



RESEARCH ARTICLE  
Vol.8.Issue.3.2021  
July-Sept.



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**INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT  
AND ALLIED SCIENCES (IJBMAS)**  
*A Peer Reviewed and refereed Journal*

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**The impact of marketing communications on the quality of service  
provided to customers an exploratory study in Korek Telecom Company in  
Salah Al-Din Governorate**

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DOI: [10.33329/ijbmas.8.3.28](https://doi.org/10.33329/ijbmas.8.3.28)



**ABSTRACT**

The purpose of this research is to show how marketing communications affect customer service quality, and the answer is meant to clarify the theoretical and philosophical importance of the factors. The study aimed to analyze the effects of marketing messaging on the quality of service provided to customers from the perspective of a sample of Korek Communications employees, by testing the social connections of influence and correlation, and the second part proffered the philosophical framework, as well as the insightful basis of the research hypotheses with its findings and conclusions, and the research is an approach to study the impact of marketing and communications on the quality of care offered to customers from the viewpoints of a sample of Korek Communications employees, and the study aimed to study the Using the descriptive analytical method, a sample of (240) workers was chosen as a measuring tool, and the questionnaire form was used as a measuring device. The validity of the research hypotheses connected to the effect and correlation between the two research variables is determined using the multiple regression coefficient and the correlation coefficient. According to the correlation value at the aggregate level, the most important conclusion reached by the research in a theoretical and field framework is the confirmation of the existence of a significant correlation between the decided to merge marketing communications tools and the combined service quality of the organization under study, in terms of its variables. Based on the findings, the study made many suggestions, the most important of which is the need to focus on fresh and current methods to marketing services.

Keywords: Marketing Communications, Quality of Service, customers

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## Introduction

The interest in the various types of services was grown not the result of the next moment, but rather it has significantly, in line with the growing role and importance of services in the lives of individuals, business organizations and the economy as a whole, as The philosophy of marketing services depends mainly on the modern marketing concept with its various dimensions, which is based on the basis that the success of any organization is that it determines the needs and desires of the target markets and works to satisfy them effectively, and that the customer is the master of the market and the basis of the marketing process and the continuity of the organization is linked to customer satisfaction, that attention to the quality of services in communication companies is at the present time one of the tasks that productive organizations focus On For services, due to the significantly increasing competition, so most communication companies seek to search for the best ways to communicate e with the customer through modern and contemporary marketing communications. The research was framed in the introduction and methodology of the research and two aspects, the first: the theoretical side and dealt with The concept of marketing communications and its importance and dimensions, as well as a statement of the concept of service quality, while the second aspect is: the practical side. It relied on the questionnaire as a means of obtaining and analyzing data and information and drawing conclusions and suggestions.

### First topic: research methodology

#### First, the research problem:

The quality of service provided to the customer has become a strategic direction through which organizations seek to achieve customer satisfaction to gain their loyalty in a turbulent and complex work environment in which everyone seeks for the purpose of obtaining a position in the market, and perhaps the application and adoption of marketing communications in an optimal way can enhance the quality of service provided by organizations to customers To achieve value in the form of profits as well as loyal customers. The research problem was represented by the weak ability of Korek Company to confront the capabilities of competing companies (Asia Sale, Zain) regarding the quality of service provided to the customer. Therefore, we attempt to overcome this difficulty in our study by depending on marketing communications aimed at introducing the client to the product. As a result, the problem of this study is to determine the influence of marketing and high-quality communication of service offered to a group of Korek Company workers and customers, thus asking and examining the following questions can help to understand the **problem's contents**:

1. Is there a strong beneficial relationship between marketing communication channels and corporate service quality?
2. Do marketing communications tools have a good and moral influence on the level of service provided by the firm under investigation?

#### The importance of research:

The importance of the research can be determined by the following:

a. Diagnose and efficiently implement marketing communications tools in the field under consideration (Cork Corporation) with the aim of enhancing service quality.

NS. Diagnosing the marketing communications tools of the company's management in question.

NS. Diagnosing the extent to which the clients of the company in question enjoy the quality of the service provided to them.

Third: Research Objectives:

Among the important objectives of the research are the following:

1. Presenting a practical vision of the nature of the relationship and the impact of marketing communications on improving the quality of service in the company under study (Cork Company).
2. Assisting the research company (Cork Company) in implementing the practical framework for the current research variables in order to determine the in order to achieve good results related to the same orientation's development.
3. Enhancing the perceptions of the research sample company (Cork Company) towards the general content of the basic assumptions from which this research was launched, with the presentation of this relationship according to a clear hypothetical model aimed at field application to reach the results to test the hypotheses.

