The Effect of Technology and Human Performance in Achieving the Quality of the Final Product: An Empirical Study in the Al-Waha for the Production of Soft Drinks and Mineral Water / Hilla

Nour Riad Khoam
College of Administration and Economic, University of Babylon, Babylon, Iraq

Zainab Abdul Razzaq Abood
College of administration and Economic, University of Babylon, Babylon, Iraq

Abstract
The purpose of the study is to shed light on the concept of human performance technology and the quality of the final product and measure the influential relationship between basic deported that have been identified in line with the nature of the company's work the study sample .The researcher has used many methods and tools for data collection including interviews with a sample survey form questionnaire individuals. Samples were taken from various administrative levels and departments of experienced and competent and formed by (20%) of the total sample .The need to focus on the human factor (stimulated to work and the exploitation of its energy) to get the organization to offer products to suit the customer's needs and desires . The objective of the study: The study seeks to assess the understanding of the surveyed organization and awareness of the dimensions of the technology of human performance and the level of implementation, and determine the dimensions of the variables of the study and then diagnosed with any of these dimensions are important to achieve quality in the final product, and finally make recommendations to the Organization study sample to increase their competitiveness.This study showed that there are influential of all the technology of human performance indicators with the quality of the final product indicators, which will eventually lead to improve the performance of personnel, structure, operations and management of the organization, and that the result of its ability to improve productivity and quality of the final products.
Keywords: human performance technology, the quality of the final products, Al Waha company

1. Introduction:

It had the technology of human performance in contemporary productive organizations of great importance because of the role they play in the development and guidance of personnel as key elements in the production process and the wealth they can not alienate them from the physical and moral aspects.

And the growing importance of technology and human performance, which is one of the most critical resource in the organization, Lovers sophisticated escalating administrative role (Executive pure) in dealing with the traditional functions (for personnel management) to the effector role of which managers and specialists to design and implement programs and systems help to achieve goals Organization and then to the interactive role that is based on the participation of managers in making decisions on human performance, down to the complementary role of the Director of human resources management, which has become one of the members of the senior management that shape the organization's strategy and in creating a competitive advantage and diagnose the level of effectiveness of the organization.

One of the recent trends within the human resources management that is compatible with the philosophy of the quality of the final products, a trend that respect by following the customer-oriented approach, as the quality of the final product represents a comprehensive strategy for the Organization formulated at the highest level and then be published later in all parts of the organization. It is essentially the organizers strategy works as a program to change the direction of excellence and distinction. This is done by shining a light on the nature of the relationship between technology and the influence of human performance (independent variable) and the achievement of the quality of the final products (certified as a variable).

This study derives its importance from seeking between two fields, one is the cognitive performance of human resource and other quality of the final product, to measure the correlations and influence to achieve the quality of the final product that has gained great importance in the present age. The study gives added importance, especially in the productive sector (study sample company) what constitutes the importance of this sector of the national economy.

To achieve the objectives of the study it was divided into four chapters devoted the first chapter to display the scientific methodology of the study, while the second chapter dedicate side theoretical briefing narratives intellectual regarding variables study of technology human performance and quality of the final product represents two sections: the first topic was titled technology and human performance. The second topic

was the quality of the final products. Chapter III and display statistical results and analysis into three sections, with the first part, interested / description variables of the study and diagnosis. Section-II / analysis and testing of correlations between the study variables. Finally, Chapter IV of the conclusions and recommendations and proposals came as the first section devoted to the conclusions of either the second topic was the recommendations and proposals.

2. Methodology

2.1 the problem of the study

Through field homeliness of the organization surveyed during the preparation of this study has been the embodiment of a problem in the study to answer the following questions:

The extent to which FAO is implementing technology researched dimensions of human performance?

Is there a relationship between technology and human performance and the quality of the final products in the surveyed dimensions of the organization?

Is there an effect of the dimensions of human performance technology in achieving the quality of the final products in the surveyed organization?

2.2 The importance of the study:

to provide the foundations of theoretical and practical for the variables of the study and deepen their understanding of the process in both theoretical and applied, in theory provides a study of technology and human performance dimensions perspective philosophically very deep variables related to organize the studies and research that preceded it in increasing intellectual wealth accumulation and cognitive variables efforts, in terms of the practical side, the study of human performance technology dimensions may contribute to the quality of the final product and focus on the ways and means and methods that contribute to the technology of human performance in light of the manner in which helps to achieve the quality of the final products.

2.3 Objectives of the study:

In light of the problem of the study and its importance, the main objective of this study is to analyze and measure the impact of technology and human dimensions of performance in achieving the quality of the final products.

2.4 The study variables :

planned procedural study was supposedly planned design and express logical relationships between variables of the study and the impact of one in the other, in the light of the problem and the objectives of the study and within the framework of theory and practice and to reach the goals set by in determining the impact of the independent variable on the dependent variable. Where this scheme includes two main variables:

Independent variable: - The dimensions of human performance technology (information, measurement, motivation, knowledge, ability, motivation)

Variable approved: - The quality of the final products (conforming to standards, appropriate to the purpose, totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics).

It has been taking a sub-variants depending on the situation researched the organization and the need to study these variables.

2.5 hypotheses:

In order to achieve the objectives of the study and testing scheme premise it was drafted two obligatory prayers major test of strength for the implementation of the technology of human performance dimensions as well as their impact in achieving the quality of the final products, as follows:

The first hypothesis: "There are differences of a significant correlation between technology and human performance indicators and indicators of the quality of the final products".

The second hypothesis:" There is a significant moral of the impact of technology and human performance indicators in achieving the quality of the final product indicators effect".

2.6 the limits of the study: The study reflected the limits of space and time and human beings and as follows:

2.6.1 Spatial boundaries of the study: The spatial boundaries for this study at the Al Waha Company for the production of soft drinks and mineral water in Hilla

)*2.6.2 limits the time of the study:* The study was limited to the diagnosis of the present situation of the company during the period (20/3 / 2016- 20/6/2016).

2.6.3 limits of human study: The study was applied to a sample of employees in various administrative levels who have the expertise and specialists work the company the subject of the study.

2.7 Study tools:

Theoretical framework of references: *2.7.1*

To enrich the theoretical aspect of the study required to rely on the contributions of writers and researchers collected from the sources of scientific bibliography of books and magazines, letters and thesis and scientific research and studies in both Arabic and foreign, related to the study, along with the use of the global network of information services (the Internet).

Field window toolbar: 2.7.2

It was adopted in the field side of the study cover a number of statistical methods and standards used in the data and information collection in this aspect of the study, namely:

2.7.2.1 personal interview:

The researcher has conducted a number of interviews with the study sample in the company researched in order to create an overview of the opinions about the variables of the study, and to clarify the changes contained in the questionnaire form to ensure access to accurate and clear answers.

2.7.2.2 questionnaire form:

Questionnaire formed the main source of access to information concerning the practical side, where the researcher developed guided by some previous studies, since the initial display model on a number of experts to identify the observations and opinions and take them into account in making the necessary adjustments to the form.

2.8 Society and the study sample:

This study population is Waha Company for the production of soft drinks and mineral water in the private sector in Hilla was the number of employees (330) factor sample was taken from him numbered (70) factor in the various administrative levels and departments of experienced and competent (20%) of The total number of workers, but the number of questionnaires recovered and safe analysis (65) form has been the style of the sample choose randomly.

3. Human Performance Technology

3.1 Definition of human performance:

Defined as "an attempt to analyze the performance of the individual with all respect to his qualities of psychological, physical or technical or central or behavioral skills, in order to identify strengths and weaknesses and work on strengthening the first second and face that guarantee fundamental to achieving the organization's effectiveness now and in the future." (Mamouri, 2002.9) and defined (Said, 42.2005) as "a practical organization concerned with collecting information for the purpose of determining the degree of verification goals and take the necessary decisions to address the weaknesses and to achieve healthy growth through strengthening the strengths" while we find the definition in another way, a "study ethical and practice to improve productivity and performance in organizations through the design and development of effective interventions that are results-oriented, comprehensive, and systematic. " Stolovich, 2006,6)) and defined (carool) systematic and regular collection of methods and processes to solve problems - or realize the opportunities that are related to the performance of the people ... individuals, small groups, or large institutions.(Carool, 2007,3)

From the foregoing see the researcher that the technology of human performance is "one of the main activities for the management of human resources, the advantage of being an ongoing regulatory process through which to identify indications of the strengths of the performance of the individual and how to ensure its continuation and development, and weaknesses and how to address them, and then identify the obstacles they face in the course of performing their work and participate in meet them, and a holistic view to achieving beneficial to both employees and the organization and the community".

