

# The service marketing mix is a tool to achieve customer satisfaction - A survey on a sample of hotels

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## Abstract

The aim of this study is to investigate the effect of the marketing mix of services (the services, pricing, promotion, distribution, people, physical environment, service delivery process) on the satisfaction of the customer in a sample of Hotels in Iraq , A questionnaire on an intentional sample of the top and middle management in the Hotels Research topic, and it was fully responded with 100% response rate. The appropriate statistical methods (repetitions, arithmetic mean, simple regression, coefficient of influence, correlation coefficient) were used to analyze the obtained data. The research concluded that there is a relationship of impact and statistical significance between the marketing mix of service and customer satisfaction. The most prominent results were the existence of a statistical relation between the marketing mix of service and customer satisfaction according to the strongest effect (pricing, service, promotion). To take care of the tourism sector, which will stimulate the work of hotels and other facilities associated with customer service, and benefit from the experiences of developed countries in the field of attracting and retaining customers. As well as focus on the use of technology in the process of dealing with the customer in terms of booking and electronic payment, which enhances customer satisfaction and provide the effort and time. Which leads to a competitive advantage through which a larger market share can be obtained

Keywords: Service Marketing Mix, Customer Satisfaction, Hotels.

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## La combinación de marketing de servicios es una herramienta para lograr la satisfacción del cliente: una encuesta en una muestra de hoteles

### Resumen

El objetivo de este estudio es investigar el efecto de la combinación de servicios de marketing (servicios, precios, promoción, distribución, personas, entorno físico, proceso de prestación de servicios) sobre la satisfacción del cliente en una muestra de Hoteles en Iraq, A cuestionario sobre una muestra intencional de la gerencia superior y media en el tema de Investigación de Hoteles, y se respondió completamente con una tasa de respuesta del 100%. Se utilizaron los métodos estadísticos apropiados (repeticiones, media aritmética, regresión simple, coeficiente de influencia, coeficiente de correlación) para analizar los datos obtenidos. La investigación concluyó que existe una relación de impacto y significación estadística entre la combinación de marketing de servicio y la satisfacción del cliente. Los resultados más destacados fueron la existencia de una relación estadística entre la combinación de marketing de servicio y la satisfacción del cliente según el efecto más fuerte (precio, servicio, promoción). Cuidar el sector turístico, que estimulará el trabajo de los hoteles y otras instalaciones asociadas con el servicio al cliente, y se beneficiará de las experiencias de los países desarrollados en el campo de atraer y retener clientes. Además de centrarse en el uso de la tecnología en el proceso de trato con el cliente en términos de reservas y pagos electrónicos, lo que mejora la satisfacción del cliente y proporciona esfuerzo y tiempo. Lo que conduce a una ventaja competitiva a través de la cual se puede obtener una mayor cuota de mercado.

Palabras clave: Service Marketing Mix, Satisfacción del Cliente, Hoteles.

## Introduction

The marketing mix is a key factor in attracting the customer, and it is desirable, and this may be more prominent in the service sector as it deals with the customer directly in terms of tendencies, customs and traditions and even behavior, which necessitates the preparation of a marketing mix targeted by a segment of the community in order to attract and win those The segment and then get their loyalty, which brings profits and market share and increase the mental position of the organization to the customer. Hotels are a good example of marketing services in a way that applies to the needs and desires of the customer as it is concerned with the well-being of the customer and his comfort.

## Methodology

### Research problem

Service organizations such as hotels cannot market their services unless they are predictive of the market position imposed by the customer in terms of income, purchasing power, customs and traditions, behaviors, technology ... which are dynamic. Which requires keeping up and constantly changing the mix of marketing services in line with those changes, so most hotels face a major challenge is an obstacle to their success and can summarize the problem with the following questions:

- 1) What is the interest of the hotels concerned with the service marketing mix
- 2) Is the service marketing mix affecting customer satisfaction.
- 3) Is the service marketing mix related to customer satisfaction.
- 4) What is the magnitude of the impact and the relationship and what is its strength .
- 5) What are the most important and most important elements of customer satisfaction.

### Research importance

The importance of research can be indicated in the following

- 1) The importance of research lies in the focus on tourist hotels active .
- 2) Identify the tendencies and behavior of customers towards the hotels subject to research and services .
- 3) Providing marketing solutions that can contribute to customer satisfaction and achievement..
- 3) Diagnosis of the strengths and weaknesses of hotels in the province of Babylon through its work
- 4) Diagnosis of hotels distinguished and interested in customer satisfaction in the province of Babylon