#### Research outline:

The logical and methodological treatment of the research problem according to its intellectual and theoretical framework and its field implications, requires the development of a hypothetical scheme that is described through the nature of the logical relationship between the variables under consideration (marketing communications, service quality), as well as a statement of the dimensions of the variables, and what is their impact on the company in question. (Cork Company), and also to express the results of the research questions raised in the research problem, and Figure (1) shows the hypothetical diagram that shows the research variables and the relationship and impact between its dimensions:

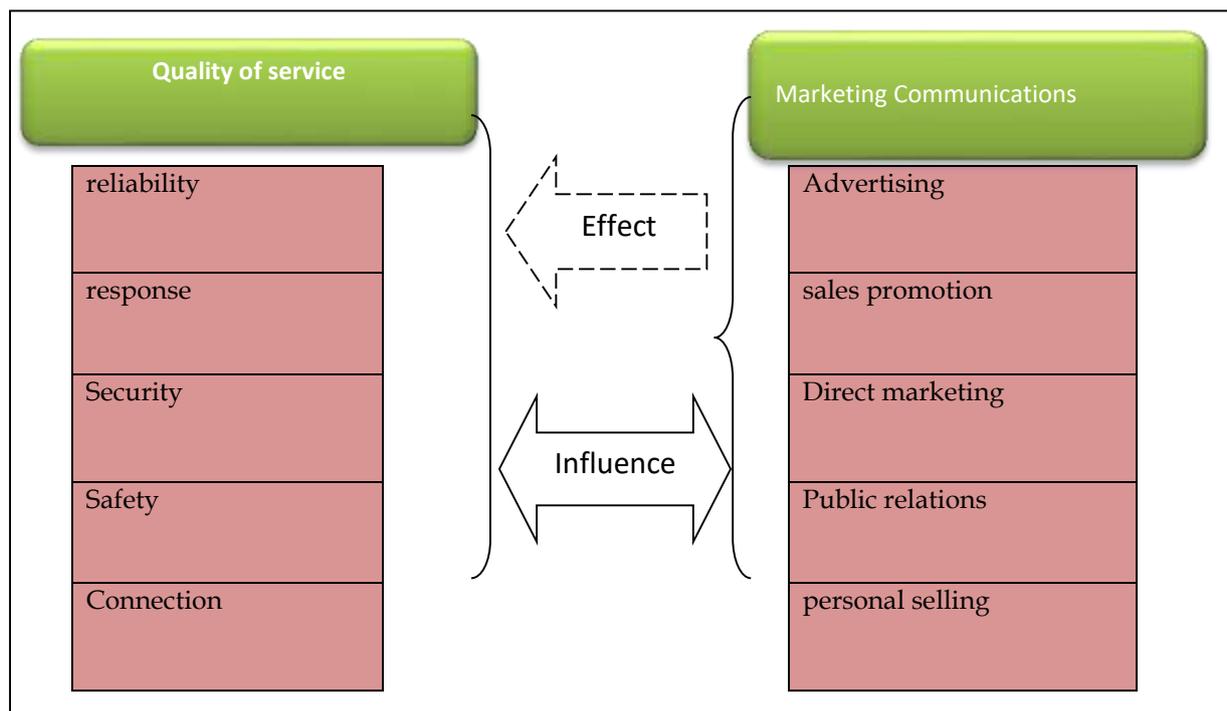


Figure (1) the scheme of the research.

Source: prepared by the researcher.

Fifth: Research hypotheses:

In light of the details of this research model, the main hypotheses of the research were identified, whose formulation was based on what corresponds to its research questions referred to. In order to answer and prove this statistical relationship as well as its branches, a number of the following hypotheses were identified:

- First Hypothesis: There is a significant correlation between marketing communications and the quality of service provided to the customer in terms of their dimensions at the overall level.
- Second Hypothesis: There is a significant effect of marketing communications in improving the quality of service provided to the customer, in terms of their dimensions at the overall level.

### Research Methodology:

In this research, the researcher relied on the descriptive analytical method, in order to test the research hypotheses, and to determine the correlation and impact of its variables by collecting and analyzing data related to the company under study.

Seventh: Sources of data and information collection:

The process of completing research and studies required the availability of a number of research requirements and tools, as follows:

- 1- Theoretical side: This research relied, in its descriptive aspect, on the use of foreign and Arab references for refereed scientific studies and research, in addition to theses and theses, as well as books and conferences obtained from libraries that included books, as well as digital libraries, information bases and the Internet.
- 2- The field aspect: represented by collecting data and information about the research sample (Corek Company) in Salah al-Din Governorate, which was adopted by the questionnaire as a main tool for collecting data for the study under research to carry out the analysis process.