3.2 Importance of human performance technology:

1- The improvement of the performance of human resources from the core task of all organizations operations process regardless of the nature of their work and their size can not be dispensed with in any way as long as.

2- for each set of goals organization that seeks to achieve effective and highly efficient. And the demand is constantly diagnosis of efficient and inefficient human resources in order to reward efficient elements and accounting elements and punish inefficient. It is therefore important process both for the organization and employees alike and show the following points dimensions of this importance. (Mamouri, 2002.12)(

3-making employees and teams able to understand the objectives of the organization and how to contribute to the results Note Achieved by employees and teams to complete and achieve organizational goals and values, as shown, or Define performance expectations for employees, which are inherited characteristics in their jobs.

4-result in improved performance to develop an individual's ability and organizational ability and leads to a higher performance level.(Tai 2007, 40)

5-quality of the work: and what is the extent to realize the individual about his work being done and what

belongs to the willingness and technical skills and versatility and the ability to Altnmt and implementation of the work without making mistakes.(Omeira, 2003, 53)

3.3 Objectives of human performance technology:-
Human Performance Technology process is not a goal but a means to reach other goals and these goals are:
- Find an appropriate climate of trust and ethical dealing, which is the possibility of multiple complaints of workers to the Organization.
- Raise the performance of employees and investment abilities and potential and to allow them to progress and development level.
- Calendar programs and human resource management policies that the results of operations could be used as indicators to judge the accuracy of this policy.
- Help the organization in the development of performance standard rates minutes. (Al-Shammari, 2002.56)

3.4 Technology of human performance models:-
3.4.1 Intellectual models of the International Association for the Development of performance ISPI: It is a model for the improvement and development of human performance that put him where William focuses on the performance of the human element singles, which are likely to be affected by multiple factors, both personal and organizational. These factors, which are often uncorrelated forces that rarely work together to improve individual performance. Oahu model used to achieve ideal performance requirements. It is also used to document the gaps that have been identified from the perfect performance at the possible causes.(Stolovich, 2006,238-244)
3.4.2 GAP-ACT model gap: ACT gap simple model has important implications on the information age and where the energy required from individuals and leaders powers in a distributed environment. The value of the model is that it is "a simple tool easily used for testing and understanding, and improving human performance" on the basis of cognitive control theory developed by William. Paris + Piersol, 2008,9)) We look to those models that we see beyond the diagnostic activities in the production processes in organizations in order to determine where to look for human performance problems and begin to show us how to study the problem itself. Note that the origins of this kind of systems analysis is in the early models, this model includes the process of identifying specific solutions to the problems of the performance. There are general principles that help to identify the gap model. As most of the models are often staged.(Frank, 2002,19-20)
3.4.3 Model behavior Engineering (BEM): It is one of the basic models used by practitioners of the technology of human performance to improve performance, the use of BEM to select the desired performance, not only in terms of what people do, but also in terms of achievements produced by their actions that. And practitioners are identifying the current level or typical performance and the gap in the performance of employees of the organization. By considering this gap with the potential to improve performance it can be approached more positive opportunities to achieve greater achievements.(Wagner, 2005, 7)

4. Dimensions of human performance technology:-
4.1 Information : is the creation of new types of jobs and work areas and a variety of activities in the work environments and find out what are expectations of future FAO and notes. Information has become a catalyst for changes in the main in the performance of personnel, structure, operations and management of the organization, and that the result of its ability to improve productivity and reduce costs, improve decision-making as well as strengthen relationships with customers and develop new strategies for applications as the need for information clearly show performance work better, longer to achieve very high levels of performance as it helps and enables managers to make a super improvements in the organization's work through the provision of information to take effective resolutions in support of the achievement of the performance of an actor organizers. (Jabouri, 2009.146)

4.2 Measurement: We have begun the process of measuring interest in improving performance in the public sector in the recent O Take great attention because of the threat this organization's ability to assess current practices and how they relate to the achievement of the objectives set. Performance measurement is designed to increase the efficiency of the performance of individuals through the development of the performance of employees and work teams and increase their abilities, and therefore the organizations to measure the results of their work, even if you do not get through these results to return. (Ben Abboud, 2009.4)

4.3 Motivation: Depending on the quality of the individual behavior of the motives influencing it as the basis of the behavior is the motivation. There are different types of motives that affect the individual's behavior, including what is material and what is moral.
And refers to the need for motivation is saturated leads to certain behavior of the individual, and this behavior is determined depending on the strength of the motive. The search for food comes from natural reality

is hunger and satisfy this need as soon as this behavior expire and thereby provide motivation can be defined as: the need unsaturated, or is an internal need stems from within the individual, and spoke a kind of imbalance and tension. This need unsaturated pay the individual to take the behavior towards a specific goal. http://www.hrdiscussion.com/hr49369.html)(

4.4 *knowledge:* the information can be used and invested to gain access to useful results, knowledge may be new and innovative do not know anything about it before, and coordinated manner so that an appropriate combination gives a special meaning. Or they know add something new to our knowledge expands or modifies them, and there are several definitions of knowledge, listed as follows:
  -Knowledge is the art of transforming intellectual assets to the value of work. To provide them with the necessary theoretical background knowledge to improve the quality of decisions and their implementation. (Samira, 2013.11-13)

4.5 Ability: They express the extent to which the individual in technical performance, the outcome of all of the knowledge, skill and clarity of role Some talented people are considered to possessing extraordinary abilities and possibilities through which they can influence the efficiency and effectiveness of the organization in which they work. Anyone able to influence in achieving the organization's objectives to be called talented, and here is not the Department must only focus on a small group of those who possess exceptional capabilities without the others the fact that every individual has the capabilities and the possibilities latent can be stimulated to achieve a competitive advantage for the organization. Here you can interpret talented as anybody more committed and motivated, a genuine actor performance that achieves the objectives of the organization efficiently and effectively is unprecedented. Many of the behavioral and psychological studies in the field of personal characteristics for the gifted and has shown that the difference between talented lies in the difference in thinking abilities, skills, abilities, knowledge, and experience they own and the degree of influence of each of them on the work performed by each individual within the organization in line with the strategy of the organization . (http://kenanaonline.com/users/tareqsalama33/posts/610747)

4.6 Incentives: Defines incentives as the desires or needs or wishes of unrealized individual is trying to work to satisfy them, and when we say that managers motivate their subordinates to work, we mean that the Director to satisfy some of these needs, which leads satisfy them to pay a subordinate to take behavior or unwanted act, incentives, one of the basics of ensuring the achievement of the goals at all levels, whether in the private organizations or the government, to reach the highest levels of job performance and job satisfaction of their employees, and earn their loyalty and belonging to organizations in which they work, and other goals of the workers would get out of the circle to always grumbling satisfaction and thanks for waiting up to the plate of an effort to serve their organization. (Aljdzisasa, 2011 -2224).

4. Quality of the final products
4.1 Concept of the quality of the final products
Where several concepts for the quality of the final product appeared reflect the views of the writer and the entrance through which the subject is seen where we find it defined as "technical superiority of the actual products that can be verified and measured."(tsiotsou and others, 2006,210) and of them sees it as "all the planned measures, which are needed to provide adequate confidence of the product to meet the quality requirements of as many organizations understood that their survival and continuity is determined by what you sell goods and services and by what they offer those goods and services from the added value obtained organizations through the quality of competition and price competitor. (Razzaq, 2008.267) as you know, the final quality of the product as a fine collection characteristics and possible measurement that are required in the final product to meet customer needs. (Zechariah, 2010.62) "and know the quality of the product as the way to integrate features that have the ability to meet the needs of the consumer and customer satisfaction by improving the products (goods) free of any deficiencies or defects and make it".
        Based on the foregoing concludes the researcher that the definition of procedural for the quality of the final products are "an effective means of continuous product improvement and it connects all operations carried out by the Organization for suitability to the needs of individuals, groups and their effectiveness in achieving the desired of the individual and the organization and the community interest".

