Job Enrichment and Its Impact on Guest Satisfaction / Analytical study a sample of managers atFirst-Class Hotels in Baghdad

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Abstract:
The study dealts with the dimensions of job enrichment represented in (diversity of skills, task identification, task importance, independence and feedback) in improving guest satisfaction. Part of the research community to verify the validity of the assumptions, as their number reached (60) managers, and (50) managers were selected as a sample, and the questionnaire was adopted as a tool for collecting the necessary data. A moral correlation between the dimensions of job enrichment and guest satisfaction, which led to the recommendation to maintain a state of challenge and break boredom when completing tasks through the use of many skills and abilities to ensure the continued generation of a positive feeling for the guest when satisfying his desires and meeting his needs as required.

Introduction
The interest in job enrichment is one of the effective means to show and employ the creative skills and energies of individuals at work as a result of taking into account their needs and desires by giving them a greater role in preparing and implementing work and a greater space of responsibility at work and independence in decision-making, that is, increasing the level of satisfaction in a way that improves their performance level And then raise the level of the organization's work, and this will lead to additional opportunities to enhance the positive feeling generated by the guest when satisfying his desires and meeting his needs of services or products and comparing them with what he would have obtained when trying the same services or products with competitors, and thus gaining guest satisfaction where success cannot be imagined The hotel organization without achieving guest satisfaction as it is a prerequisite for keeping guests for the maximum possible period, and based on the study of the relationship between job enrichment and guest satisfaction, the concept and importance will be addressed, and the dimensions of job enrichment and the most prominent methods of measuring guest satisfaction, up to testing the study hypotheses and identifying the nature of the relationship of variables to each other.

The first topic: research methodology
First: - Research problem: The research problem can be stated by raising a number of questions as follows:
1- What is the level of job enrichment in the hotel organizations under study?
2- What is the level of guest satisfaction in the surveyed hotels?
3- Do the surveyed hotels depend on job enrichment in guest satisfaction?
Second: The importance of research:
1- Providing researchers with a theoretical aspect with digital indications about the relationship of job enrichment to achieving guest satisfaction.
2- The possibility of benefiting from the study in the administrative fields in general and tourism in particular.
3- Diagnosing the reality of job enrichment and guest satisfaction in the sample studied.
Third:- Research objectives:
1- A statement of the relationship and the impact of job enrichment in achieving guest satisfaction.
2- Forming a future vision of the reality of the guest's satisfaction when there is job enrichment.
3- Show the role that research variables play in improving the performance level of hotel organizations.
Third: Hypotheses of the second study: (there is a significant effect with statistical significance on career satisfaction)
The first main hypothesis: (there is a significant statistically significant correlation between job enrichment and guest satisfaction)
The second main hypothesis: (there is a significant and statistically significant effect of job enrichment on guest satisfaction)

Fourth: The research community and sample: To verify the hypotheses, the sample was selected from managers of first-class hotels in Baghdad, whose total number is (6), as they are part of the research community, as they numbered (60) individuals, and (50) individuals were chosen for the study.

Fifth: Descriptive analysis of demographic information and the importance of research variables: They are as follows:

Table (1) Description of the research sample members in the hotels of the city of Baghdad

%The ratio	the number	Target groups	Variables
%76	38	Man	
%24	12	Woman	Gender
% 100	50		the total
% 38	19	year 30-21	
% 40	20	year 40 - 31	
%20	10	year 50 - 41	the age
% 2	1	year and over 51	
% 100	50		the total
% 14	7	middle school	
% 42	21	diploma	
% 42	21	BA	
% 2	1	Master's	Educational attainment
% 0	-	PhD	
% 100	50		the total
% 16	8	less than 5 years	
% 48	24	years 10 - 5	
% 20	10	years 15 - 11	Years of work
% 10	5	years 20-16	
% 6	3	years and over 21	
% 100	50		the total

The second topic: theoretical concepts of research variables

First: Job enrichment: It is giving workers a greater space of responsibility and independence in a way that helps to show and employ their skills and innovative energies at work as a result of taking into account their needs and desires by having a greater role in preparing and implementing work and thus increasing the level of self-satisfaction and thus raising the level of the organization's work. Some of the opinions of researchers who analyzed it, in addition to clarifying its importance and dimensions, as follows:

The definitionof job enrichment: There are many intellectual propositions by researchers, so we note that some dealt with enrichment on the part of individuals, while others went to emphasize the administrative aspect of the organization.