### Research Tool Tests:

1. Apparent honesty measurement: where the apparent honesty was tested by displaying the questionnaire to a number of arbitrators, and their number was (10) arbitrators, and their opinions were positive regarding the validity of most of the paragraphs, in addition to making important observations in the need to amend and reformulate some of the paragraphs that By making the necessary corrections, I was able to assess the veracity of these paragraphs.
2. Questionnaire stability test: In accordance with the requirements for obtaining an (0.84), and at the level of the quality of service, which was (0.84). It was observed that the value of Cronbach's alpha coefficient is high and positive, thus it reached (0.87).

### Second topic: the theoretical framework of the research

#### First: Theoretical Background of Marketing Communications:

##### 1. Concept of Marketing Communications:

Between (Al-Janabi, 2013: 149) that marketing communications are one of the most important elements of the marketing mix, which is a process of communication between the marketer and the customer, through which the marketer aims to know the product and indicate its importance to the customer, and to persuade and influence it to make a response that the seller desires, and the customer's response may be hidden, such as Improving his attitudes towards a specific product or an apparent response, such as dealing with a particular store, or buying a specific product.

Marketing communications is a communication process between the sender and the receiver, so the marketing communications process depends on a full understanding of how to complete the communication process, and the communication process consists of: (Kadhim et al., 2017: 191)

- Sender: The party that sends the message, and it is called the source or caller, and it is the marketer.
- The future: the receiver of the message and they are the customers (the public).

Based on the foregoing, marketing communications can be defined as (a set of administrative processes based primarily on interactive dialogue with the target audience by organizing, evaluating and developing a series of messages directed towards different groups).

## 2. Elements of Marketing Communications:

The main elements and tools of marketing communications include advertising, public relations, direct marketing, sales promotion and personal selling. The elements of marketing communications can be stated as follows:

- A- Advertising: It is a process through which the prospective customer is introduced to the products, also works to familiarize the customer with his needs and desires, and thus leads to the dissemination or broadcasting of visual, read or audible advertising messages to people (the public) with the aim of urging them to buy a specific product (Mickeviciute & Siudikiene , 2019: 18). That is, to have the ability to draw attention and arouse interest to push the customer to buy.
- B- Sales promotion: The concept of sales promotion focuses on the efforts made by organizations in order to stimulate sales (Reindrawati et al., 2019: 409). Sales promotion includes providing souvenirs, providing free samples, displaying paintings and mock-ups of retail merchandise, and distributing flyers.
- C- Direct Marketing: Direct marketing is one of the methods of marketing communications through which direct contact with the customer is made, and direct marketing of the product without the need to use printed advertisements on magazines, newspapers and mass media (Milichovsky, 2013: 36 - 37). Direct marketing is one of the types of advertising campaigns, which focuses on the use of different communication channels such as (phone call, e-mail, request to visit the store, etc.).
- D- Public Relations: It is the means of communication between the organization and the buying public, in their various forms, and its role in showing the status and image of the organization (Ambler, 2008: 5). The public relations effort is directed to the community (clients, financial organizations, government agencies, users, and public communications).
- E- Personal selling: It means the process of analyzing the needs and desires of the expected customers, as well as helping them to determine how this product or service meets their desires (Todorova, 2015: 371). Personal selling here requires that the marketing men master the art of selling, as well as the methods of communicating with customers, and be patient to face the objections of customers.

Second: Theoretical background of service quality

### 1. The concept of service quality:

The interest in service quality is one of the old topics, but what is new in this topic lies through the use of modern scientific and statistical methods and methods in the application of service quality measurement models, whether with regard to the customer's point of view or in service providers. Some writers and researchers have successfully linked quality in the extent to which the product serves the purpose of the user with its broad concept of quality "fit for use", while others have added service to the concept of quality, usually the quality of a good or service, a total synthesis of the characteristics of engineering, marketing, manufacturing and maintenance of service and commodity during use ( Ramya et al., 2019: 38 - 39).

The researcher believes that quality is related to the perspective and expectations of the beneficiary (the customer) by comparing the actual performance of the service provided with the expected expectations of this service.

## 2. The importance of service quality

The quality of service is the measure of the degree to which the level of service rises to meet the expectations of customers, and also the quality that the customer perceives of the service represents the difference between the expectations of the beneficiary (the customer) for the dimensions of service quality, with the actual performance that reflects the availability of these dimensions in fact, and that providing the service with quality Which customers want on an ongoing basis, is a primary goal for the organization, and achieves many positive advantages such as increasing profits, continuity, growth in the market and competitiveness (Ramya et al., 2019: 39).