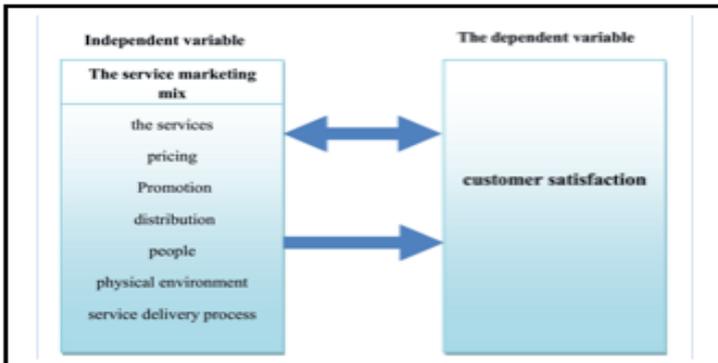
### Aims of Research

The research aims to achieve several objectives, including

- 1) Knowing the extent of hotels' interest in the service marketing mix.
- 2) Measuring the effect of marketing mix service on the satisfaction of the customer
- 3) Measuring the correlation of the marketing mix of services with customer satisfaction.

### Research diagram

A default search model was developed that illustrates the dimensions of the problem being investigated, which consists of two variables: the independent variable (the service marketing mix) consisting of: service, pricing, promotion, distribution, people, physical environment, service delivery process. And dependent variable (customer satisfaction) and the figure below shows.



**Fig 1**  
**Research hypothetical**  
**diagram**

## Hypotheses

Research hypotheses are formulated as follows

- H1 The first hypothesis: There is a positive and moral correlation between the marketing mix service in terms of dimensions and customer satisfaction.
- H2 The second hypothesis: There is a relationship of positive and moral effect between the marketing mix service in terms of dimensions and customer satisfaction.

## Definitions

Procedural definitions were formulated by researchers to suit the research requirements

**Service Marketing Mix:** It is the focus of the marketing process in the service sector which consists of seven elements (service, pricing, promotion, distribution, people, physical environment, service delivery process) which is supposed to match the needs and desires of the customers in order to achieve customer satisfaction in the first place and achieve The profits and stay in the competitive market ranked second

**Customer Satisfaction** is a very difficult goal for all profit-oriented marketing organizations that require continuous study of the changing needs and desires of customers. Customer satisfaction is the key to successful customer-oriented marketing

## Search limits

**Spatial boundaries:** This research was limited to some tourist hotels in Iraq.

**Time Limits:** The research was completed during the period from 1/11/2017 to 1/4/2018

**Human boundaries:** Hotel departments and employees

## Search Tool

The main research tool was the questionnaire used in data collection based on the Five-Likert Scale, with each answer taking relative importance. For the purposes of analysis, the statistical program SPSS was used

The questionnaire included three parts

Part 1: The demographic information section of the study sample through (5) paragraphs (gender, age, income level, scientific qualification, duration of dealing with the company)

Part 2: This part ensures the axis of measuring the service marketing mix

Part 3: This part ensures the axis of customer satisfaction measurement

. Data analysis tools

In order to answer the research questions and test hypotheses, the Statistical Package for Social Sciences (SPSS )

Duplicates and percentages: to describe the demographic variables of the individuals of the research sample, and to show the percentage of responses from a given variable of the total number of responses

Cronbach Alfa: to measure the stability of the search tool

- Mathematical averages and standard deviations: in order to answer the research questions and to know the relative importance of each of the dimensions of the research, and to show the degree of dispersion of the answers from the arithmetic mean

Simple Regression : It is used to find the relationship between the two variables of the variables of the study

Multiple regression: It is used to find the relationship between several variables

## LITERATURE REVIEW

### Marketing Concept

The concept of marketing as an activity has been linked to the needs and desires of consumers and the ability to satisfy them through reciprocal processes. In the scientific reality, the practices of marketing activity must be guided by a specific thought that governs the work of the organization and serves as a guide for all managerial capabilities within the organization (Al-Sahan, 2002: 3) .

Marketing is referred to as the planning and implementation process of pricing, promotion and distribution of ideas, goods and services to provide an exchange that meets the needs of individuals and achieves the objectives of the enterprise (Abu Elafa, 2002: 27)

Marketing by association and American is defined as the practice of activities that direct the flow of goods and services from product to consumer or user (Abdel Fattah, 2011: 19)

Marketing is divided into two parts: product marketing, marketing services. Our current research deals with the marketing of services that are directly related to the customer. Service has been defined by the American Society as "activities or benefits offered for sale or that are subject to a particular commodity" (Al- Tai, 2009: 25) The service is also defined as an activity, performance or utility provided by a party to another party, which is essentially intangible and produces no ownership, and that its production or supply may be related to a tangible physical product or not (Al-Damour, 2008: 20)

It is also meant as a specific profession with many activities that help individuals, groups and society to translate the rates and qualifications they have and support them to be delivered to the stage of social interaction well (Awad&Raed, 8: 2010)

### Service characteristics

#### 1- Intangible

The most important characteristic of service is that it is intangible in the sense that it has no material existence beyond that it produces or greens and is therefore consumed or used when needed (Alaq, 42: 2007) .