Table (2) presents the most prominent of these definition, as follows:

definition	year and page	researcher name	
A tool to provide motivation for employees through additional activities with the aim of making jobs more interesting, more challenging and responsible	2014:179	Aninkan	6
A way to add incentives to the job to make it more enjoyable and to inspire workers by giving them adequate opportunities to use their abilities.	2016:93	Abimbola&Azeez	9
The method that adds new powers to the job borne by the employee so that he is responsible for implementing the new powers without the need to refer to the officials, as is the case with the traditional pattern	2013:66	Uduji	13

Everything that helps in improving performance, increasing job satisfaction, expanding performance areas, and giving workers a new opportunity for success and growth.	2015:110	Masoudi&Nazari	16
Where adding types of activities along with routine work in a way that redesigns the job to allow more use of the self-skills of individuals	2016:456	Sharmna&Raval	17

2. The importance of job enrichment: There are many necessary pillars that are considered among the elements of the success of the work, such as increasing the connection and loyalty of the individual in a way that will raise his morale and satisfy his needs, and this will constitute the importance of enriching the work as follows:

(Abdul-Rahman, 2011:73), (100Oyewunmi:2014,& (Adeniji, 2Choudhary:2016:102):

a. Providing a spirit of challenge and competition and developing and improving their level of motivation.

b. Increasing the individual's attachment to his work and increasing the individual's loyalty to the organization.

c. Reaching the level of satisfaction, raising his morale and satisfying his needs.

d. Continuously evaluate the performance of individuals.

3. Elements of job enrichment: those elements that should be provided to help improve work outcomes, motivations of working individuals and increase their degree of satisfaction through the changes made by my agencies:

a. Diversity of skills: The use of one skill to perform the same task repeatedly causes boredom and reduced productivity after a period of time. And the meaning and therefore this will be reflected in the rise and increase in job satisfaction of the employee (sofwan et.al.2012:212).

b. Defining the task: that is, defining the goal of the work clearly, because defining the goal affects the levels of performance and commitment towards work. (Kreitner,2010:232)

c. The importance of the task: It is the keenness to look at the work with respect and appreciation by increasing the employee's feeling of the importance of his job by focusing on his added value progress by enabling the individual to participate in planning and decision-making as well as involving the employee in the search for solutions to problems and trying to identify weaknesses in performance Instead of a policy of dictating orders, which creates a sense of responsibility and makes him feel his true importance and clarify the value of the work in itself (Sudhakar, 2012:9).

d. Independence: This is achieved through the freedom of the incumbent to determine how and when he can do his work, as well as giving the individual more control and control over how tasks are carried out and scheduling them, and increasing his ability to make decisions to address the problems he faces during the implementation of tasks and therefore individuals are not completely dependent Supervisors at work, which will have a positive impact on their performance. (Menezes, 2013:7)

e. Feedback: That is, the employee obtains clear and direct information about his effectiveness in accomplishing the work while performing the required activities through knowledge, monitoring and measurement of work results, i.e. the need to take into account that employees are constantly informed of the results of their work and the achievements they have achieved because it is important in re-evaluating work tasks and helps to increase and improve productivity. (2011:280 Robbins & Judge, (.

Second: Guest satisfaction: Guest satisfaction is a prerequisite if the organization wants to keep its guests.

1. The concept of guest satisfaction: There have been many intellectual propositions for researchers by addressing many aspects that lead to achieving guest satisfaction, and table (3) presents the most prominent of these definitions, as follows:

Table (3) definitionof guest satisfaction

the definition	year and page	researcher	
The feeling that suggests to the guest the pleasure or lack of pleasure that results from comparing the product with the expectations of the guest.	2009:220	Al-Ta'i and Al-Abadi	1
Feeling of comparing product performance with guest expectations.	2012:10	wie	2
It is the compatibility between the service outputs that the guest obtained and what he expected to receive.	2012:83	Kim et. Al.	3
The guest's sense of pleasure or disappointment resulting from	2017:23	Khithir and	4

comparing the performance of the product or service provided to him with his previous expectations.		Marami	
Guest judgment in view of consumer experience or use resulting from his expectations for the perceived product and performance.	2018:343	Kotler	5

2. The importance of guest satisfaction: It is as follows, (kotler:2000:351) (Al-Silafany, 88:2013):-

a. It improves the company's reputation, which leads to attracting new guests and reducing marketing expenses.

b. It reduces the possibility of guests going to competing tourism organizations.

c. If the guest is satisfied with the performance of the institution, it will happen to others, which will generate new customers.

d. It helps to study the guests' suggestions, complaints and criticisms.