4.2 Importance of quality finished products:
* increase profitability and competitiveness through continuous improvement in quality, which is achieved can sell at higher prices and reduce the quality and costs through the work of the right things from the first time.
* Increased market share, activities relating to the use of quality management to increase the market share

of the production and service organizations have contributed. (Dudin, 2012.33).
- famous Organization: Organization fame derives from the quality of their services and be seen by the good relations with the processors and the experience and skills of employees, and to provide products that meet the needs and tastes and expectations of our current and future customers.
- legal responsibility for the product: continuously number of courts that would consider issues of governance in the design is good or services produced and provided increasing, so all service organization to be legally responsible for all the damage to the individual as a result of receiving a service. (Al-Rubaie 2008.37).
- global competition: the political and economic changes will affect how and when the exchange of products to a large degree in a competitive international market, where gaining quality distinct importance as both the company and the community is seeking to achieve the aim of being able to achieve global competitiveness and to gain a foothold in world markets. (Alwan 2009.31)

4.3 Objectives of the quality of the final product: There are several targets for the quality of the final products, including:-
- to emphasize that the quality and perfecting the work of his administration and the principle of Islamic texts of the Quran and Sunnah, and its introduction is a religious and national duty, and it is the age in which we live features, a requirement career must embrace all aspects.
- improve the performance of all employees by developing teamwork and collaborative development of business skills in order to take advantage of all the energies and all employees organizations>
- consolidate the concepts of quality and based on efficiency and effectiveness under constant motto, that we do the right things the first time and every time.
- to achieve a quantum leap in the process of education is based on the documentation of programs and procedures and the activation of the systems, guidance and upgrading of personnel levels.
- the level of interest in the performance of the staff and administrators in organizations follow-through and find corrective measures and implementation of good training and rehabilitation programs, with the quality of all components of the system's activities focus (input operations _ _ output). (Dudin, 2012.30)

4.4 Quality of the final product characteristics:
- The quality of the products do not reflect a common perception, which means better in absolute terms, but in relative terms, which means better for the beneficiary who received to satisfaction and realize their aspirations
- that the quality of the products do not arise out of thin air but is created through the relationship linking the product and the beneficiary and which must be deep and lasting, not superficial and circumstantial.
- The quality character physically and this requires that the service be adapted and adjusted constantly according to the evolution of the needs and wishes of the beneficiaries. (Hasan 2014.52)

5. Factors affecting the quality of the final products:
5.1 Senior management: the resulting senior management failure in not giving adequate attention to the level of quality, resulting in damaging the reputation of the organization and possibly the loss of a large number of customers and the increase in complaints and criticisms against it, and the philosophy of Deming (Deming) is that quality is the responsibility of management, not of worker responsibility, from here should be on the administration to provide adequate support for the purpose of discovering quality problems and solve them early, and I think (Juran) that continuous improvement and active management and training as the basis for achieving excellence in quality (214,1999 Krajewski & Ritzman)

5.2 Employees: The adoption of a policy to measure the performance of employees and evaluated, a fundamental issue to determine the level of quality of this and improve performance, and require workers to constantly training to increase the expertise and skills in production to reduce errors committed by them process (Saudi&alziadat,2007, 327) and the workers opportunities certain to influence the quality, some quality data sets individually, though humanitarian stimulus policy for employees contribute to raising the morale they have, And evaluate the effort by them to the success of the production quality management, because win the loyalty of employees towards the organization achieves regulation reputable, high enough. (Adam & Ebeet,1996,601)

5.3 Material: Production (Honorary, 2007.37) requires the use of different types of materials, some of which may be the result of blending a range of different materials with each other, as well as require purchased, transported and received and checked and stored well to make sure they conform to the specifications and maintain them until the demand.. And different raw materials in the production environment, as the work

materials with high quality and easier than those that quality is low, the work of President in production is the degree of variation, should there be a mismatch in batches materials to maintain quality (Adam & Ebert,1996,601)

5.4 Machinery and equipment: The machinery and equipment used in the production of a particular product directly affect the quality of the product type, choice of these machines and equipment may lead to the success or failure of some organizations (al-Janabi, 2001.38). From here it should be the machinery and equipment used in a relatively high quality of the production process, taking into account the interest maintained by continuously so as to ensure the functioning of the production process without any stop, and avoid holidays when discovered will help to ensure the quality of products, with the identification of the problems of treatment after diagnosis (Saudi & alziadat , 2007,328)

5.5 Product design: design covers the way in which employs the product, quality is produced from two components, according to all of the (Zechariah, 2010.71) and (Baqer Abdul Wahab, 2001.297) first: the product must be designed to operate successfully and without fail by the prospect large (reliability), while the second component: quality is affected by the operating characteristics or improved product performance, design of the product must maximize performance and reliability, and reduces the total cost of production.

6. The dimensions of the quality of the final products:-

6.1 Aesthetic: confirms (Juran, 1988, 8 - 11) to shape and art aesthetic is the qualities and features that reflect the efficiency of product design, which in turn depends on the customer's taste and preference for the type of product in terms of appearance, shape, and some virtual attributes it. Points (Dimitrios, 1999, 29) that marks Avatar is not a means of product differentiation between competing products, but also have an impact on product prices and profits in the organization and then place in the market. And consistent (Ani Qazzaz and Corel 2002.3) that the art form and the aesthetic is the features and features of any secondary characteristics that distinguish the product and show him the basic function as the features are similar to its performance characteristics that can be measured objectively.

6.2 Advantages or characteristics of the product: the ability to add some functions to modernize and develop the product which properties is essential for the product, such as: When did provide remote control in the case of the TV. As well as special product features a special features that exclamation consumer item such force the car seat. As is well known among consumers, can be judged on several products through distinctive names have any special brand of each product, as just to hear or see a product brand that comes to us impression about increasing our desire to get it and without preference for other alternative goods and competition, as a company, "Phillips, Sony, and Toyota" that left an impression on the quality of their products to the people even those who did not.

6.3 Matching: shows (Schroeder, 1985, 563 - 565) to the corresponding quality means product manufactured in accordance with the set specifications that have been agreed upon in advance and that rely on the availability of (technical, manpower, administration), and points (Hoffer, 1985, 25) that after achieving conformity imposed on organizations to follow the way of the discovery of defects from the first time through the production processes at all stages and then try to find solutions by following method (modify or change the process) as this process is accomplished through the use of specialized equipment in the assessment.

6.4 Stated and implied needs: the intended needs are determined by the customer that a prefix for purchase and organize and register the names of implied and needs is an image within the customer thought wants to get them through to buy products, for example, when you buy pen product may include not a necessary distance but on certain specifications such as time and price and the type of ink in order to obtain written clearly so that the goal of understanding the quality achieved by the organization and that it is making efforts to provide the stated needs as well as implicit.

6.5 Inclusiveness: a collection of features and characteristics that outperform their products in the field of quality, which is to provide a package of services together full so they do not ask the customer to look or ask the other organization, any organization should play in the design and development of products and give shape to the overall features and characteristics.

6.6 Fit for purpose: that the item should serve the purpose for which they were made for him and used efficiently and be of good quality, for example, the old story of the lumberjack who needs an ax made of steel rather than gold, that gold is a good quality, but it does not serve the purpose but steel a bad quality, but it meets the purpose of a lumberjack cutting wood and this means that the product must meet this purpose and be of good quality.

)Mukherjee, 2009,23(

7. Field side

7.1 About simple project: Was established al Waha company in (2003) as the (Noor Karbala plant for soft drinks), in the city of Karbala (110 km south of Baghdad) and line and one production to fill the glass discards any (multi-use of bottles packaging) and then the evolution of the work the lab to the two lines productive to fill the glass discards and lines to fill family and packaging lines for filling cans.

In the year (2009), the company opened a second location as the (Almas company) in Ibrahimia area outside the boundaries of the city of Karbala (about 8 km) were used as warehouses for the company in Karbala to then evolve to the monument machine injection for the production of plastic Ampoule own improvised soft drinks and water.

In the year (2012) the company opened its largest in the city of Hilla (Babylon) which is located approximately (100 km) south of the capital Baghdad, which include the development of where the lines with high speeds to include four lines, the first of the line to fill cans and metal two for the production of plastic packaging family and the last to fill the bottle non-returnable glass (use once) and expansion plans are still in this site and other sites also seek day after day.

As regards to brand the company has begun the first its brand (Crystal) and own soft drinks in various flavors produced along mark (Oasis), which are specialized water and juices, and in a year (2012) was the ownership of the brand sale to Atlantic Industries Company (Coca-Cola) in Atlanta, Georgia, USA to record as a brand to them legally and which ones were granted Oasis licensing company as recorded Department registered trademarks of the Iraqi Ministry of Industry. At the same time the company has gained Oasis also mobilize all of the company's license marks (Coca-Cola) and officially registered in Iraq (Coca-Cola, Sprite and Fanta and Diet flavors and others).