It is characterized by the impossibility of touching it, ie, it represents the fact of service because it does not see and can not be touched by the purchase of it, which is different from commodity products (Khalil, 2005: 45) .

Intangible also recognized that the beneficiary of the service would not be able to make decisions and judgments based on a significant assessment through the senses of sight, smell and taste before purchasing the service (Al-Tai, 2009: 40).

#### 2- Inability of dismissal

The production and consumption of physical goods are two separate activities. Therefore, the consumption of the service is indivisible from the means of production, and the product and consumer must interact in order to realize the benefit associated with the service and the inclusiveness of the health care services occurs (Palmer, 2009: 48).

This is called the non-separability of the service itself and the person providing it. The symbiotic characteristic may result in the contribution or participation of the client (the beneficiary) in the production of this fundamental characteristic (Alaq, 43: 2007) .

### 3- Diversity and pluralism

Diversity and pluralism And it is the pluralism and difference in services, that is, the participation of some people in the process of production and benefit from the service must be the service product is different and multiple, that status stands out as long as there is a place and time (Almusaeed, 2006: 32) .

### 4- Demand fluctuation

The demand for some services is characterized by fluctuation and instability. It fluctuates not only between seasons, but also fluctuates from day to day, but from hour to day in one day (Alaq, 44: 2007) .

Volatility of demand can be defined as fading and means enabling this truly difficult service and the service can not be stored for the purpose of selling or subsequent use of products (Almusaeed, 2006: 34) .

### Service Marketing

Diversity is what distinguishes the service sector from other sectors. Service organizations vary in size and there are international giants operating in such fields as aviation, banking, and telecommunications that provide this area (Alaq, 19: 2007) .

The marketing of services is also defined as "intangible activities for the benefit of the customer, in the sense that production or the provision of a particular service does not require the use of a certain commodity" (Al-Tai, 2009: 26) .

The stages of development and development of services

#### 1- Slow crawl phase (before 1980)

During this period, researchers examined and studied some aspects of marketing theory, where they found that many aspects of this theory are either inadequate or inadequate to address the problems faced by the service sector (Alaq, 2007: 23) .

The discussions focused on the need to separate marketing literature to address problems directly related to the service sector. There have been debates about the feasibility of creating a theory of marketing services that would be more appropriate and accurate in interpreting, diagnosing and identifying the specificities of the activities of service institutions(Al- Tai, 2009: 22).

2- The accelerated walking stage (1980-1986) .

This stage witnessed a significant increase in the literature directly related to the marketing of services, where efforts were made to implement the services more accurately and clearly than before. They highlighted the importance of efforts to assess quality of service (Alaq, 2007)

3- Fast jogging stage (1986 to present)

This stage witnessed the growing and growing importance of marketing literature that dealt with the problems of the service institutions in a precise and direct manner. Marketing researchers emphasized that the services sector needs a different approach and marketing strategies than those prevailing in the commodities sector. (Alaq, 2007: 36)

### Service Marketing Mix

It is a set of controllable variables that the organization in the region can take to reach targets in targeted and predetermined markets (Almusaed, 2006: 217)

As the service marketing mix is defined: It is the process that requires a change of mix elements in line with the variables and marketing needs. (ARI 7-Up-your- net)

The marketing mix is defined as a set of interrelated efforts that can be shaped by policies that lead to the achievement of the desired objectives (Al-Samarrai, 2010: 190)

### Reasons for inviting a marketing mix for services

The marketing mix has already been developed for industrial companies, as marketing operators in the service sector find that the traditional marketing mix inherited does not meet most of their needs.

The dimensions of the traditional marketing mix are so weak that they are not entirely suitable for marketing services (Alaq, 2007: 89-90)

There are also some reasons for the call for a marketing mix for services.

The marketing mix was originally developed for industrial companies .

Scientific evidence from research found that marketers in the service sector stated that the marketing mix may not adequately and comprehensively meet their needs .

There is growing growth that finds that the dimensions of the traditional marketing mix are inadequate and not fully suitable for the marketing of services (Cowoe, 1989) (Al-Damour , 2008: 75)

### 7Ps marketing mix elements

## Service or Products

Products are the means by which organizations seek to satisfy the needs of consumers and, as we have seen before, that the product in this sense is anything the organization provides to potential customers, materially or materially (Palmer, 1991: 91)

The service or product is defined as something that is produced by mechanical, human or physical effort and employers have to pay attention to their own products in order to make the right decision about whether their work is correct at the appropriate time (Mawdoo3-com)

The service or product is referred to as "to what institutions can offer or offer to their current or prospective customers of goods, services or ideas" (Al-Damour, 2008: 78)

### 2- Price

Depends on the constant search for the prices of the services and goods that he sells in order to make sure that they are appropriate with the current market may sometimes need to raise these prices or sometimes reduce them at other times (Brian, 2004: 5-17)

Price considerations include price levels, discounts, commissions, payment terms and credit. These considerations may play an important role in price (Al-Tai, 2009: 91)

### 3- Promotion

It is all the methods used to inform customers about the services or goods and means used to sell them. Various companies are keen to experiment with various ways of promoting their services and products (Brian, 2004: 5)

The promotion overcomes the problem of consumer ignorance by providing information about the project or the product, the service, the brand, the prices, the uses of the promotional product, and the consumer's reluctance to create the appropriate psychological atmosphere in which the consumer accepts the goods and services he provides.