3. Methods of measuring guest satisfaction: Guest satisfaction is affected by many variables, so it is necessary to establish a system to measure and monitor it in an accurate and continuous manner, otherwise the organization will not achieve its goals.

a. Complaints and Suggestions Systems: It is a set of means of communication to know their suggestions and complaints, or the forms that some organizations provide to their guests to prove what they like and dislike, or complaint boxes or suggestions that you put on the Internet and e-mail to facilitate communication, so this information flows to organizations with many good ideas It enables quick response to solve problems (Chit, 2015:255).

b. Guest satisfaction surveys: Organizations are able to obtain direct measures of guest satisfaction by conducting surveys from time to time, by sending a questionnaire or making telephone calls to a random sample of current guests. By asking additional questions to measure their intention to buy back the service (Al-Barzanji, 007:2203).

c. Hidden Marketing: It is the employment of individuals who assume the role of potential buyers and prepare their reports on the strengths and weaknesses they find in the services of the organization and its competitors. Someone is there and test for themselves the services they receive as guests of that organization, and in light of this, the strengths and weaknesses in the performance evaluation are revealed (hoyue, 2013:46)..

d. Guest Loss Analysis: Organizations should contact guests who have stopped buying services or who have switched to another service provider to find out why this happened. It may not be enough just to interview these guests, but it is also necessary to monitor guest loss rates. If these rates increase, it is considered This is evidence of the failure of these organizations to satisfy their customers (Abu Fazaa, 20: 2015).

The third topic (the practical side)

First: The importance of the research variables: We refer in this paragraph to the statement of the answers of the sample members, which numbered (50) individuals, about the contents of the questionnaire questions related to (job enrichment), which includes (diversity of skills, task identification, task importance, independence, feedback) and (Guest satisfaction), which includes (complaints system, guest satisfaction surveys, hidden marketing, guest loss analysis), where tables were adopted that show the trends of the sample answers, as arithmetic means, standard deviation and relative importance were used according to the answer strength matrix.

1. Analysis of the responses of the research sample for the first independent variable (job enrichment):

In its focus on measuring job enrichment, the research questionnaire included (25) questions distributed over (5) dimensions, to find the availability of the elements of job enrichment in (the research sample), and the results of the sample answers were as follows:

a. Diversity of skills: The relative importance value reached (92.12%), which is a high percentage that confirms the agreement of the sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (4.60), which falls within the period (4.20 to 5), and this means that the sample answers are strongly towards agreement. , and standard deviation (0.576), which indicates the homogeneity of the answers regarding (diversity of skills):

The levels of importance of the dimension paragraphs (diversity of skills) were distributed among the highest level of answer achieved by paragraph (Q1) with an arithmetic mean of (4.84) and a standard

deviation of (0.422), and a relative importance of (97.8%) to confirm that most of the research sample agreed on this paragraph. It is likely (that hotel organizations use many capabilities and experiences to develop work), while paragraph Q2) achieved the lowest level of answer between paragraphs (diversity of skills), as its mean value reached (4.36) and the standard deviation was recorded (0.631) and the relative importance formed (87.2%), to confirm this, the agreement of most of the research sample members that (the hotel organization creates a kind of challenge among the employees).

b. Determining the task: The relative importance value reached (90.32%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (4.52), which falls within the period (4.20 to 5), and this means that the sample answers are heading towards agreement. strongly, and standard deviation (0.729), which indicates the homogeneity of the answers regarding (defining the task).

The levels of importance of paragraphs after (defining the task) were distributed between the highest level of answer achieved by paragraph Q8) with an arithmetic mean of (4.60) and a standard deviation of (0.926), and a relative importance of (92%) to confirm that most of the research sample agreed on this paragraph, With what is likely (that the administration punishes workers who are reluctant to work and who waste time), while paragraph Q10) achieved the lowest level of answer between paragraphs (defining the task), as the arithmetic mean value for it reached (4.44) and the standard deviation was recorded (0.812), and relative importance formed (88.8%) to confirm this, the agreement of some members of the research sample on (that the administration keeps pace with developments in the world).

T- The importance of the task: The relative importance value reached (90.8%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (4.54), which falls within the period (4.20 to 5), and this means that the sample answers are vector Toward agreement strongly, and standard deviation (0.627), which indicates the homogeneity of the answers regarding (the importance of the task) .