Vision, mission and goals of the company are united with the vision, mission and goals of the parent company, namely:

Vision:(market leadership, value added and excellence motivation to inspire employees to be outstanding beverage company. There is a way to create a bright future through business leadership, human resources, organization and supply chain. The company aims: is the operational excellence, sustainability and identify key strategic priorities. Valuing the tremendous efforts of the staff the partners in the work and have the priority on a journey of employee).

7.2 The organizational structure of the company:
Consisting of Al Waha as the rest of the companies includes several structural and functional levels comprising (Board of Directors), consisting of (general manager, department managers and staff in the company), the Board of Directors' Meeting is being held on a regular basis or whenever the need arises. The company includes the following sections:

- boroughs, and includes: (General Manager, Human Resources and Administrative Affairs, Legal Department, Public Relations Section and includes security, too, accounts, IT).
- (Sectional productivity, and includes productivity Operations Department, including: (production, storage, quality).
- (commercial sections: it includes sections (sales and marketing

A Staff Al-Waha three their projects (897) worker while working in Hilla, a project with a staff of about 330, distributed factor according to the following table, note that the company resort to hiring workers in the event of an increase seasonal demand. Table (1) a staff of Hilla Project

The power source for the company their projects is the national electricity line along with generators. As the Shatt al-Hilla any (Euphrates) is the only source of water. The company is getting rid of waste and sewage through the transfer of solid waste to the landfill Center (hand Nile license from the Department of Environment) As for the wastewater processed after the process of being disbursed in the drainage contrast to the company website. The company also relies worker safety controls, annex.

The company relies sources of technology used in laboratories, namely:
)German Krones, .Acmi Italian, Turkish AQM(

It explains Supplement No. (4) technological path products. The production lines of the company are shown in Table No. 2.

7.3. Description of the variables of the study and diagnosis
This topic is interested in discussing the answers to a sample study on the researched variables individuals and diagnosed by using some statistical methods of b (weighted arithmetic mean, standard deviation, and coefficient of variation, and the severity of the answer) and are as follows:

7.3.1. description and diagnosis of the variable (independent) Human Performance Technology
Central premise = total weight ratios ÷ ranks number 1 + 2 + 3 + 4 + 5) ÷3 = 5(
And that the severity of the answer = Mean likely / 5 * 100 show in Table No.3

Indicate the sample views on the technology they take a variable interest in human performance quite a bit, which reflected positively on their answers, where the circles weighted calculations for all the paragraphs of the said variable higher than the central premise. Paragraph, has achieved X30)) amid a weighted arithmetic of $ 4.60)), the highest center of a weighted arithmetic at the level of the variable while paragraph achieved (x31) less the center of my account, where was (3.28).

And describes the results referred to in the above that the study sample company is interested technology human performance, which was reflected in a positive way to some extent on the quality of the final products of the organization. Here note to clarify the views of a sample study on the dimensions of human performance technology:-

7.3.1.1. Information: Is clear from the results table (2) that the arithmetic mean is likely the information was (4.16) which is higher than the arithmetic mean premise and standard deviation of (0.895), and the coefficient of variation was (0.216), and the percentage of the intensity of the answer may be reached (83.1), was mathematical circles paragraphs after the top of the center-premise information (3). And show the results achieved at the level of this dimension that the company is seeking researched to some extent depend on the observations and future expectations.

7.3.1.2 Measurement: Evident from the results table (2) that the arithmetic mean weighted after the measurement was (4.065) which is higher than the middle premise, and a standard deviation of (0.9) and the coefficient of variation (0.2398), and reached the intensity ratio answer the study sample (84.6 %). It is the highest rate at the level of the said variable dimensions. This shows that the company is interested researched fairly evaluate current practices and how they relate to the achievement of the goals set.

7.3.1.3 Motivation: From the results of Table 2 shows that the arithmetic mean weighted motive was (3.895) which is greater than the mean premise of (3), with a standard deviation of (0.978), the coefficient of variation (0.252) and severity of the response (77%) , and this shows that there is a significant level of interest in the inner strength of the individual that works to guide behavior in a certain direction and strongly certain.

7.3.1.4 Knowledge: Of the results table (2) is clear that the arithmetic mean weighted after knowledge was (3.975) which is higher than the central premise of (3), with a standard deviation of (1.011), the coefficient of variation (0.255), and the intensity ratio of the answer for individuals the study sample (79.5%), and this shows that the company pays knowledge after a remarkable attention to what its effect in obtaining useful results can be invested in human performance.

7.3.1.5. Ability: From the results table (2) is clear that the arithmetic mean weighted after the capacity was (4.05) which is higher than the central premise of (3), a standard deviation of (0.993), the coefficient of variation (0.25), and the intensity ratio of the answer for individuals the study sample (81.1%), and this shows that the company pays attention to the extent that individuals serving in performance.

7.3.1.6 Motivation: From the results table (2) is clear that the arithmetic mean weighted after the incentive was (3.885) which is higher than the central premise of (3), with a standard deviation of (1.149), the coefficient of variation (0.299), and the intensity ratio of the answer for individuals the study sample (77.7%), and this shows that the company relies on a combination of factors and benefits to motivate employees to achieve their goals.

7.2: The description and diagnosis of the variable (adopted):
The sample views take over the quality of the final product variable interest quite a bit, which reflected positively on the study sample answers, where the circles weighted calculations for all the paragraphs of the said variable higher than the central premise. Paragraph, has achieved (Y36) central arithmetic weighted rate of 4.52)), the highest center of arithmetic weighted on the level of variable while paragraph achieved (Y3) less the center of my account, where was (3.55), and this is what we are seeing clear from the study sample answers as the media arithmetic weighted for most paragraphs (Y1-Y36) were higher than the central premise of $ (3), and sufficiently relative to sample all of which was higher than (50%), reaching the lowest percentage of the intensity of the study sample answers (71%) of paragraph (Y3).

And describes the results referred to in the above that the company sample study is concerned with the quality of the final product, which was reflected in a positive way to some extent on improving human performance of the company memo. Here clarify the views of a sample study on the dimensions of the quality of the final products

7.2.1 matching criteria: Is clear from the results table (3) that the arithmetic mean weighted after conforming to the standards amounted to (4.2), which is greater than the mean premise of (3), with a standard deviation of (0.956), the coefficient of variation (0.2655), and were sufficiently relative to answer the study sample (84%). This indicates that the product is matched with the specific specifications in advance.

7.2.2 appropriate for the purpose of: Evident from the results table (3) that the arithmetic mean is likely appropriate for after the purpose of (4.2), which is higher than the middle premise and adult (3), a standard

deviation of (0.956), the coefficient of variation was (0.2302), and was sufficiently relative to the answers the study sample (84%) and this indicates that the goods provided by the company serve the purpose for which they were made for.

7.2.3 Totalitarianism: From the results table (3) it is clear that the arithmetic mean is likely to post-totalitarian (4.76) which is higher than the arithmetic mean premise (3), and a standard deviation of (1.106) and the coefficient of variation (30.272), and was sufficiently relative to answer the study sample (81.6%), and this shows that the company surveyed rely on a set of features and characteristics of its products that excel in quality.

7.2.4 The Herald and implicit needs: From the results table (3) it is clear that the arithmetic mean weighted after the stated and implied needs amounted to (4.115) which is higher than the central premise of (3), a standard deviation of (1.036), the coefficient of variation (0.253), and were sufficiently relative to answer the study sample (82.3%), and this shows that the company researched attaches great attention needs stated and implied the customer that wants to get them through the purchase of products.

7.2.5 Advantages and characteristics of the product: The results table (3) it is clear that the arithmetic mean of the following advantages and characteristics of the product amounted to (4.115) which is higher than the middle premise, and a standard deviation of (0.937) and the coefficient of variation was (0.229), and was sufficiently relative to answer the study sample (82.3%), and this shows that the company has researched the extra features that characterize commodity product.

7.2.6 Aesthetics: From the results table (3) it is clear that the arithmetic mean of the post-aesthetics was (4.377) which is higher than the middle premise, and a standard deviation of (0.931) and the coefficient of variation was (0.213), and was sufficiently relative to answer the study sample (87.5%) , and this shows that the company owns a range of aesthetics and taste standards in the products they offer.

The third topic

7.3 Analyze and test the correlations between the variables of the study This section aims to: Test the correlation between the variables of the study using a simple correlation coefficient and then moral test of correlation coefficients using the test (z), where no significant relationship if the value of (z) calculated greater than or equal to the value of (z) spreadsheet, but if smaller than Tabulated value the relationship is significant at a moral level (1%), and to achieve this goal has to be to verify the possibility to accept or reject the hypothesis first major hypotheses emanating from each of them.