## 3. Dimensions of service quality

A group of writers and researchers have concluded that the dimensions on which customers build their perceptions, expectations and consequently their judgment of service quality extend to include the dimensions:

- A. Reliability: Reliability refers to the organization's ability to deliver the promised service in a clear, accurate and reliable manner. The customer looks forward to the organization providing him with accurate service, in terms of time, achievement and confidentiality, and to rely on the bank in this particular field (Alamgir & Shamsuddoha, 2003: 5). Reliability means the ability to perform the promised service accurately and with confidence.
- B. B - Response: This dimension includes four variables, to measure the organization's interest in informing its customers at the time of service, and the keenness of its employees to provide services and immediate products to them, with the constant desire of its employees to help them, with the employees not being preoccupied with the immediate response to their requests (Pakurar et al., 2019:6). Response indicates the willingness and willingness of employees to Systems in providing service and assisting beneficiaries (customers).
- C. Assurance (trust, assurance): the formation and gain of trust, and trust in general is an important and essential element for successful exchange relations, as it represents the willingness, desire and dependence of the other party in a specific commercial exchange, in which the customer places his full trust (Awan & Iqbal, 2011: 207). In light of this, organizations are keen to set up an internal system for quality assurance, to prepare a plan for improvement and development in light of the results of self-evaluation, and to evaluate their performance periodically.
- D. Safety: This service plays a major and effective role in attracting customers to request the service, because the availability of the security element is an essential point for the beneficiary (Al-Azzam, 2015: 47). Security means that the transactions between the customer and the organization are free from risk and uncertainty, such as how safe is the customer's use of the organization's product.
- E. Communication: It means exchanging information related to the service between service providers (the organization) and customers in an easy and simple way, as it requires providing customers with data and information in the language they understand, with clarifications as well as the necessary explanation about the nature and cost of that service, and what are the advantages of that service and possible alternatives to it (Agbor, 2011: 29).

### The third topic: the practical aspect of research

#### First: Description of the research sample:

The research sample included a group of employees and customers in the company, as (240) electronic questionnaire forms were distributed, and (226) forms valid for measurement were retrieved from them, so that these forms became approved in the analysis.

Second: Description and diagnosis of the research variables:

### 1. Description and diagnosis of marketing communications tools

Table (1) shows the summary of marketing communications tools, where the rate of general agreement for marketing communications tools was (78.9%), meaning that the individuals questioned about their opinions in Korek Company confirmed the company's use of marketing communications and the significance of its tools, while the interviewed individuals whose opinions were in the negative direction were A rate of (6.4%), where the percentage of respondents who did not have an opinion, or whose answer was neutral, was (14.7%), where the preliminary analysis of the answers of the respondents confirms their opinions, that Korek owns marketing communications tools, and the tools came All are with an arithmetic mean of (3.99),

Marketing Communications Tools	Totally agree, agree	neutral	Not Agree, Not Agree totally	Arithmetic mean	standard deviation	Variation coefficient
Advertising	81.1	11.5	7.4	4.00	0.89	0.22
sales promotion	80.7	14.2	5.1	4.01	0.88	0.21
Direct marketing	75.6	18.8	5.6	3.97	0.87	0.22
Public relations	77.8	15.2	7	3.99	0.87	0.21
personal selling	79.4	13.7	6.8	3.96	0.81	0.20
General Average	78.9	14.7	6.4	3.99	0.87	0.217

**Source: Prepared by the researcher based on the outputs of the statistical program**

### Describe and diagnose the dimensions of service quality

Table (2) summarizes the dimensions of service quality, with a rating of general agreement of (78.3%), indicating that the respondents whose opinions were in Korek Company affirmed that the company utilizes the dimensions of service quality and in principles of its dimensions. The percentage of those asked whose opinions were in the downtrend was (6.3 percent), and the percentage of those who developed their opinions was (6.3 percent), and those who had no opinion gave a neutral answer (15.4 percent). It has a 3.99 arithmetic mean, a 0.86 standard deviation, and a coefficient of determination of (0.215). The significance of defining the aspects of service quality, as indicated by their aspects, and diagnosing these in terms of degree of agreement:

- A- This variable contributes favorably to safety since it had an agreement rate of (82%) and was ranked first.
- B- The response was ranked second, with a consensus of (79 percent).
- C- The third-place guarantee came with an agreement of (78.5 percent).
- D- Communication came in fourth place, with the degree of agreement coming in third (76.8 percent).
- E- Finally, there was a consensus on dependability, with a score of E. (75.9 percent).

