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**THE IMPACT OF USING THE ART OF ETIQUETTE FOR WORKING INDIVIDUALS  
ON THE QUALITY OF SERVICES PROVIDED (A SAMPLE STUDY OF  
RESTAURANTS IN THE HOLY CITY OF KARBALA)**

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**ABSTRACT**

Through the current study, through its sections, the researcher aims to verify the relationship and effect of using the art of etiquette as an independent variable in increasing the quality of human resources. The study began with a central problem represented by the question: What role does the use of the art of etiquette play for individuals working in increasing the quality of services for human resources working in restaurants? The research sample. Several measures were adopted to measure the study's variables, some of which were ready and some appropriate to the nature of the variable. The independent variable included the art of etiquette, the importance of it, not its triviality. The second independent variable was the quality of services, and the variables' interaction formed the study's general framework. We also discussed in the study, from its applied aspect, a group of restaurants. Holy Karbala, as several main and subsidiary hypotheses emerged. To answer the questions, achieve the research goal, and test the validity of the study hypotheses, the descriptive analytical approach was adopted as a fundamental approach to the research, and the questionnaire was used as an essential tool in all data and information for the study, and to analyze and treat the data statistically. The standard distribution test and confirmatory factor analysis were adopted as a structural test to measure the validity of the approved measures and a set of descriptive statistics. (Pearson simple correlation coefficient) to determine simple and multiple influence relationships between variables. Statistical programs (SPSS V.23: Amos V.23) were used in it, as the study population represented the surveyed restaurants, the study sample, which numbered (50) in five restaurants in the city of Holy Karbala, in addition to some personal interviews, and several conclusions were reached through the study, the most prominent of which was (the culture of etiquette left no room for discussion, as etiquette is an intertwined art and has many types of applications).

**Keywords:** The Art of Etiquette, Quality of Services, Restaurants.

**1. INTRODUCTION**

The rules for using the art of etiquette are among the essential rules in controlling human behavior, which were referred to by all ancient human civilizations because they are an aesthetic feature that distinguishes the elements of culture and peoples and their unique taste. Likewise, Islamic civilization had a broad opinion in making a person polite and caring about good neighborliness and good dealings with others, honoring the guest, and being generous with what he has to serve the guest. In the modern era, the concept of using the art of etiquette has spread widely in all societies to be an approach of the level of interest that people have begun to lean towards due to

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the great importance that has made people amazed and admired by it. The rules of using the art of etiquette in tourism organizations have not stopped at a certain point. By providing the tourism service only, it has established its rules on social behavior, and since hospitality organizations are considered among the most critical organizations in the development of modern societies, the art of dealing with others, reception etiquette, precedence between official and social figures, and using the art of table etiquette, parties, holidays, official events and conferences, clothing etiquette, and the way of speaking. And the principles of hospitality, the rules of dating, smoking, telephone conversation, social communication, keeping appointments, the etiquette of walking on the road, and the principles of dealing with women, men, and even children. As for the level of restaurants, since the diversity of their types and the type of food they serve has become necessary for the management of these restaurants to rely On the art of etiquette among the individuals working for it as a method of good behavior and dealing with the restaurant's customers to achieve one of the quality supplements in addition to the quality and price of the meals provided to them. Since restaurants in the city of Karbala suffer from a lack of studies that deal with the subject of etiquette, this is represented by the problem of the study, which was not addressed in restaurants. Accordingly, the study consisted of theoretical and practical aspects and the abstract, study methodology, conclusions, and recommendations.

**Problem of the study**

1. Does the use of etiquette impact the quality of services provided?
2. Do restaurant employees know the rules of using etiquette?
3. What is the relationship between the use of etiquette and the quality of services provided?

**The importance of the study**

The importance of the study lies in that it helps those in charge of the researched community to recognize the role of using the art of etiquette for working individuals in increasing the quality of services provided in the researched restaurants in a way that is consistent with keeping pace with continuous changes. In addition to the fact that the study gains its importance from addressing the concept of etiquette, which is considered one of the essential concepts in the hospitality industry, as well as identifying the position occupied by the quality of services provided in the researched restaurants, in addition to providing recommendations that would raise the level of services.

**Objectives of the study**

This study, in its general form, seeks to build a vision of the impact of the use of the art of etiquette on the tourism human resources working in the investigated restaurants by showing the applied logic of the relationship between the variables.

**Hypothesis of the study**

There is a correlation between the use of etiquette by working individuals and the quality of service in restaurants.