7.3.1(Test correlation significant differences between the information and the quality of the final product).

As the table indicates (4) the existence of a positive correlation between the information relationship (x1) and variable (y) as the value of simple correlation coefficient (0.891) and that this relationship is significant at 1%)) and this is reflected in the value of(Z) calculated reaching(6.84), the largest of Tabulated value amounting to (1.69).

The results also reflected the existence of a positive and strong correlation relationships between the information and indicators of the quality of the final product and all of this is what is indicated by the correlation coefficient values, which were respectively as follows(0.835,0.923,0.876,0.851,0.895,0.871) for each of the (standard-conforming, fitness for purpose, totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) this was a moral relations at the level of(1%) this is referred to by the values of(Z) calculated, which amounted respectively(6.41,7.09,6.73,6.54,6.87,6.69,6,84).

7.3.2 (Test correlation significant differences between the measurement and the quality of the final product).

As the table indicates (4) the existence of a positive correlation between the measurement relationship (X2) and variable (y) as the value of simple correlation coefficient (0.987) and that this relationship is significant at (1%) and this is reflected in the value of(Z) calculated reaching(7.58), the largest of Tabulated value amounting to (1.69).

The results also reflected the existence of a positive and strong correlation relationships between the measurement and indicators of the quality of the final product and all of this is what is indicated by the correlation coefficient values, which were respectively as follows (0.966,0.956,0.969,0.965,0.978,0.982) for each of the (standard-conforming, fitness for purpose, totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) this was a moral relations at the level of (1%) this is referred to by the values of (Z) calculated, which amounted respectively(7.42,7.34,7.44,7.41,7.51,7.54).

7.3.3 (Test significant a significant correlation between the payer and the quality of the final products)

As the table indicates (4) the existence of a positive correlation between motivation relationship (X3) and variable (y) as the value of simple correlation coefficient (0.770) and that this relationship is significant at (1%) and this is reflected in the value of (Z) calculated reaching (5.91), the largest of Tabulated value amounting to (1.69).

The results also reflected the existence of a positive and strong correlation relationship between the payer and the indicators are all quality of the final product and this is what is indicated by the correlation coefficient values, which were respectively as follows 0.687,0.856,0.769,0.732,0.782,0.741)) for each of the

(conforming to standards, and appropriate for the purpose , totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) and these relationships were significant at (1%)) this is referred to by(Z) values calculated, which amounted respectively (5.28,6.57,5.91,5.62,6.01,4.52) .

7.3.4 (The relationship test significant differences between knowledge and the quality of the final product).
As the table indicates (4) the existence of a positive correlation between the knowledge of the relationship (X4) and variable (y) as the value of simple correlation coefficient (0.900) and that this relationship is significant at(1%) and this is reflected in the value of(Z) calculated as of(6.91), the largest of Tabulated value amounting to (1.69).

The results also reflected the existence of a positive and strong correlation relationship between knowledge and indicators of the quality of the final product and all of this is what is indicated by the correlation coefficient values, which were respectively as follows(0.834,0.973,0.916,0.887,0.921,0.869) for each of the (conforming to standards, and appropriate for the purpose , totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) and these relationships were significant at(1%) this is referred to by(Z) values calculated, which amounted respectively(6.41,7.47,7.03,6.81,7.07,6.67) .

7.3.5 (Test correlation significant differences between the capacity and quality of the final product).
As the table indicates (4) the existence of a positive correlation between the ability relationship (X5) and variable (y) as the value of simple correlation coefficient (0.979) and that this relationship is significant at(1%) and this is reflected in the value of(Z) calculated reaching(7.49), the largest of Tabulated value amounting to 1.69).(

The results also reflected the existence of a positive and strong correlation between the ability relations and indicators of the quality of the final product and all of this is what is indicated by the correlation coefficient values, which were respectively as follows(0.945,0.984,0.976,0.964,0.983,0.965) for each of the conforming to standards, and appropriate for the purpose , totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) and these relationships were significant at(1%) this is referred to by(Z) values calculated, which amounted respectively (7.56,7.49,7.49,7.40,7.55,7.41).

7.3.6 (Test correlation significant differences between the motivation and the quality of the final product).
As the table indicates (4) the existence of a positive correlation between motivation relationship (X6) and variable (y) as the value of simple correlation coefficient (0.988) and that this relationship is significant at (1%) and this is reflected in the value of (Z) calculated reaching (7.59), the largest of Tabulated value amounting to (1.69).

The results also reflected the existence of a positive and strong correlation relationship between motivation and indicators are all quality of the final product and this is what is indicated by the correlation coefficient values, which were respectively as follows (0.959,0.987,0.990,0.982,0.991,0.976) for each of the (conforming to standards, and appropriate for the purpose , totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics) and these relationships were significant at (1%) this is referred to by(Z) values calculated, which amounted respectively (7.37,7.58,7.60,7.54,7.61,7.49).

And politicized on the foregoing accept the premise that (no correlation significant differences between the dimensions of technology and human performance and quality of the final product The indicators).

7.4 Analyze and test the impact of trends between the variables of the study forward:
This section is designed to test the independent variable effect (the dimensions of technology and human performance) individually and community-based variable (quality of the final product), based on a simple regression analysis (Simple Regression Analysis) and testing (F) to determine the moral simple regression equation, with no impact moral If (F) calculated is greater than the value of (F) tabular and there is this effect if the value of (F) calculated smaller than the value of (F) Tabulated at the abstract level (1%), as well as the use of the coefficient of determination (R2) to explain the amount of independent variables to changes based on the variable's effect, the test (T) to determine the moral test effect relationships in the abstract level (1%).

Based on the above, it will achieve the objective section to test the hypothesis key second through sub-hypotheses, as follows:-

7.4.1 (Tested effect relationship moral significance of the information in the indicators quality of the final product).
The table indicates (5) the existence of a positive relationship with the impact of the information (x1) in the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators are all quality of the final product and values that were, respectively, as follows(6.89,17.22,9.87,7.86 , 12.06,9.41) for each of the (standard-conforming, fitness for purpose, inclusiveness, needs the stated and implied, advantages and characteristics of the product, aesthetics), which is greater than the value of (F) Tabulated amounting to (3.09) at the abstract level (1%) which indicates moral estimated model, the value of the gradient B coefficient =(0.98, B = 0.80, B = 0.78, B = 0.74, B = 0.86, B = 0.83) for each of the quality of the final product indicators at the level of significance mentioned other words, the change amount of one unit of after the information affects the quality of the final product indicators, this means proven moral model of simple linear regression.

7.4.2 (Tested relationship significant moral measurable impact on the quality of the final product indicators).
Statistical results also reflected the existence of a positive relationship with the impact of the measure (X2) in the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators for the quality of the final products, all in a row and follows (41.80,31.97,46.38,40.29,67.33, 80.20) for each of the (standard-conforming, fitness for purpose, inclusiveness, needs the stated and implied, advantages and characteristics of the product, aesthetics), which is greater than the value of (F) Tabulated amounting to 3.09)) at the abstract level (1%) which shows the moral estimated model and the value of regression coefficient as follows: (B = 1.12, B = 0.82, B = 0.85, B = 0.83, B = 0.93, B = 0.92) for each of the quality of the final product indicators at the level of significance mentioned other words, the amount of one unit change after measurement affects the quality of the final product indicators, this means proven moral model of simple linear regression.

7.4.3 (Tested relationship significant moral effect defended the quality of the final product indicators).
The table indicates (5) the existence of a positive effect relationship between the payer (X3) and the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators are all quality of the final product where the values in a row and follows (3.68,8.22,4.35, 3.46,4.73,3.64) for each of the (standard-conforming, fitness for purpose, totalitarianism, the stated and implicit needs, advantages and characteristics of the product, aesthetics), which is greater than the value of (F) Tabulated amounting to 3.09)) at the abstract level (1%) which indicates the moral estimated model, the value of the gradient B coefficient =(1.04, B = 0.96, B = 0.88, B = 0.83, B = 0.97, B = 0.81) for each of the quality of the final product indicators at the level of significance mentioned other words, the change amount of one unit of after motive affect the quality of the final product indicators, this means proven moral model of simple linear regression.