### 4- Distribution

The location of the service and how to access it is an important factor in marketing the services. How to access service providers is not only about physical access, but also about personal communication and other communications (Al Tai, 2009: 92)

Distribution is also defined as the essence of the distribution process, how the services reach the prospective client in the right place and time, and how to ensure that they are understood and to ensure the exchange between the consumer and the industrial buyer (Al-Damour, 2008: 79)

## 5- People

They are people who interact with services and commodities, such as employees, employees, and other human components involved in marketing and offering a product or service, which includes a definition of the nature of the product or service provided to them (Smriti Chanel, 2017: 24)

As people or the public know that it is the human element in the traditional model of the marketing mix that is recorded under personal sales, two things must be taken into consideration: individuals who play an important role in operations and production and the one that is associated with the production of the service provided (Al-Damour, 2008: 80)

## 6- Physical evidence

There are few services in which the physical environment plays a part in the process of marketing exchange. Physical evidence is also defined as the environment in which the service is provided, where it contributes to the interaction between customers and the enterprise. The physical evidence also represents everything that represents the services (Smriti Chanel, 2017: 24)

## 7- Service delivery process

Gronusen referred to a service company that has no products but only interactive processes (Gronosin-2001). Production processes are usually of little importance to consumers of manufactured goods but are of crucial importance to consumers of high-connection services (Palmer, 2009-94)

The service delivery process is also defined as how service delivery is critical to service organizations and the service delivery process involves very important things such as the policies and procedures set by the service provider to the beneficiaries (Al-Tai, 2009: 94)

## Customer satisfaction

Governmental and non-governmental institutions seek to meet the needs and desires of customers through the provision of services. The essence of the organization's work is the customer, without which there will not be an organization at all. This is what drives it to make most of its operations and programs towards it (Talib& Al Janabi, 2009: 74)

Satisfaction can be defined as the consumer reaction and evaluation that follows the process of purchasing the goods or services (Abu Jalil, 131: 2013)

It was also defined as the level of the individual's sense of output when compared with perceived performance and expectations or the customer's perception of the level of satisfaction of his demands (Al-Sahan, 2002: 71)

Customer satisfaction is defined as the customer's satisfaction with the pleasure or discomfort that results from comparing the performance of the product with customer expectations (Abdel Rahim, 2011: 91)

Customer satisfaction is also defined as a term used frequently in the field of marketing and is a measure of the range of products and services provided by the company or exceeds the expectations of customers (WWW.Manufacturing lems.com)

The importance of customer satisfaction

The importance of customer satisfaction is as follows

If the customer is satisfied with the performance of the institution, it speaks to others, which generates new customers

The satisfaction of the customer for the service provided to him by the institution, his decision to return to it will be fast

Customer satisfaction with the service provided by the institution will reduce the likelihood of the customer going to other competing institutions

The institution that cares about the customer will have the ability to protect itself from competitors, especially with regard to price competition

The institution that seeks to measure customer satisfaction can determine its market share

Provide the basics in force and cancel those that affect his satisfaction

Drawing the program and work plans of the institution through the needs and requirements of the customer

Develop product quality and achieve competitive advantage of the enterprise in the market (Al-Tai, 2009: 223-224)

Satisfaction dimensions

Understanding customer needs: Marketers must be in constant contact with customers, whether existing or potential, so that they can know the mechanism that determines the behavior of these customers if the customer's understanding of the needs and desires of the most important to the organization

Feedback to customers: This step is the ways and methods used by marketers to track the views of customers about the organization to see how they meet their expectations

Continuous measurement: - The last step to achieve satisfaction is that the organization set up a special program to measure customer satisfaction over time instead of knowing the performance of the organization at a given time (Hawa, 2013: 26)

Customer satisfaction components

performance requirements: which are one - way, the level of customer satisfaction is directly proportional to the degree of meeting these requirements, the higher the degree of satisfaction, the higher the level of satisfaction and vice versa and these requirements are requested by the customer frankly

**Prerequisite:** These requirements are expected to be in service and therefore need not be changed if these requirements are not met, the customer will not be satisfied and their presence will not increase customer satisfaction

**Gravity Requirements:** These requirements have the highest degree of impact on customer satisfaction and according to the nature of these requirements, they are not expressed by the customer as well as unexpected (Gouda, 2004: 85)

#### Customer satisfaction determinants

**Expectations:** The expectations or ideas of the customer regarding the probability that the performance of the service will be linked to certain characteristics and advantages expected to be received by the provider