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**Chapter one****A conceptual introduction to the art of etiquette and quality of services**

In this section, we will discuss the theoretical framework of the research variables, as it will include a comprehensive presentation of the concepts of etiquette and quality of services, including:

First: the art of etiquette

The art of etiquette is the etiquette of social interaction and treatment, a mark of respect, and a guide that governs human behavior according to the traditions and standards in society, which is often a reflection of the rules of society (Eichler, 1922:10). The Encyclopedia Britannica defined etiquette as a behavior that helps people get along and fit in with each other and the environment in which they live (Charles, 1999:11). It is a foreign European term and a French word (Etiquette), which means a ticket given to participants in a public celebration, and special instructions were indicated on each ticket. By party, it came to represent the proper rules for an individual's good behavior in front of people, that is, the social etiquette that people adhere to during their dealings together (Al-Hanafi and Habib, 2013: 26). When the French invited someone to a specific party, event, or the like, they would send a card containing unique details for the occasion, such as the date, i.e., the time of attendance, who will receive him, where he will be sitting, and all the details related to the occasion, all for the guest to feel comfortable and welcomed by the owners. The call. (Al-Bashir, 2019: 119)

**1. The concept of etiquette**

A set of principles and rules that include courtesies at various formal and informal occasions, parties, and banquets (Al-Dhai, 2008: 33). It is a total of professional etiquette in which you can guide others and help them know some unexpected situations, to strengthen new relationships that contribute to your path to success. Functional (Pagana, 2008:3). It is the activation of a set of rules that an individual, whether man or woman, must observe in his relationship with society on various occasions, and he must adhere to them and work according to their guidance, and the mistakes that he must avoid and the courtesies that he must pay towards his family, relatives, friends, and colleagues (Al-Qayyar, 2009: 68). ).

Good behavior in critical situations, tact in speech, decorum in the way of eating and drinking, good meeting and greeting of others, appropriate vocabulary, and other etiquette and public taste, through which we can improve our behavior decently and properly in private and public situations and occasions (Al-Aqabi, 2014). : 146)

It is known as the art of good qualities and highly polite behavior. The rules of etiquette relate to etiquette, morals, and good grades. Etiquette includes a set of written and unwritten rules and principles related to precedence and courtesies, as well as various formal, informal, and social occasions and banquets. These rules and principles indicate upright morals that combine beauty, simplicity, and sophistication (Lutfi, 2015: 415). Etiquette is a continuous fabric of acceptable practices and behaviors that clarify how we behave in the face of the various situations we encounter in our daily and private lives. In addition, it represents precision, taste, respect, and appreciation for others and the simplicity of behavior; that is, the dividing line between right and wrong clarifies the treatment method between individuals working until... No one makes a mistake (Debby, 2018, p:9)

**Procedural definition:** From the above, we can say that etiquette is an art that carries within it the highest methods of behaving with extremely polite behavior, through which a person improves his dealings with others with great courtesy and tact, and it has written and unwritten rules that are

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recognized in society.

2. The importance of etiquette: It is great in using the art of etiquette in the hospitality industry in general and restaurants in particular, and we can, as activating the role of etiquette is of great importance in tourism work because it is a process of monitoring changes in the external environment to determine the competitive advantage and control its internal environment. Investing in strengths and addressing weaknesses (Hill & Jones, 2006: 20). We can explain the importance of using the art of etiquette with the following points:

1. Enhances self-confidence and self-esteem: Knowing and using etiquette optimally can help increase confidence and self-management.

2. It contributes to building good relationships: Today's etiquette depends mainly on making the people around you feel comfortable by treating people with kindness and respect.

3. Working to increase people's happiness and satisfaction: Research has also revealed that being kind to others makes people happier and increases their satisfaction.

4. The role of etiquette in first impressions: Using good etiquette gives a good impression in the first (5-7) seconds, and when you meet someone for the first time, and if you use appropriate rules of behavior, this first impression will be more positive, more present, and more distinctive.

5. Etiquette culture teaches you the joy of life: It is a great way to understand all the similarities and differences between your country and another country as it makes others feel more comfortable around you, and learning good etiquette can be a beneficial incentive for your future career prospects.

6. Makes communication more evident: By using the proper etiquette, we can ensure that our communications are apparent, effective, diplomatic, and courteous.

7. The art of etiquette helps avoid misunderstandings between people: Learning correct etiquette means avoiding insulting anyone unintentionally, so etiquette enhances communication by breaking down barriers, not building them. (Atwan, 2021: 20)

From the above, it becomes clear that the art of etiquette is essential in developing marketing relationships and attracting customers. Individuals working in the tourism sector or any other commercial or service industry and with customers who would like to continue dealing with them and making them permanent customers must adopt the culture of etiquette that makes life easier. Easier, as polite and sophisticated behavior will forever remain a title and a distinctive sign of good dealing with others and winning their affection.