7.4.4 (Tested effect relationship significant moral indicators of knowledge in quality of the final product) .
The table indicates (5) the existence of a positive relationship with the effect of knowledge (X4) in the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators are all quality of the final product where the (.85,53.48,15.61,11.01,16.82, 9.25) for each of the (standard-conforming, fitness for purpose, inclusiveness, needs the stated and implied, advantages and characteristics of the product, aesthetics), the largest of Tabulated value amounting to (3.09) at the abstract level (1%), reflecting the moral estimated model, the value of regression coefficient(B = 1.27, B = 1.10, B = 1.06, B = 1.01, B = 1.15, B = 1.08) for each of the quality of the final product indicators at the level of significance mentioned any that change the amount a single unit after knowledge affects the quality of the final product indicators and this shows evidence of moral simple linear regression model.

7.4.5 (Tested relationship significant moral ability to influence the final product quality indicators).
Reflected the statistical results to the existence of a positive relationship with the effect of the ability (X5) in the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators for the quality of the final products are all follows (24.83,92.79,60.92,39.31,86.81,40.22) for each of the (standard-conforming, fitness for purpose, inclusiveness, stated and implied needs, advantages and characteristics of the product, aesthetics), which is greater than the value of (F) Tabulated amounting to (3.09) at the abstract level (1%) which shows the moral estimated the specimen, and the value of regression(B = 1.31, B = 1.02, B = 1.03, B = 1.07, B = 1.12, B = 1.09 coefficient)) for each of the quality of the final product indicators at the level of significance mentioned any that change the amount one unit after power affects the quality indicators The final product, and that means proven moral model simple linear regression.

7.4.6 (Tested relationship significant moral incentive effect in the quality of the final products indicators).
The table shows (5) the existence of a positive relationship with the effect of the incentive (X6) in the quality of the final product (Y) as the value of (F) calculated for the model simple linear regression indicators for the quality of the final products are all where the values (34.73,109.11,152.18,81.71,17.53,59.36) for each of the (standard-conforming, fitness for purpose, inclusiveness, stated and implied needs, advantages and characteristics of the product, aesthetics), which is greater than the value of (F) Tabulated amounting to (3.09) at the abstract level (1%) which shows the moral estimated model, the value of the gradient B coefficient(= 1.59, B = 1.22, B = 1.25, B = 1.22, B = 1.35, B = 1.32) for each of the quality of the final product indicators at the level of significance mentioned other words, the change amount of one unit of the post-stimulus affects indicators of the quality of the final products, this means proven moral simple linear regression model.

And politicized on the foregoing accept the second hypothesis to the effect (no effect relationship significant differences between the dimensions of technology and human performance and quality of the final product The indicators).

8. Conclusions and Recommendations
8.1 Conclusion:
- There is a positive correlation between technology and human performance indicators and indicators of the quality of the final product relationship.
- The study showed that there are influential of all the technology of human performance indicators with the

quality of the final product indicators, which will eventually lead to improve the performance of personnel, structure, operations and management of the organization, and that the result of its ability to improve productivity and quality of the final products.

- Technology management is the backbone of the organization which manages the critical issues for business organizations, which play a vital role in the activities of the organization and a key element of operational efficiency for employees that can contribute to the success of the business organizations of human performance.

- The adoption of the dimensions of human performance technology requires a combination of departments and sections and cooperation efforts among employees to improve the flow of information, materials, products, starting from the purchase of raw materials and ending with the delivery of high quality of the final product to the customer.

- helps keep human performance technology to develop the performance of employees in the organization, as is the united state of cooperation between workers and customers. Normally this is the formation of these dimensions through the adoption of various types of relevant dimensions technology of human performance in the organization.

8.2 Recommendations:

- counting the human resource of the most important elements of production and therefore it must be relentless and continuous work on the good management and promote and develop and for the purpose of achieving the objectives of the organization and improve its performance and increase productivity.

- that the policies and programs adopted implemented in a manner taking into account the balance between the human resource needs and goals of the organization through an integrated process that helps to achieve overall balance.

- The importance of accurate and clear strategy of the organization was able to put follow-up and continuity to be more productive and effective in the development of the capacities of workers and taking into account the desire factor and perceptions and needs when creating training programs.

- Always work on the formation of working groups and given a sufficient degree of authority and empowerment to take important and necessary decisions on an ongoing basis because that will contribute to increase the speed of work.

- The company surveyed maintain a relationship with its customers, through the desires and needs of sensor and pursued more than their expectations and give them a bigger role in determining the nature of the final products they want, and the necessity that the company is seeking to conduct periodic evaluation of the level of satisfaction of its customers that the nature of the relationship with your customers in the case of a change.

- The Importance of Being goals of quality of the final products from within the vision and mission of the organization and dissemination within the organization to be defined for all employees and provide all the needs and capabilities and incentives to ensure workers seek to achieve these goals.

9. References:

Adam, E., & Ebert, R.(1999)" Production & Operation Management", *Prentice Hall Inc., USA*

Al-Ani, Alaa Abdel-mawjod Abdul-Jabbar Mohammed.(2002)." the impact of human resources management strategies in integrating total quality management programs".

Al-Ani, Khalil Ibrahim Mahmoud, & Kazzaz, Ismail Ibrahim, Corel, Adel Abdul-Malik. (2002)." the overall worm and the requirements of the management not to ISO 9001-2000, the first edition" , *University Altknluojah, Jordan.*

Aljdzisasa, Abdullah Hamad Mohammed.(2011)." the effect of material and moral incentives to improve the performance of employees in the Ministry of Education the authority to Oman".

Alwan, Qasim Nayef Alwan.(2009)." total quality management and the requirements of ISO 9001: 2000, the House of Culture for Publishing and Distribution", *Faculty of Economics, University Challenge - Libya, , Amman, First Edition / Version II 2009.*

B . janakiraman professor and head department management studies m . s . ramaiah institute of technology Bangalore and r . k. gopal assistant professor department of management studies m . s . ramaiah intitute of technology Bangalore, Total quality management (text and cases) Phi learning private *limited (new delhi – 110001 – 2009).*

Baqer, Abdul Karim Mohsen, & Abdul Wahab, Nadia Lutfi.(2001)." the identification and analysis of factors affecting the quality, within the total quality management concepts", *Journal of Economic and Administrative Sciences, a special issue of the facts of the first Regional Conference of Administrative Sciences, October 6-7.*

Ben Abboud, Dr. Ali Ahmed.(2009). "the role of quality and excellence awards in the measurement and the development of performance in the public sector".

Carol.(2007)." human performance technology : adiscipline to improve c2 concept development and analysis" , *bill piersol , kelett consulting group . INC , paris , u . s . nary human performance center .*

Chyung, seung youn .(2008). "*foundation of instructional and performance technology".*

Dudin, Ahmed Yousef & et,all.(2012). "blue _ University department of Business Administration", *total quality management, academics for publication and distribution, the first edition, Oman _ Hashemite Kingdom of Jordan.*

Frank .(2002)." HPTMODELS: An overview of the major mogels in the field" , *by S.wilmoth , Christine prigmore , and marty Bray .*

Hassan, Rafid Abdul Jalil Majid, 2014," the role of the principles of total quality management to improve corporate performance in hospitals in Basra health department".

Honorary, Rana Jamal Khalil.(2006)." the effect of some materials management on product quality improvement activities", *unpublished Master Thesis, Faculty of Management and Economics, University of Mosul, Iraq.*

Jabouri, Nada Ismail.(2009)." the impact of information technology in the Organizational performance", *a field study in the General Company for Electrical Industries, unpublished Master Thesis, Faculty of Management and Economics, University of Baghdad, Iraq.*

Janabi, Nadia Lutfi Abdel Wahab.(2001)." the identification and analysis of key factors influencing the quality", *unpublished Master Thesis. Faculty of Management and Economics. University of Baghdad, Iraq.*

Juran, J. M. (1988) "Quality Control*", Handbook, 4th. Ed, McGraw-Hill Book Co., Inc., U.S.A.*

Mamouri, hopes Ghalib Rashid.(2002)." the effectiveness of evaluating the performance of human resources in achieving competitive advantage of the organization", *Empirical Study in Modern Painting Industries, Baghdad, saffron .*

Omeira, Mohammed bin Abdul Aziz.(2003)." overall job performance in the health sector-quality relationship".

P . n murherjee professor and chairperson ,.(2009)."total quality manahement and supply chain management narsee monjee institute of management and higher studies" (deemed university) mumdai,Formerly , professor and head department of operation and logistics and supply chain management k .j .somaiya institute of management studies and research Mumbai Phi learning private limited (new delhi – 11000 1 – 2009).

Razzaq, Moataz Salman Abd.(2008). "effects of the marketing information systems to ensure the quality of performance".