**Actual performance:** The level of performance the customer understands when obtaining the service in addition to the actual characteristics of the service

**Conformity and non-conformity:** The matching process is achieved by comparing the actual performance of the product with the expected performance or dissatisfaction. It can be defined as the degree of deviation in service performance from the level of expectation that emerges prior to obtaining it (Habib, 2005: 52)

The main steps to customer satisfaction or stages of finding

**Understanding customer needs:** Marketers must be in constant contact with customers, whether existing or prospective, so that they can know the factors that determine the purchasing behavior of these customers. Understanding the customer and understanding his needs and desires is the most important thing for the organization

**Increased customer nutrition:** This step is the methods used by marketers to achieve the performance of customers in the organization to determine the extent to which they meet their expectations and the organization can do so through the response.

**Continuous measurement:** The final step to achieving satisfaction is the organization's creation of a customer satisfaction measurement program such as CSm - which provides a customer-tracking procedure all the time rather than how well the organization is performing at a given time. (Abdel Rahim, 2011: 92)

#### Applied part

##### Research community

The research community consists of all employees working in tourist hotels. As a field for applying the research in obtaining the required data through the questionnaire form

##### The research sample

The sample of the research is a suitable objective sample from the upper and middle administrations operating in the following hotels

Sequence	The hotel name	Year Founded	Capacity	Location of the hotel
1	Memories	2007	21 suites	Center of Hilla / Nader
2	Babel's Lion	2009	52 rooms	Center of Hilla / Nader
3	Life	2011	44 people	Hilla Center / Street 40

Because of the research topic is largely related to the strategy followed in those hotels. The number of questionnaires distributed to the sample was (40), and they were fully retrieved, ie 100% response rate. below are the results obtained

Describe and diagnose search variables

This section is concerned with discussing the answers of the sample of the research on the variables investigated and diagnosing them by using some statistical methods (weighted mean, standard deviation, and intensity of the answer) as follows

Description and diagnosis of the variable (independent) service marketing mix: x

This section includes a description of the dimensions of the independent search variable (the service marketing mix) where the frequencies of all the paragraphs of the resolution and percentages were identified. This is in addition to the extraction of the weighted mean and the standard deviation of all paragraphs of the variable. On the other hand, the use of the mean arithmetic mean (3) according to the five-dimensional Likert scale as a criterion for measuring the degree of response of the sample within the verbal estimate of the weights of the questionnaire. Note that the mean mean of (3) is the result of the collection of proportions of the five-point scale (15) divided by the number of ranks (5)

The mean mean = the total weight of the ratios / the number of ranks (1 + 2 + 3 + 4 + 5) / 5 = 3

The severity of the answer = the weighted arithmetic mean / 5 \* 100

Table (1) The frequency distribution, the mean, the standard deviation and the percentage weight of the respondents' responses to the variable of the service marketing mix

Level of importance	standard deviation	Weighted mean	Frequency					Paragraphs	The dimension
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
84%	1.107	4.2	2	2	4	12	20	C1	the service
78%	1.071	3.9	2	3	3	19	13	C2	
84%	0.954	4.2	1	2	3	16	18	C3	
82%	1.044	4.1	5	7	10	47	51	X1	
80%	1.316	4.0	4	5	6	12	13	C4	Pricing
84%	1.072	4.2	2	2	5	16	15	C5	
88%	0.724	4.4	0	1	4	20	15	C6	
84%	1.037	4.2	6	8	15	48	43	X2	
78%	0.691	3.9	0	0	5	16	19	C7	Promotion
78%	1.019	3.9	2	2	5	20	11	C8	
78%	0.935	3.9	1	2	6	19	12	C9	
78%	0.882	3.9	3	4	16	55	42	X3	
60%	1.009	3.0	2	2	4	21	11	C10	distribution
78%	1.988	3.8	14	4	1	10	11	C11	
82%	1.046	4.1	2	2	8	17	11	C12	
72%	1.348	3.6	18	8	13	48	33	X4	
86%	0.943	4.3	0	5	1	19	15	C13	People
78%	0.741	3.8	0	1	4	18	17	C14	
88%	1.004	4.4	1	3	10	15	11	C15	
82%	0.896	4.1	1	9	15	52	43	X5	
82%	0.654	4.1	0	0	4	18	18	C16	
78%	1.009	3.8	1	3	4	16	16	C17	
84%	0.968	4.2	0	5	10	15	16	C18	
80%	0.874	4.0	1	8	18	49	44	X6	
74%	0.724	3.7	0	1	4	20	15	C19	

72%	1.162	3.6	4	0	10	15	11	C20
62%	1.6 03	3.1	12	4	3	11	10	C21
70%	1.163	3.5	16	5	17	46	36	X7
78%	1.035	3.9	50	49	104	345	292	$\bar{x}$