Table (2) Summary of Service Quality Dimensions

dimensions	Totally agree, agree	neutral	Not Agree, Not Agree totally	Arithmetic mean	standard deviation	Variation coefficient
Quality of service	75.9	18.8	5.3	4.02	0.89	0.22
reliability	79	14.8	6.2	4.00	0.87	0.21
response	78.5	15.1	6.4	3.94	0.88	0.22
Security	82	12.3	5.7	4.03	0.80	0.19
safety	76.8	16.3	6.9	3.98	0.88	0.22
Contact	78.3	15.4	6.3	3.99	0.86	0.215

Source: Constructed by the researcher and based on statistical program outputs.

The third step is to put the research hypotheses to the test.

1. Put the first hypothesis to the test: it says (there is a positive and significant correlation between marketing communications and service quality in terms of their dimensions at the macro level). The correlation test findings for this hypothesis are seen in Table

### (3).Table (3) Correlation Test Results for Cork Company

The explanatory variable	Marketing Communications Tools
responsive variable	*0.66

N=226

0.05 ≤ P\*

Table (3) shows that there is a significant and positive correlation between marketing communications tools and service quality, with the total index of the correlation coefficient reaching (0.66 \*), at the level of significance: (0.05), indicating the existence of a relationship between the two variables. The first primary hypothesis was accepted, at the firm level, based on the findings of the statistical analysis of the connection between the two variables of this study.

2. Testing the second hypothesis: which states (there is a significant effect of marketing communications in improving the quality of service, in terms of their dimensions at the overall level), as Table (4) shows the effect as follows:

Table (4) the combined effect of the marketing communications tools on the quality of service for the company under study

explanatory variable	Combined marketing communications tools			F
	$\beta_0$	$\beta_1$	R <sup>2</sup>	
Responsive variable				
The overall dimensions of service quality	0.683	0.698 (11.102)*	0.46	90.08

(\*) indicates the calculated T value

N=226 DF=1. 224 P ≤ 0.05\*

Table (4) of the regression analysis shows that there is a positive significant effect ( $\beta_1$ ). It is found that increasing the interest in marketing communications tools by one unit leads to a change of (0.698) in the quality of service, and a coefficient ( $\beta_0$ ), which means that Korek Company achieves the quality of service, regardless of the effectiveness of marketing communications tools, and from following up the calculated (t) test (\*11.102), and we find that it is a significant value and greater than its tabular value at the level of significance (0.05) and two degrees of freedom (1,224), and thus accepts the second main hypothesis, which states: There is a significant effect of the marketing communications tools together, on the quality of service combined. The company under this search

Fourth topic: conclusions and recommendations:

### Conclusions

This research showed its intellectual data on a set of conclusions as follows:

1. Marketing communications are an essential part of the organization's marketing efforts, focusing primarily on introducing the customer to the product and its quality.
2. The quality of service provided to the customer represents a strategic direction through which organizations in general seek to achieve customer satisfaction in preparation for gaining their loyalty.
3. Achieving the existence of a positive significant correlation between
4. The study showed that the order of the elements of marketing communications according to their importance from the point of view of the research sample members (advertising, sales promotion, personal selling, public relations, direct marketing).
5. Achieving a positive moral effect of the combined marketing communication tools on the overall service quality, which indicates that the increased interest of the company's management under consideration with the combined marketing communication tools will contribute to improving service quality

### Recommendations

Recommendations include the following points:

1. The need for the company's management to develop practical steps to take care of the basic elements of the marketing communications strategy and activate it, and to create the administrative and marketing environment to provide services of the appropriate quality, in addition to the inclusion of the company's employees in qualifying courses in the field of marketing communications, as well as in customer service to provide the distinguished service and the creation of specialized sections in banking marketing in the company under consideration.
2. The need to focus on modern and contemporary methods used in marketing services.
3. The need for the management in Korek to realize the importance of marketing communications in organizations and their direct impact on the quality of service provided to the customer, as the absence of that interest will lead to the loss of valuable opportunities for organizations to achieve their goals of growth, expansion, survival and excellence.
4. The need to create departments specialized in marketing and not to rely on private companies. These departments are entrusted with the tasks and activities of various marketing communications, and to ensure the achievement of positive interaction between the company and its surrounding environment.
5. The necessity of drawing the attention of the leaders of the company to the study and strengthening of the quality management of the services provided to the customer, constantly describing it as a work philosophy among the leaders in the management of the company and the necessity of focusing it directly on the customer.

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