1. Characteristics of etiquette service providers: The characteristics of etiquette service providers are unique because providing service in tourism organizations is a direct service and is in direct contact with the various classes of society. On this basis, service providers must possess skills and familiarity with the art of etiquette and dealing. Al-Hassan specializes in providing services to create an atmosphere based on affection and respect. These features include:

a. Love for people and the desire to serve them is one of the most important qualifications that characterize service providers in the art of etiquette.

B. The ability to control oneself, nerves, and control in extreme pressure and critical situations to which individual service providers are exposed.

T. Individual service providers working in the art of etiquette can adapt to different segments of society (Al-Taie, 2006: 281).

Th. Achieve adaptation between individuals working in the hospitality organization and the relevant external environment.

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C. The speed of response of working individuals to provide distinguished services that satisfy the needs and desires of customers so that the hospitality organization can achieve its presence and growth within its market environment (Muhammad: 2012: 215).

H. The ability of service providers to listen, pay attention, and focus on what customers request in restaurants with high accuracy and make the appropriate decision regarding requests (Ibrahim, 2015: 14).

#### Second: Quality of services

Providing high-quality services to customers is not enough if the customer does not feel and recognize them, primarily providing services in tourism work.

1. The concept of quality: The idea of quality is one of the concepts that arouse the interest of researchers and specialists in administrative affairs, given that the current era is an era of services, and since tourism is witnessing continued economic growth and since its goods are considered service goods, therefore attention must be paid to it, and quality has been defined from different perspectives all According to his concept and knowledge, quality is defined according to the content of the standard specifications for the year (IOS: 9000) for the year 2000 as “the set of distinctive characteristics of the product, activity, process, institution, or person) that make it meet the declared and expected needs or be able to meet them, to the extent that the product is satisfied.” It is also known that it conforms to the expectations of consumers, as quality is achieved when the good or service includes all the characteristics that its consumer desires and expects and fulfills his desires, mainly if it is performed or presented appropriately (Garrison, Noreen (2008:993). As defined by the British Standards Institution (BSI), it is a set of service and commodity characteristics and characteristics that affect its ability to satisfy customers’ stated or implicit needs. (Mangnale & Potluri, 2011: 253).

2. The concept of tourism service quality: Tourism has witnessed continuous economic growth as it has become one of the important economic sectors in the world. It has become a force for development because it is primarily a service industry that depends on providing comfort services, food, drinks, recreation, and others to many customers and tourists. Thus, it has special considerations that require attention because this industry differs from many industries that provide tangible goods. It also differs in most cases from industries that provide social and cooperative services, so it is essential to know the features and nature of tourism services and methods of marketing them. Given tourists' significant participation in tourism and hotel services, they have an essential role in determining the quality of the services offered. They act as a direct judge of the quality and extent of the service. From here, it becomes clear the importance of tourists being aware of the level of service provided, taking into account their impressions and expectations about the services that will be provided to them. Which are built based on personal experiences or what is conveyed to them in various media or through the experiences of others (Kin, Kam-Hon, 2001), and the American Tourism Service Marketing Association has defined them as “intangible products that are exchanged directly from the producer to the user.” It cannot be stored or transported, and it may perish quickly. It is also the activities or benefits offered for sale or that are offered and linked to another commodity (Suwaidan and Haddad, 2003: 226). It is also known as an intangible product that provides direct benefits and benefits to customers due to application or use. Good human, mechanical, or technical effort or energy on specific people or things, and the service cannot be possessed, owned, or consumed financially (Al-Zoubi, 2013: 91), and it is also the extent to which the needs of tourists are met, and their expectations are met on an ongoing



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basis, and the system is used better to meet those needs (Rehab, 2002: 2).

**Procedural definition:** From the above, the quality of services is tangible and intangible products that make the tourist and the consumer express his satisfaction with them, and they meet his aspirations and needs and are expected by him or more than he expected.

3. Dimensions of the quality of tourism services: There are a set of points that characterize the quality of tourism services, which are:

a. Reliability: It represents the extent to which the organization providing the service fulfills its promises made to its customers with the level of quality of service provided

B. Intangibility: It means that the service does not have a physical existence (Al-Tai and Al-Alaq, 2009: 40). If the need is satisfied and its requirements are met in its most significant form through intangible things, then what the consumer buys is the service, but if it is the opposite, then the means of satisfaction in this case will be a tangible commodity (Al-Muezzin, 1999:209).