The levels of importance of paragraphs after (importance of the task) were distributed between the highest answer level achieved by paragraphs (Q14) and Q15) with an arithmetic mean of (4.66) and a standard deviation of (0.557), and a relative importance of (93.2%) to confirm that the agreement of most of the research sample members on These two paragraphs, suggesting (that the hotel management is working to increase the sense of respect and appreciation) and (achieving cognitive excellence by raising the level of intelligence, experience and academic qualification), while paragraph Q11) achieved the lowest level of answer among the paragraphs (importance of the task), as the value of the arithmetic mean reached It has (4.38) and the standard deviation was recorded (0.901), and the relative importance formed (87.6%) to confirm that the agreement of some members of the research sample on (the development of self-knowledge and experiences).

W- Independence: The relative importance value reached (90.96%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis. Strong agreement, and standard deviation (0.656), which indicates the homogeneity of the answers regarding (independence) .

The levels of importance of paragraphs after (independence) were distributed between the highest answer level achieved by paragraph Q20) with an arithmetic mean of (4.70) and a standard deviation of (0.839), and a relative importance of (94%) to confirm this agreement of most members of the research sample on this paragraph, including It is likely (enabling workers to carry out their work with all responsibility and care), while paragraph Q17) achieved the lowest level of answer among the paragraphs of (independence), as the arithmetic mean value for it reached (4.24) and the standard deviation was recorded (0.591), and the relative importance formed (84.8%) to confirm That is the agreement of some members of the research sample on (identifying the appropriate mechanisms to accomplish the tasks).

C- Feedback: The relative importance value reached (89.68%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (4.48), which falls within the period (4.20 to 5), and this means that the sample answers are vector Towards agreement strongly, and standard deviation (0.566), which indicates the homogeneity of the answers regarding (feedback) .

The levels of importance of paragraphs after (feedback) were distributed between the highest level of answer achieved by paragraph Q21) with an arithmetic mean of (4.62) and a standard deviation of (0.490), and a relative importance of (92.4%) to confirm that most of the research sample agreed on this paragraph,

With what is likely (by providing the management with the results of work and achieving achievements), while paragraph Q24) achieved the lowest level of answer among the paragraphs of (feedback), as the value of the arithmetic mean was (4.38) and the standard deviation was recorded (0.725), and the relative importance formed (87.6%). This confirms the agreement of some members of the research sample on (strengthening social ties between workers).

that the weighted arithmetic mean value of the variable (job enrichment) amounted to (4.54), which falls within the period (4.20 to 5), and this means that the answers of the sample are strongly towards agreement, with a standard deviation (0.631), which indicates the extent Homogeneity in the answers of the research sample regarding this variable, while the relative importance was recorded (90.78%), which is a high percentage that confirms the agreement of the research sample on most of the items (job enrichment).

The measurement of the level of importance, the arithmetic mean, and the standard deviation of the independent variable (job enrichment) showed that the largest share of the answers for the research sample was for (diversity of skills), and this indicates the importance of (diversity of skills), which is represented by (multiple activities in the hotel organization that the job includes in the form Which requires the use of many skills and abilities to accomplish, which will lead to a state of challenge and break boredom) and then (independence), which is represented by (meeting the need for self-realization by delegating authority in a way that the employee feels free in how to perform duties), then comes the dimension (importance of the task) (which is to focus on the added value that the job will provide, such as participation in planning and decision-making). To compare between the axes of (job enrichment) in terms of relative importance, it is noted that the axe of (diversity of skills) got the highest level of relative importance by (92.12 percent), and (feedback) recorded the lowest level by (89.68%).

2. Analysis of the responses of the research sample for the dependent variable (guest satisfaction):

In its focus on measuring guest satisfaction, the research questionnaire included (20) questions distributed on (4) dimensions, to find the availability of guest satisfaction (the research sample), and the results of the sample answers for the axes (guest satisfaction) were as follows:

a. Complaints system: The relative importance value reached (86.8%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis. strongly, and a standard deviation of (0.669).

