and Scientific Research has initiated a new system of higher education, known as the Master's and Master's degrees, which aims at keeping up with international universities in the framework of a global project called for competition in knowledge acquisition, To address the imbalance both at the level of facilities and organization of institutions, or at the pedagogical level.

In support of this process, the Ministry of Higher Education and Scientific Research organized the National Conference on Higher Education and Scientific Research in May 2008, entitled "The Progressive Passage after 40 years of implementation of the LMD system and the International Conference on Quality of Higher Education in June 2008, Title "Quality Assurance in Higher Education between Reality and Requirements".

On May 31, 2010, Ministerial Resolution No. 167 was issued, establishing a national committee for the implementation of the quality system in higher education.

Despite the legacy of some Algerian universities, some of which exceeded more than a century of their existence, the failure to meet the quality requirements of higher education in Algeria led to the tyranny of quantity over the species. External factors are integrated with the internal factors, which contribute continuously to the overlap of the parties of governance and multiplicity and work in various contradictions in the low quality and even the achievement of education.

3.5.4 In the field of Postal Services: In line with the development surrounding the Post

Office of Algeria, the policy of the latter was to rely on the model of services that ensure respect for the rights of citizens and gain their confidence in the institution. In parallel with the attempt to modernize the postal sector, in order to enhance the trust and dedicate the best results and achievements and thus devotes to the establishment of the electronic public services system of the Postal Corporation of Algeria, through the electronic net card, electronic clouds ... and other services provided, which will facilitate the life of the citizen.

Giving priority to quality in this sector, being the most influential on customer evaluation To improve the reception conditions in the offices and bring them closer to the citizen, while technical quality depends on the attention of each service separately, postal and financial. As for handling complaints, they need their own skills and working methods related to the reception, speed and seriousness of follow-up complaints, providing information to the complainant and the commitment of transparency, justice and persuasion, and research in reducing cuttings in the network of automated media would improve the form. The waiting period is significant.

At the enterprise level, a more precise but more complex language can be used, because communication can be controlled between a limited number of cadres.

3.5.5 In the Health Sector: The Ministry of Health and Population is primarily responsible for the provision of health care and the provision of medication and upgrading. For the Algerian and foreign citizens and the elimination of their medical problems, followed by university hospitals and regional and then the health sectors and the basic units of this.

The status of the quality of services in this sector is reflected in Executive Law No.222-29. In terms of organization and operation of these institutions, each institution operates a hospital public institution and a public health institution, under the supervision of the director of the institution. Since the Executive Decree of 2009, which has been in effect since the beginning of 2009, priority has been given to improving the quality of services provided by defining the internal organization of the functional relations of public hospitals and public health institutions. The new reform policy has given the private sector a number of More than 3222 beds, and reached in the public sector to more than 70222 beds.

As for investments in this field, Algeria has opened the door to foreign investors, such as some foreign companies, in the repair and maintenance of equipment, including Algerian engineers, as well as some foreigners in the freedom of movement across the national territory to repair and maintain equipment. The eyes in some states of the homeland, which opens and urges Algerian institutions to pay more attention to quality in providing services and achieve international quality.

Tools and rules that enable modern management of Algerian public health institutions

New health problems based on serious and modern diseases, as well as competition with the private sector, require our health institutions to provide complex and specialized technologies and a profound shift in their management. The bureaucratic management of a traditional budget leaves the place to an organization that allows for its own autonomy. To reduce their costs, correct their deficiencies, and stop the deterioration of the quality of treatment by providing more quantitative health services as a result of demographic pressure and better quality and more complex at the best cost, with the need to control the modern therapeutic technologies taking into account the economic situation Social development of Algeria.

The search for cost requires a complete renewal of the management tools, channels of communication and the hierarchy of the health sector. These tools are as follows:

- Upgrading of modern methods of management, based on the estimated management of objectives and periodic monitoring of results.
- Improve the functioning of health structures, effectively regulate the various health interests of our health institutions, and clearly define the roles of each of their managers.
- Motivating and mobilizing human resources: Human resources are the most important resources enjoyed by health institutions, so it is necessary to stimulate and mobilize these resources, by improving their wages and various bonuses to levels that allow them to live decent, and devote entirely to

Especially as wages are linked to the work provided, so that competent employees can be rewarded with their various jobs and thus encourage them to make more efforts to provide the best services.

3.6 Obstacles to Applying Quality of Service and Quality of Life

Despite the efforts exerted by the Algerian state through its prudent policy of improving the services that remain priorities of expenditure in Algeria, this concern has been hindered by a number of difficulties which have prevented reaching the required level. Among these obstacles are:

3.6.1 Human Constraints

Human Constraints are:

- Electronic illiteracy among many individuals, and the difficulty of communicating through modern technologies;
- The absence of training courses and the restructuring of management and regulatory staff in the transition from traditional management to modern management;
- Lack of formative awareness of some of the constituents, and this is due to the lack of confidence of some constituents in the usefulness of the composition;
- Lack and limited use of the Internet on a large scale, compared to other countries in the world.
- The problem of unemployment that can result from the application of electronic management and machine solutions replace human.

3.6.2 Financial and Administrative Constraints

The financial and administrative obstacles are manifested in:

- Lack of financial resources to provide training programs and the use of information services in the field of information technology with high competencies.

- Administrative and organizational levels and their dependence on traditional methods.
- Resistance to change by workers against the application of modern management techniques for fear of losing their positions and their future career.

4 Discussions and Conclusion

Despite the promising steps that Algeria has taken to improve the quality of service offered to its customers in many fields, the non-market and planning management of a large part of the service sector does not encourage quality and development to meet the needs and desires of the user because of the difficulties encountered previously at the human, financial and administrative level, In addition to focusing attention on quantity at the expense of quality in many sectors, but with some optimism it can be said that Algeria is moving even slowly in a new era of quality in order to improve the standard of living of the citizen, which would shape the features of the quality of life program, Only with political will.

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