□

$n=40$  Spss.v22. Source: Preparation of researchers according to the results of the computer using the program

The opinion of the sample gives the marketing mix of service a considerable interest, which reflected positively on the answers of the sample of the research, where the weighted arithmetic mean for all paragraphs of the variable mentioned above the mean

The results indicated above indicate that the organization of the research sample (hotels) is concerned with the service marketing mix, which has been positively reflected to the satisfaction of the customer

**Description and diagnosis of dependent variable (customer satisfaction): Y**

Table (2)

Frequency distribution, arithmetic mean, standard deviation, and percentage weight of respondents' responses to the customer satisfaction variable

Level of importance	standard deviation	Weighted mean	Agency					Paragraphs	The dimension
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
	1.077							C1	Customer satisfaction
	0.921							C2	
	1.048							C3	
	0.963							C4	
	0.759							C5	
	0.721							C6	
	0.998							C7	
	0.789								

Spss.v22. Source: Preparation of researchers according to the results of the computer using the program

The opinion of the sample gives the customer satisfaction variable a good interest which positively reflected on the answers of the sample, Where the weighted arithmetic mean for all paragraphs of this variable was higher than (3)

The results shown in Table (2) for customer satisfaction can be observed as follows

1) The weighted mean of C1 (4.1), higher than the mean, was a standard deviation (1.077) and a strong response (82%). This means that customers are satisfied with the service provided by the hotel management research topic

2) The weighted mean of paragraph (C2) 4.0 was higher than the mean, with a standard deviation of (0.921). The response to this paragraph was 80%. This means that the price of the services provided is commensurate with the purchasing power of the customer

3) The weighted mean of C3 (4.1) was higher than the mean, with a standard deviation (1.048), and the response rate of the sample was (82%) which means that the promotional means used affect the customer positively

4) The weighted mean of C4 (4.2) was higher than the mean, with standard deviation (0.963). The response to this paragraph was 84%. This means that customers feel comfortable with easy and convenient booking

5) The weighted mean of C5 (4.2) was higher than the mean, with a standard deviation (0.759). The response rate of the sample was 84%. This means that the reactions of the customers are positive with the hotel staff research topic

6) The weighted mean of C6 (4.3) was higher than the mean, with a standard deviation of (0.721). The severity of the response was 86%. This means that customers express satisfaction with the internal atmosphere of the hotels research topic

7) The weighted mean of C7 (4.3) was higher than the mean, with a standard deviation (0.998), and the response rate of the sample was 86%. This means that customers are satisfied with the quick response of the customer

Analyze and test correlation between search variables

This paragraph aims to achieve the following objectives

Test the correlation between the search variables using the simple correlation coefficient and then test the significance of the correlation coefficients Using the test (z), Where the value of (z) calculated is greater or equal to the value of (z) tabular, and if the value of (z) calculated is smaller than the value (z) table, the relationship is not significant at the level of moral (1%), From verifying the extent to which the first major hypothesis and their respective hypotheses are acceptable

Test the first main hypothesis

(There is no significant correlation between Service Marketing Mix and customer satisfaction)

For the purpose of proving the validity of the hypothesis, it is necessary to prove the validity of the subsidiary hypotheses emanating from it as follows :

A. The first sub-hypothesis: (There is no correlation between the marketing mix and customer satisfaction)

Table (3) indicates that there is a positive correlation between service (X1) and customer satisfaction (y) with a simple coefficient of correlation (0.990). This value indicates the positive relationship between the service and the customer satisfaction in the research sample, The value of (z) calculated (6.183) is greater than the (z) tabular value (1.96) at the level (1%)

MARKETING MIX DIMENSIONS								X MARKETING MIX	FOR THE INDEPENDENT VARIABLE	
VALUE OF Z TABULATED	SERVICE DELIVERY PROCESSES X7	PHYSICAL ENVIRONMENT X6	PEOPLE X5	DISTRIBUTION X4	PROMOTION X3	PRICING X2	SERVICE X1		THE SUB-VARIABLE DEPENDENT	
1.96	0.960	0.984	0.985	0.929	0.985	0.998	0.990	0.996	R	CUSTOMER SATISFACTION Y
DEGREE OF CONFIDENCE	5.995	6.146	6.152	4.645	6.151	6.233	6.183	6.220	VALUE OF (Z) CALCULATED	
0.99	THERE IS A POSITIVE AND SIGNIFICANT CORRELATION RELATIONSHIP AT LEVEL 1%							RELATIONSHIP TYPE		

Results of correlation between (marketing mix and customer satisfaction) with calculated (z) values (N = 40)

Table 3 also shows a positive correlation between the dimensions of the service mix and customer satisfaction

1) The first sub-hypothesis: (There is no correlation between the service and customer satisfaction). The results indicated that the correlation coefficient value (0.990) and at the level of (1%) and the positive correlation relationship is supported. The calculated z value is (6.183) (Z) is greater than the (z) value of (1.96) and It is significant Morality at the mentioned level, and from the above it becomes clear that after service is positively related to customer satisfaction. This leads to rejection of the first sub-hypothesis and acceptance of the alternative hypothesis

2) The second sub-hypothesis: (There is no correlation between pricing and customer satisfaction). The results indicated a positive correlation between pricing (X2) and customer satisfaction (Y). The simple correlation coefficient (0.998) was confirmed by the calculated z value of (6.233) which is greater than the (z) tabular value with a significant significance at (1%). This leads to rejection of the second hypothesis and acceptance of the alternative hypothesis.