The levels of importance (complaints system) were distributed between the highest level of answer achieved by paragraph (Q30) with an arithmetic mean of (4.54) and a standard deviation of (0.542), and a relative importance that formed (90.80%) to confirm that the agreement of all members of the research sample on this paragraph, which is likely (The organization is working to meet all the wishes of its guests), while paragraph (Q28) achieved the lowest level of answer among the paragraphs of the (complaints system), as its mean value reached (3.96) and the standard deviation was recorded (1.106), and the relative importance constituted (79.20%).) To confirm this, the agreement of most of the sample that (guaranteeing privacy is done by providing a complaint box in addition to other means).

b. Guest satisfaction surveys: The relative importance value reached (86.56%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis. agreement strongly, standard deviation (0.685)

The levels of importance of paragraphs after (guest satisfaction surveys) were distributed between the highest answer level achieved by paragraph (Q32) with an arithmetic mean of (4.62) and a standard deviation of (0.567), and a relative importance of (92.40%) to confirm that most members of the research sample agreed on this paragraph , which is likely (that the hotel management apologizes when it fails to do its work), while paragraph Q33) achieved the lowest level of answer among the paragraphs of (guest satisfaction surveys), as the arithmetic mean value was (3.70) and the standard deviation was recorded (1.055), and relative importance It formed (74.00%), to confirm this, the agreement of some members of the research sample that (the hotel management telephones a random sample to know their views on the services provided).

c. Hidden Marketing: The relative importance value reached (79.36%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (3.98), which falls within the period (3.40 to 4.19), and this means that the sample answers are heading towards agreement. , and a standard deviation of (0.958), which indicates the homogeneity of the answers regarding (hidden marketing) as shown in the following table (12):

The levels of importance of paragraphs after (hidden marketing) were distributed among the highest answer level achieved by paragraph (Q38) with an arithmetic mean of (4.46) and a standard deviation of (0.706), and a relative importance of (89.20%) to confirm that most of the research sample agreed on this paragraph, In what is likely (that the administration receives the inquiries of the guests and responds to them in the shortest possible time), while paragraph Q36)) achieved the lowest level of answer between the paragraphs of (hidden marketing), as the value of the arithmetic mean was (3.24) and the standard deviation was recorded (1.255), and relative importance It constituted (64.80%) to confirm this agreement of some members of the research sample on (there is a specialized team that assumes the role of the guest to see the method of work inside the hotel).

d. Guest loss analysis: The relative importance value reached (88.32%), which is a high percentage that confirms the agreement of the research sample on most of the paragraphs of this axis, as the arithmetic mean of this axis was recorded (4.42), which falls within the period (4.20 to 5), which means that the sample answers are heading towards Strong agreement, and standard deviation (0.651).

The levels of importance of paragraphs after (guest loss analysis) were distributed between the highest answer level achieved by paragraph (Q45) with an arithmetic mean of (4.78) and a standard deviation of (0.418), and a relative importance of (95.60%) to confirm that most of the research sample agreed on this paragraph , including likely (that the provision of services is in accordance with the proposals and requirements of the guests), while paragraph Q43) achieved the lowest level of answer between the paragraphs (guest loss analysis), as its mean value was (4.08) and the standard deviation was recorded (0.900), and relative importance It constituted (81.60%), to confirm this, the agreement of some members of the research sample that (conducting interviews for guests is according to their views). Accordingly, it is clear from Table (14) that the weighted arithmetic mean of (guest satisfaction) amounted to (4.27), which falls within the period (4.20 to 5), and this means that the sample answers are strongly towards agreement, with a standard deviation (0.741), which indicates the extent of homogeneity In the answers regarding this variable, while the relative importance was recorded (85.26%).

Measuring the level of importance, mean and standard deviation of the dependent variable (guest satisfaction) showed that the largest share of the answers was for (guest loss analysis), and this indicates the importance of (communicating with guests who stopped buying services to identify the reasons) through (providing services according to Guests' suggestions and requirements), then (the complaints system), which is represented by (the means used to identify the errors received and address them with the guests' suggestions) through (the organization's work to meet all the wishes of its guests).

 To compare between the axes of (guest satisfaction) in terms of relative importance, it is noted that (guest loss analysis) got the highest level of relative importance by (88.32%), and (hidden marketing) the lowest level by (79.36%).