Said, Sana Abdul Rahim.(2005)." the design of strategic performance evaluation system for universities to adopt a balanced score card technology", *unpublished Master Thesis, Faculty of Management and Economics, University of Baghdad, Iraq.*

Samira, Soulih.(2013). "the role of generating knowledge to improve human performance", *state research center of scientific and technical study of dry areas Omar Albornaoa.*

Saudi Arabia, Ahmed Moussa & Mohammed Awad.(2007). "the analysis of the impact of internal and external factors in the quality of production", *Jordan Journal of Business Management, Vol. 3, No. (3).*

Shammari, waiting for Ahmed Jassim.(2002)." the impact of human resource strategies in promoting total quality management".

Stolovitch & Erica , by Harold J.keeps,.(2006)."handbook of human performance technology", *third editin, principles, practices , and potential.*

Tai, uosri Ghazi Hussein.(2007). "the role of management information systems in employee performance management", *Unpublished MA Thesis, School of Management and Economics, University of Mosul, Iraq.*

Wagner,deb,.(2005)."who needs human performance technology,2005,An overview of how HPT can help create award-winning performance".

Zakaria Abdul Aziz Bashar Haseeb.(2010)." technological change and its reflection on improving product quality", *unpublished Master Thesis, College of Management and Economics, University of connector, Iraq.*

Table (1) a staff of Hilla Project

number	title number	
39	administrative / (working in the administrative departments)	.1
291	engineer / technician / a service (working in the technical sections)	.2

The source :prepared by researcher after reviewing the records

Table (2) production lines

Production lines		
Line 1	Can line	CSD Production
Line 2	CSD pet1	CSD Production
Line 3	Water pet line 2	Mineral Water Production
Line 4	NRGB line	CSD Production

Table (3) the mean and standard deviation and weight percentile for answers respondents and coefficient of variation of the variable of human performance technology

Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.249	%83.6	1.044	4.18	X_1	information
0.308	%75.6	1.166	3.78	X_2	
0.133	%78.8	0.527	3.94	X_3	
0.174	%84	0.733	4.20	X_4	
0.235	%86.2	1.014	4.31	X_5	
0.196	%90.4	0.886	4.52	X_6	
0.216	83.1%	0.895	4.16	average	
Coefficient	**weight percentile**	**Standard deviation**	**mean**	**paragraph**	**Dimension**
0.258	%80	1.031	4	X_7	measurement
0.268	%77	1.034	3.85	X_8	
0.217	%86.4	0.937	4.32	X_9	
0.274	%88	0.932	3.40	X_{10}	
0.191	%89	0.848	4.45	X_{11}	
0.231	%87.4	1.009	4.37	X12	
0.2398	84.6%	0.956	4.065	average	
Coefficient	**weight percentile**	**Standard deviation**	**mean**	**paragraph**	**dimension**
0.255	%74.2	0.947	3.71	X_{13}	motivation
0.328	%70.8	1.160	3.54	X_{14}	
0.241	%82.8	0.998	4.14	X_{15}	
0.283	%84.6	1.196	4.23	X_{16}	
0.183	%79.4	0.728	3.97	X_{17}	
0.222	%75.6	0.838	3.78	X_{18}	
0.252	77.9%	0.978	3.895	average	
Coefficient	**weight percentile**	**Standard deviation**	**mean**	**paragraph**	**dimension**
0.261	%74.8	0.973	3.74	X_{19}	knowledge
0.251	%79	0.991	3.95	X_{20}	
0.258	%82.2	1.062	4.11	X_{21}	
0.277	%76.4	1.059	3.82	X_{22}	
0.228	%85.6	0.976	4.28	X_{23}	
0,255	%79	1.007	3.95	X_{24}	
0.225	79.5%	1.011	3.975	average	
Coefficient	**weight percentile**	**Standard deviation**	**mean**	**paragraph**	**dimension**
0.369	%67.6	1.246	3.38	X_{25}	ability
0.196	%90.4	0.886	4.52	X_{26}	
0.219	%82.2	0.904	4.11	X_{27}	
0.259	%79.4	1.030	3.97	X_{28}	
0.251	%74.8	0.940	3.74	X_{29}	
0.206	%92	0.949	4.60	X_{30}	
0.25	81.1%	0.993	4.05	average	
Coefficient	**weight percentile**	**Standard devuation**	**mean**	**paragraph**	**dimension**
0.352	%65.6	1.153	3.28	X_{31}	incentive
0.313	%75	1.173	3.75	X_{32}	
0.349	%76	1.325	3.80	X_{33}	
0.226	%88	0.997	4.40	X_{34}	
0.251	%82.2	1.033	4.11	X_{35}	
0.305	%79.4	1.212	3.97	X_{36}	
0.299	77.7%	1.149	3.885	average	

Source: prepared by the researcher on the computer according to the results of using Spss.v.16 program (n = 65)

Table (3) the arithmetic mean and standard deviation and weight percentile for answers respondents and coefficient of variation of the variable quality of the final product

Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.273	%85	1.160	4.25	Y_1	matching
0.228	%85.6	0.976	4.28	Y_2	
0.366	%71	1.299	3.55	Y_3	
0.269	%82.4	1.111	4.12	Y_4	
0.211	%88.6	0.935	4.43	Y_5	
0.246	%84.3	1.038	4.22	Y_6	
0.2655	**82.8%**	**1.086**	**4.142**	**average**	
Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.267	%81	1.082	4.05	Y_7	Fit for purpose
0.216	%85	0.919	4.25	Y_8	
0.212	%84.6	0.897	4.23	Y_9	
0.213	%89.6	0.954	4.48	Y_{10}	
0.173	%89.6	0.773	4.48	Y_{11}	
0.3	%74.2	1.114	3.71	Y_{12}	
0.2302	**84%**	**0.956**	**4.2**	**average**	
Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.294	%78.8	1.158	3.94	Y_{13}	Inclusiveness
0.306	%80	1.225	4	Y_{14}	
0.217	%85.6	0.927	4.28	Y_{15}	
0.322	%80	1.287	4	Y_{16}	
0.227	%83.6	0.950	4.18	Y_{17}	
0.268	%81.6	1.094	4.08	Y_{18}	
0.2723	**81.6%**	**1.106**	**4.76**	**average**	
Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.238	%83	0.988	4.15	Y_{19}	stated and implied **needs**
0.237	%82.4	0.976	4.12	Y_{20}	
0.296	%79.6	1.176	3.98	Y_{21}	
0.297	%78.4	1.163	3.92	Y_{22}	
0.223	%88	0.981	4.40	Y_{23}	
0.225	%82.4	0.927	4.12	Y_{24}	
0.253	**82.3%**	**1.036**	**4.115**		**average**
Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.208	%82.4	0.857	4.12	Y_{25}	advantages or characteristics of the product
0.247	%79	0.975	3.95	Y_{26}	
0.249	%81.2	1.014	4.06	Y_{27}	
0.261	%77	1.004	3.85	Y_{28}	
0.2	%85.2	0.853	4.26	Y_{29}	
0.207	%89	0.919	4.45	Y_{30}	
0.229	**82.3%**	**0.937**	**4.115**		**average**
Coefficient	weight percentile	Standard deviation	Mean	paragraph	Dimension
0.236	%88.4	1.059	4.42	Y_{31}	aesthetic
0.228	%86.4	0.986	4.32	Y_{32}	
0.216	%84.6	0.915	4.23	Y_{33}	
0,242	%86.2	1.045	4.31	Y_{34}	
0.194	%89.2	0.867	4.46	Y_{35}	
0.158	%90.4	0.713	4.52	Y_{36}	
0.213	**87.5%**	**0.931**	**4.377**	**average**	

Source: prepared by the researcher on the computer according to the results of using Spss.v.16 program (n = 65)

Table (4) the results of the correlations between the dimensions of human performance technology and quality of the final product The indicators with the values of (z).