3) Third Hypothesis: (There is no correlation between promotion and customer satisfaction) There is a positive correlation between promotion (X3) and customer satisfaction (Y). The simple correlation coefficient (0.985) was confirmed by the calculated value of z (6.151), which is greater than the z value of the (z) tabular value with significant significance at (1%). This leads to rejection of the third hypothesis and acceptance of the alternative hypothesis.

4) The fourth sub-hypothesis: (There is no correlation between distribution and customer satisfaction) The results of Table (3) show a positive correlation between distribution (X4) and customer satisfaction (Y). The simple correlation coefficient (0.929) is confirmed by the calculated value of z (4.645), which is greater than the (z) tabular value with a significant significance at (1%). It is clear that there is a positive correlation between distribution and customer satisfaction, which leads to rejection of the fourth hypothesis and acceptance of the alternative hypothesis .

5) Sub-hypothesis 5: (There is no relationship between people and customer satisfaction) It is clear from the results of Table (3) that there is a positive correlation between people (X5) and customer satisfaction (Y). The simple correlation coefficient (0.985) was confirmed by the calculated value of z (6.152), which is greater than the z value of the zodiacal table with significant significance at (1%). This leads to rejection of the fifth hypothesis and acceptance of the alternative hypothesis .

6) Sub-hypothesis 6: (There is no correlation between physical environment and customer satisfaction) The results of Table (3) show a positive correlation between the physical environment (X5) and customer satisfaction (Y). The simple correlation coefficient (0.984) was confirmed by the calculated value of z (6.146), which is greater than the (z) tabular value with a significant significance at (1%). This leads to rejection of the sixth hypothesis and acceptance of the alternative hypothesis .

7) Sub-hypothesis 7: (There is no correlation between service delivery and customer satisfaction) The results of Table (3) show a positive correlation between service delivery (X7) and customer satisfaction (Y). The simple correlation coefficient (0.960) is confirmed by the calculated z value of (5.995), which is greater than the (z) tabular value with a significant significance at (1%). This leads to rejection of the seventh hypothesis and acceptance of the alternative hypothesis.

Analyze and test trends of influence between search variables

The objective of this paragraph is to test the effect of the independent variable (the service marketing mix) in the dependent variable (customer satisfaction), based on the simple regression. There is a significant effect if the calculated F is greater than the table value F. There is no such effect if the calculated value of F is smaller than the value of (F) in the table at a significant level (1%), and the R<sup>2</sup> is used to explain the effect of independent variables on changes in the adopted variable.

Based on the above, the goal of the study will be achieved to test the second main hypothesis, as follows

1- (There is no significant significant correlation between service marketing mix and customer satisfaction)

There is no significant relationship between service and customer satisfaction

In order to prove the above hypothesis, the F test was used to analyze the significance of the simple linear regression model as shown in Table (4) which was constructed according to the following formula

$$* X1 b+ a= y$$

Y represents the dependent variable (customer satisfaction)

X1 represents the independent sub-variable (marketing mix)

Estimating the parameters of the simple linear regression model to measure the marketing mix and customer satisfaction with its indicators n = 40

INTERPRETATION FACTOR R2	VALUE OF (T)		VALUE OF (F)		CUSTOMER SATISFACTION Y	CONSTANT	THE SUB-VARIABLE Y
	TABULATED (1%)	CALCULATED	TABULATED (1%)	CALCULATED	B	A	INDEPENDENT X
0.981	2.423	12.364	2.269	152.871	2.472	0.200	SERVICE X1
0.996		26.440		699.065	2.859	0.108	PRICING X2
0.971		10.036		100.719	2.411	0.240	PROMOTION X3
0.863		4.348		18.907	3.252	0.748	DISTRIBUTION X4
0.970		9.807		96.182	2.534	0.258	PEOPLE X5
0.969		9.662		93.346	2.624	0.272	PHYSICAL ENVIRONMENT X6
0.922		5.970		35.647	3.313	0.555	SERVICE DELIVERY PROCESS X7
0.993		19.927		397.087	0.406	0.020	x

The results in Table (4) show the following

The results in Table (4) show the following

The value of F calculated for the simple linear regression model (X1) was 152.871, which is greater than the (F) tabular value of (2.269) at a significant level (1%). This indicates the regression coefficient ( $b=2.472$ ) At the above mentioned level Changing the amount of one unit of service affects customer satisfaction by (2.472), which means that the significance of the simple linear regression model is proven.

