

**The Effect of Applying ISO 9001:2008 on the Performance of National Twafa Establishments in Saudi Arabia: A Field study on the National Establishment of South Asian Countries Pilgrims (SEA)**

**Saud Ben Mahmoud Mandourah**

**Business Administration dept. Faculty of Economics and administration**

**King Abed-Alziz University, Jeddah, Kingdom Saudi Arabia**

**[dr\\_saud2002@yahoo.com](mailto:dr_saud2002@yahoo.com)**

---

**Abstract**

The study aimed to explore the effect of acquiring the quality certificate ISO 9001:2008 on the National Twafa Establishments in KSA by studying the case of the National Twafa Establishment of South Asia Countries pilgrims (SEA). It analyzes the relationship between the commitment of employees & top management and acquiring the ISO 9001. To do so, questionnaires were distributed randomly to the employees, top management and the field service groups. SEA serving about 300,000 pilgrims by appointing about 102 fields service groups. The study found a positive correlation between the commitment of employee & top management and acquiring the ISO 9001, a positive correlation between customer satisfaction and applying the ISO 9001 and a positive correlation between the concern and follow up of top management and the success of acquiring the ISO 9001 certificate. It also found that acquiring the ISO 9001 had improved customer satisfactions, reduced pilgrims complaints, providing pilgrims' services on time and improving supplier performances by measuring the quality of supplies and delivery times. It also improved the performance of SEA employees and reduced the waste in resources by almost 10%.

---