Tabulated VALUES OF Z	AESTHETICS Y6	ADVANTAGE &CHARACTE RISTICS OF THE PRODUCT Y5	STATED &IMPLIED NEEDS Y4	INCLUSIVENE SS Y3	FITNESS FOR PURPOSE Y2	FITNESS TO STANDARDS Y1	QUALITY OF THE FINAL PRODUCTS Y	Certified variables / SUB INDEPENDENT VARIABLE
								QUALITY OF THE FINAL PRODUCTS
1.96	0.835	0.923	0.876	0.851	0.895	0.871	0.891	Information X₁
confidence	6.41	7.09	6.73	6.54	6.87	6.69	6.84	calculated value of Z
1.96	0.966	0.956	0.969	0.965	0.978	0.982	0.987	Measurement X₂
confidence	7.42	7.34	7.44	7.41	7.51	7.54	7.58	calculated value of Z
1.69	0.687	0.856	0.769	0.732	0.782	0.741	0.770	Motivation X₃
confidence	5.28	6.57	5.91	5.62	6.01	4.52	5.91	calculated value of Z
1.69	0.834	0.973	0.916	0.887	0.921	0.869	0.900	Knowledge X₄
confidence	6.41	7.47	7.03	6.81	7.07	6.67	6.91	calculated value of Z
1.69	0.945	0.984	0.976	0.964	0.983	0.965	0.979	Ability X₅
confidence	7.56	7.49	7.49	7.40	7.55	7.41	7.49	calculated value of Z
1.69	0.959	0.987	0.990	0.982	0.991	0.976	0.988	Incentive X₆
confidence	7.37	7.58	7.60	7.54	7.61	7.49	7.59	calculated value of Z
0.99	There is a positive correlation with moral significance at 1% for all product quality indicators							**Type of relationship**

Table (5) Estimation of simple linear regression model parameters to measure the impact of technology and human performance indicators of the quality of the final product indicators

Measurement X₂							Information X₁							Sub independent variable
Value T		Value F		Interpretation coefficient R²	constant		Value T		Value F		Interpretation coefficient R²	constant		Approved changing Y
TABULATED (1%)	Calculated	TABULATED (1%)	Calculated		B	A	Tabulated (%1)	Calculated	Tabulated (%1)	Calculated		B	A	
	8.09		80.20	0.96	0.92	0.98		3.06		9.41	0.75	0.83	0.87	Conformity Y₁
	8.20		67.33	0.95	0.93	0.97		3.47		12.06	0.80	0.86	0.89	Fitness Y₂
	6.34		40.29	0.93	0.83	0.96		2.80		7.86	0.72	0.74	0.85	Inclusive Y₃
	6.81		46.38	0.93	0.85	0.96		3.14		9.87	0.76	0.78	0.87	Needs Y₄
	5.65		31.97	0.91	0.82	0.95		4.15		17.22	0.85	0.80	0.92	Benefits Y₅
2.38	6.46	3.09	41.80	0.93	1.12	0.96	2.38	2.62	3.09	6.89	0.69	0.98	0.85	Aesthetics Y6

| Knowledge X_4 | | | | | | | Motivation X_3 | | | | | | | Sub independent variable |
| Value T | | Value F | | Interpretation coefficient R^2 | constant | | Value T | | Value F | | Interpretation coefficient R^2 | constant | | |
Tabulated (1%)	Calculated	Tabulated (1%)	Calculated		B	A	Tabulated (%1)	Calculated	Tabulated (%1)	Calculated		B	A	Approved changing Y
	3.04		9.25	0.75	1.08	7.11		2.48		3.64	0.548	0.81	7.90	Conformity Y_1
	4.10		16.82	0.84	1.15	12.39		2.71		4.73	0.612	0.97	3.89	Fitness Y_2
	3.31		11.01	0.78	1.01	2.26		3.06		3.46	0.536	0.83	13.69	Inclusive Y_3
	3.05		15.61	0.83	1.06	5.87		2.59		4.35	0.592	0.88	9.81	Needs Y_4
	7.31		53.48	0.94	1.10	8.90		2.86		8.22	0.733	0.96	4.79	Benefits Y_5
2.38	2.61	3,09	6.85	0.69	1.27	21.36	2.38	2.63	3.09	3.68	0.472	1.04	1.14	Aesthetics Y_6

| Incentive X_6 | | | | | | | Ability X_5 | | | | | | | Sub independent variable |
| Value T | | Value F | | Interpretation coefficient R^2 | constant | | Value T | | Value F | | Interpretation coefficient R^2 | constant | | |
Tabulated (1%)	Calculated	Tabulated (1%)	Calculated		B	A	Tabulated (1%)	Calculated	Tabulated (%1)	Calculated		B	A	Approved changing Y
	7.70		59.36	0.95	1.32	23.16		6.34		40.22	0.93	1.09	6.82	Conformity Y_1
	13.07		17.53	0.98	1.35	25.33		9.31		86.81	0.96	1.12	8.83	Fitness Y_2
	9.04		81.71	0.96	1.22	16.33		6.27		39.31	0.92	1.07	4.47	Inclusive Y_3
	12.33		152.18	0.98	1.25	18.21		7.80		60.92	0.95	1.03	2.50	Needs Y_4
	10.44		109.11	0.97	1.22	15.88		9.63		92.79	0.96	1.02	1.44	Benefits Y_5
2.38	5.89	3.09	34.73	0.92	1.59	43.08	2.38	4.98	3.09	24.83	0.89	1.31	22.91	Aesthetics Y_6

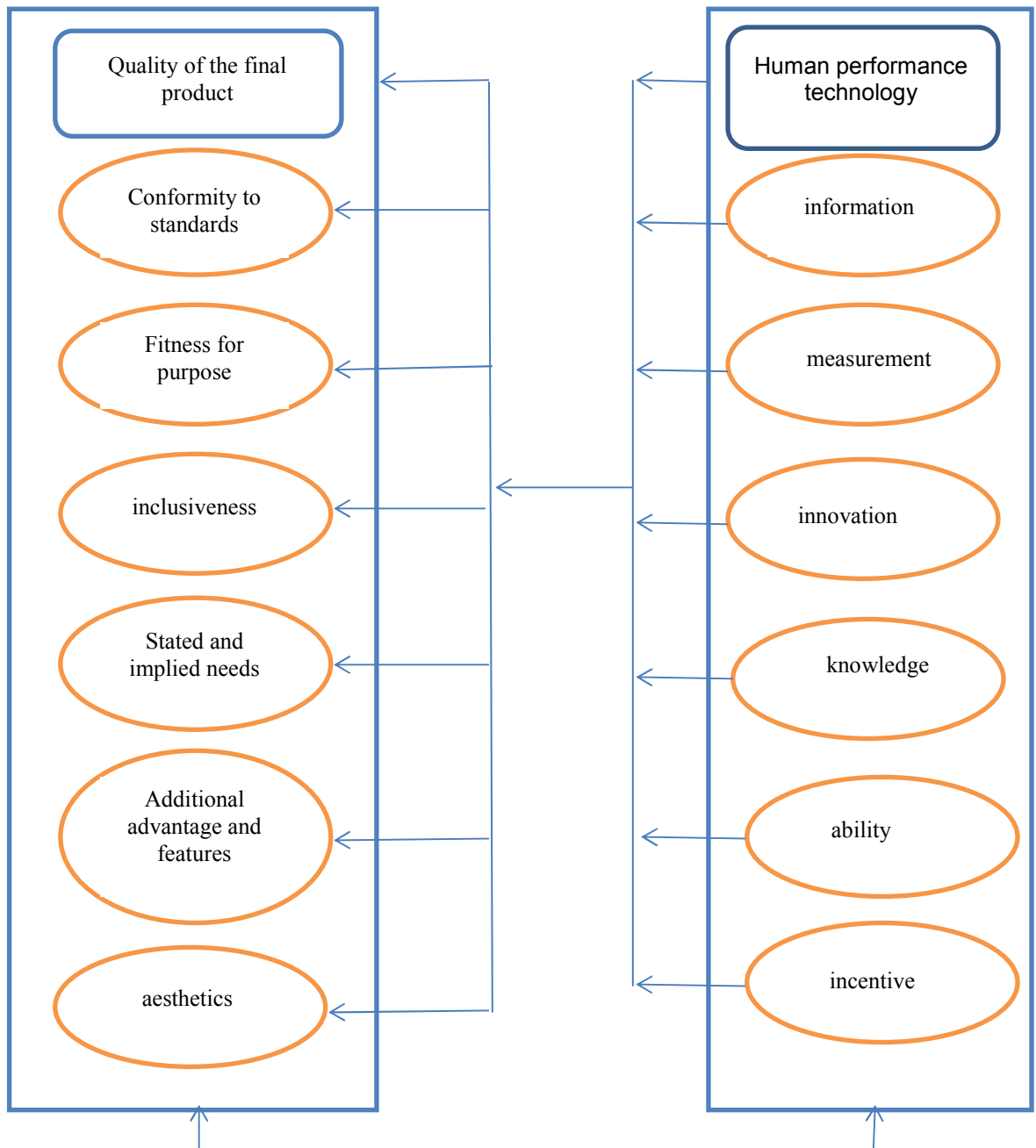Source: prepared by the researcher, according to the results of Electronic Calculator(N65)

Figure 1. hypothetical planned to search