T. Heterogeneity: It is difficult for the service provider to always provide similar services; thus, it is difficult to predict what the services will be like before delivering them. (Al-Ta'i and Al-Alaq, 43:2009)

Th. Associative: produced and consumed simultaneously with the beneficiary participating in the process.

C. Vanishing: The service cannot be stored as it is produced and consumed simultaneously (Pride, 2000:323).

H. Empathy: The service provider's sympathy with tourists when there are problems they face.

Kh. Non-ownership: the service cannot be owned but can only be used (Al-Bakri, 2005:24).

Third: Restaurants

With the development of society and the participation of women and men in scientific and social life to build families, we see a noticeable increase in patrons of restaurants and cafes of all kinds, and with the boom in tourism and the beginning of the era of openness, the number of restaurants has increased, and their forms have diversified to provide citizens and tourists with the food and drink they desire. Indeed, we have now seen a large variety of restaurants, and today, it is widespread to see that no street or road is devoid of some form of restaurant. Through our presence in the community, we find that most of the population frequents restaurants, especially with the significant development in Iraq and the holy city of Karbala. Restaurants include several types, including classic restaurants, quick service, local, international, specialized, and many others.

1. Definition of a restaurant: A restaurant is expressed as a place where various meals are served, such as breakfast, lunch, and dinner, according to the desires of guests and customers. A restaurant is a phenomenon resulting from human activity that aims to serve people within commercial frameworks through sales and service. It is also known as a place prepared to sell and provide services related to food and drink for a certain price, with specific health and commercial controls, and according to the conditions required to be met to grant it a certain degree and specialization (Cafi, 2015: 11).

## **Chapter Two**

### **Field side**

It is clear from Table (1) the results of the statistical analysis of the research items that were measured in the field that the overall average for the things of the etiquette variable reached (4.0) with a mean of (82.08%) with a significance rate (82.08%). As for the quality of services variable, its arithmetic mean with a percentage of importance reached (3.9). 78.08%). This confirms that most of the sample members have awareness and knowledge of the significance of the variables and have a skill-based idea for developing the services sector. The tenth paragraph ranked first: "It works to create appropriate conditions for work through which working individuals will be more committed to applying the rules of the art." Etiquette) as the arithmetic mean of the paragraph reached (4.3) with a standard deviation of (0.46), a coefficient of variation of (10.55), and an importance rate of (86%). This indicates that the level of answers was high for this paragraph and confirms that working individuals care about the skills of the art of etiquette and always strive to employ it in The quality of its services.

The sixth paragraph received the last rank, which stipulated (granting human resources that have experience in the field of etiquette to provide integration with high-quality service) with an arithmetic mean of (3.4), a standard deviation of (0.89), a coefficient of variation of (25.99), and relative importance of (67.20). %) Although the paragraph ranked last with the lowest arithmetic mean, it is still acceptable according to the sample's answers.

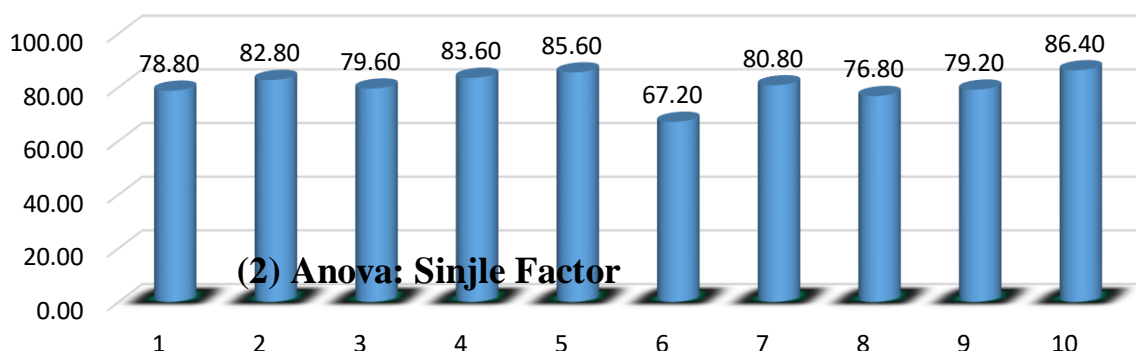
**Table (1) Results of the statistical analysis of the research paragraphs**

Rank ing	Sampl e orienta tion	T.Te st	Relativ e import ance %	Stand ard coeffic ient of variati on	stand ard devia tion	Arith meti c mean	Sam ple Volu me	Paragraphs	N
8	I agree	4.733	78.80	39.07	1.54	3.9	50	Familiarity with the rules of etiquette without implementing them does not add value to the restaurant.	1
4	I agree	10.855	82.80	19.66	0.81	4.1	50	Using the art of etiquette contributes to the success of individuals working in restaurants.	2
6	I agree	6.896	79.60	27.67	1.10	4.0	50	Using the art of etiquette constitutes a large part of the personality of the individuals working in the restaurant.	3
3	I agree	18.365	83.60	11.91	0.50	4.2	50	The customer's first impression depends on the excellent reception and the beautiful appearance of the restaurant employees.	4