Results of testing the first main hypothesis:

The results of testing the hypotheses of the association between job enrichment with its independent dimensions (diversity of skills, task identification, task importance, independence, feedback) and the dependent variable represented by (guest satisfaction), according to Table (13), as follows

a. Acceptance of the secondary hypothesis emanating from the first main hypothesis that (there is a significant statistically significant correlation between skill diversity and guest satisfaction) with a confidence percentage of (99%), as the calculated Z value reached (2.912), which is significant than the tabular value of (2.58). And the value of the correlation coefficient (0.416**) was recorded to establish that moral correlation between the diversity of skills and guest satisfaction according to the answers of the research sample.

b. Acceptance of the secondary hypothesis emanating from the first main hypothesis (there is a significant statistically significant correlation between task identification and guest satisfaction) with a confidence percentage (95%), as the calculated Z value reached (2.149), which is significant than the tabular value of (1.96), and recorded The value of the correlation coefficient (0.307 *) confirms that there is a significant correlation between the assignment and guest satisfaction according to the answers of the research sample.

c. Acceptance of the secondary hypothesis emanating from the first main hypothesis (there is a significant statistically significant correlation between the importance of the task and guest satisfaction) with a confidence percentage (99%), as the calculated Z value reached (2.737), which is significant than the tabular value of (2.58), and recorded The value of the correlation coefficient (0.391**) confirms the

existence of a moral correlation between the importance of the task and the guest's satisfaction according to the answers of the research sample.

d. Acceptance of the secondary hypothesis emanating from the first main hypothesis that (there is a significant statistically significant correlation between independence and guest satisfaction) with a confidence percentage of (99%), as the calculated Z value reached (3.003), which is significant than the tabular value of (2.58), The value of the correlation coefficient (0.429**) was recorded to confirm the existence of a moral correlation between independence and guest satisfaction according to the answers of the research sample.

e. Acceptance of the secondary hypothesis emanating from the first main hypothesis (there is a significant statistically significant correlation between feedback and guest satisfaction) with a confidence percentage of (99%), as the calculated Z value amounted to (2.947), which is significant than the tabular value of (2.58), and recorded The value of the correlation coefficient (0.421**) confirms that there is a significant correlation between feedback and guest satisfaction according to the sample answers.

f. Acceptance of the first main hypothesis that (there is a significant statistically significant correlation between job enrichment and guest satisfaction) with a confidence percentage of (99%), as the calculated Z value reached (3.64), which is significantly greater than the tabular value of (2.58), while the value of the coefficient of Correlation between (0.520**) to establish that there is a strong correlation between the two variables (job enrichment) and (guest satisfaction).

First: the conclusions

1. There is a significant correlation between job enrichment and guest satisfaction.

2. There is a statistically significant effect of job enrichment dimensions with guest satisfaction.

3. Use many capabilities and experiences to develop work and punish workers who are late to work and who waste time, and work to increase the feeling of respect and appreciation.

4. Meet the guests' wishes, apologize for default, respond to their inquiries and take their suggestions.

5. (Independence) achieved the highest impact value in (Guest Satisfaction), and this indicates that meeting the need for self-realization by delegating authority in a way that the employee feels freedom in how to perform duties helps the positive feeling generated by the guest as a result of satisfying his desires and meeting his needs after a service experience Or a specific product, depending on many variables, so it is necessary to develop a system to measure and monitor it accurately through communication.

6. The independent variable (job enrichment) achieved a high impact value in the dependent variable (guest satisfaction), and this indicates that giving workers a greater space of responsibility and independence helps to show and employ their skills and potential energies at work, and prepare the requirements to facilitate the completion of the task effectively in a dynamic environment It helps in the positive feeling generated by the guest as a result of satisfying his desires and meeting his needs after trying a particular service or product, depending on many variables, so it requires the development of a system to measure and monitor it accurately through direct communication.

Second: Recommendations

1. Find a state of challenge and break boredom when completing tasks by using many skills and abilities.
To ensure that the guest continues to generate a positive feeling when his desires are satisfied and his needs are met according to what is required.

2. Develop a system to accurately monitor the satiation status of the guest through direct contact.

3. Delegating the authority to the employee in order to feel free and thus perform his duties in the best way.

4. Identifying problems, strengths and weaknesses through a system to measure and monitor guest satisfaction.

5. Presenting the results of the workers' work and giving them an opportunity to correct mistakes and employ their skills and energies, thus achieving a positive feeling among the guest.

6. Determining the problems, strengths and weaknesses in a way that generates a positive feeling for the guest.

7. Preparing the required requirements to facilitate and employ the skills of workers to carry out their tasks effectively, complete the process of enrichment, generate, adapt and implement new ideas to identify the errors received and address them with the suggestions of the guests.

8. Giving individuals more responsibility and independence to know the guests' point of view towards the services provided.

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