2	Strongly agree	12.701	85.60	18.25	0.78	4.3	50	Motivate working individuals to predict the behaviors of restaurant patrons and how to deal with them to contribute to developing the quality of tourism service provided to them.	5
10	neutral	3.195	67.20	25.99	0.87	3.4	50	Human resources with experience in the etiquette field are given integrity in providing high-quality service.	6
5	I agree	15.894	80.80	12.55	0.51	4.0	50	Are you seeking to interconnect functions, specifically the restaurant departments, to integrate the quality of tourist service provided to customers?	7
9	I agree	18.537	76.80	9.15	0.35	3.8	50	Do you emphasize continuous communication with customers to learn their opinions about the quality of the tourist service provided in the restaurant and the possibilities for developing it?	8
7	I agree	6.463	79.20	29.07	1.15	4.0	50	Employing the art of etiquette in a restaurant is reflected in the appearance of the individuals working there.	9
1	Strongly agree	22.454	86.40	10.55	0.46	4.3	50	Does it work to create appropriate working conditions within which individual employees are more committed to applying the rules of etiquette?	10
		11.966	80.04	20.53	0.81	4.0	The Total		
		General Average	General Average	General Average	General Average	General Average			



**Figure(1):Shows the Relative Importance of the Variables Paragraphs**



T.test

Quality of services

independent  
continued

Tabulation

Nepotism

F.cnt

P.vlae

F

perason

The art of etiquette

1.676

12.009

2.579

0.000

23.276

0.90

**Source:** Prepared by the researcher based on SPSS outputs

Table (2) shows that there is a strong correlation between the art of etiquette and the quality of services, as the value of the Pearson correlation coefficient reached (0.90) at a level of significance (0.05), that is, with a degree of confidence (95%). Since this relationship is confirmed, the calculated (F) value reached (23.276), which is greater than the tabulated value of (2.579) with a significance level of (0.05), and this indicates the significance of the model. As for the calculated (T) value, it reached (12.009), and this is higher than its tabulated value of (1.676) with a significance level of (0.05), i.e., a degree of 95%. This indicates the impact of the art of etiquette on the quality of services provided.

### Chapter Three

#### Conclusions and recommendations

#### Conclusions

Due to the above, the researcher has crystallized a set of conclusions reached by the research,

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which are as follows:

1. The environment in restaurants is highly complex due to the human nature of the restaurant's customers on the one hand and the service providers on the other hand, as their behavior cannot be similar to any daily behavior during service provision.
2. The requirements for using the art of etiquette help build and maintain the prevailing culture in the restaurant environment, as it is considered a source of influence on the culture of service providers.
3. The culture of etiquette left no room for discussion, as etiquette is an intertwined art and has many types of applications.
4. There needs to be more awareness among some restaurant individuals about the art of etiquette and its uses.
5. The lack of apparent professionalism in how to deal with customers to make the first impression the last impression
6. Lack of interest in the professional uniform of service providers in some of the surveyed restaurants.
7. Service providers need more commitment to comprehensive quality standards for some individuals working in restaurants.
8. Lack of diagnosing errors and defects while providing services in restaurants
9. Failure to train working individuals in a way that would hone their capabilities and direct them to serve customers better.
10. A restaurant that seeks to excel in providing high-quality service to its customers must train its employees in the art of dealing and etiquette.

#### Recommendations

1. The necessity of educating and guiding restaurants about the importance of using the art of etiquette because of its central role in improving the service reality and increasing the quality of services provided in restaurants.
2. Familiarity of working individuals with the art of etiquette helps them respond quickly in any situation they may encounter while dealing with customers.
3. The restaurant management must establish a culture of using the art of etiquette at all levels
4. Excellence in providing services in restaurants can only be achieved by using the art of etiquette and comprehensive quality management standards.
5. It is essential for restaurant management to focus on apparent professionalism in how to deal with customers to make the first impression distinctive and will pass on to be the last impression.
6. It is necessary to give more importance to the professional uniforms of restaurant employees.
7. Individuals working in restaurants need to adhere to comprehensive quality standards.
8. The necessity of restaurant management to diagnose errors and defects while providing service to restaurant customers.
9. Continuing training for all individuals working in all restaurant departments.

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10. The need to continuously motivate restaurant workers to provide high-quality services.

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