Accordingly, Service (X1) has a significant effect on customer satisfaction (y). The value of the interpretation factor (R2) was 0.981. This means that post-service (X1) accounts for (98.1%) of changes in customer satisfaction (y). The remaining ( 2.8% ) is due to the contribution of other variables not included in the current study plan .

From above , Rejects the first sub-hypothesis that (there is no relationship of significant significance to service in customer satisfaction) arising from the second main hypothesis . The alternative hypothesis is accepted (there is a significant significant correlation between the service and customer satisfaction)

2) There is no significant effect of the pricing dimension on customer satisfaction

The results in Table (4) show the following

The value of (F) calculated for the simple linear regression model of the pricing dimension (X2) was 699.065, which is greater than the (F) tabular value of (2.269) at a significant level (1%). This indicates the regression coefficient ( $b=2.859$ ) At the above mentioned level, changing the amount of one unit of the service affects the satisfaction of the customer by (2.859). This means that the significance of the simple linear regression model is proven

Pricing (X2) therefore has a significant effect on customer satisfaction (y) The value of the interpretation factor (R2) is 0.996. This means that pricing (X2) interprets 99.6% of changes in customer satisfaction. The remaining 0.4% is due to the contribution of other variables not included in the current research plan

So , Rejects the second sub-hypothesis that (no relationship has significant effect on the pricing dimension in customer satisfaction )

Which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant effect relationship to the pricing dimension in customer satisfaction)

3. (There is no significant effect of the promotion dimension in customer satisfaction)

The results in Table (4) show the following The value of (F) calculated for the simple linear regression model (X3) reached (100.719), which is greater than (F) tabular value of (2.269) at a significant level (1%). This indicates the regression coefficient ( $b=2.534$ ) ) at a significant level (1%), changing the amount of one unit after the promotion affects the customer satisfaction by (2.411).

This means that the significance of the simple linear regression model is proven. Consequently, communication (X3) has a significant effect on customer satisfaction (y).

The value of the interpretation factor (R<sup>2</sup>) was 0.971. This means that promotion (X3) accounts for (97.1%) of changes in customer satisfaction (y). The remaining 3.8% is due to the contribution of other variables not included in the current study plan.

So, Rejects the third sub-hypothesis that (no relationship has significant effect on the promotion dimension in customer satisfaction). Which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant relationship of significance to the promotion dimension in customer satisfaction).

4. (There is no relationship significant effect of the distribution dimension in customer satisfaction)

The results in Table (4) show the following

The calculated value of the simple linear regression model for the distribution dimension (X4) was 18.907, which is greater than (F) tabular value of (2,201) at a significant level (1%). This indicates that the regression coefficient ( $b=3.252$ ) (1%), This means that changing the amount of one unit of distributive influence affects satisfaction of the customer by (3.252). This means that the significance of the simple linear regression model is proven.

Accordingly, the distribution (X4) has a significant effect on customer satisfaction (y).

The value of the interpretation factor (R<sup>2</sup>) is 0.863. This means that the distribution (X4) interprets 86.3% of the changes in the satisfaction of the customer (y). The remaining 3.7% is due to the contribution of other variables not included in the current study plan.

Accordingly, reject the fourth sub-hypothesis that (no relationship has significant effect on the distribution dimension of customer satisfaction). Which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant relationship of significance to the distribution dimension in customer satisfaction).

5. (No relationship has significant effect on the number of people in customer satisfaction)

The results in Table (4) show the following:

The value of F (calculated) for the simple linear regression model of the population dimension (X5) was 96.182, which is greater than (F) tabular value of (2,201) at a significant level (1%). This indicates the regression coefficient ( $b=2.534$ ) at a significant level (1%), This means that changing the amount of one unit of the people dimension affects the customer satisfaction by (3.909), which means that the significance of the simple linear regression model is proven.

Consequently, the dimension of people (X5) has a significant effect on customer satisfaction (y).

4. (There is no relationship significant effect of the distribution dimension in customer satisfaction)

The results in Table (4) show the following

The calculated value of the simple linear regression model for the distribution dimension (X4) was 18.907, which is greater than (F) tabular value of (2,201) at a significant level (1%). This indicates that the regression coefficient ( $b=3.252$ ) (1%), This means that changing the amount of one unit of distributive influence affects satisfaction of the customer by (3.252). This means that the significance of the simple linear regression model is proven

Accordingly, the distribution (X4) has a significant effect on customer satisfaction (y)

The value of the interpretation factor (R<sup>2</sup>) is 0.863. This means that the distribution (X4) interprets 86.3% of the changes in the satisfaction of the customer (y). The remaining 3.7% is due to the contribution of other variables not included in the current study plan .

Accordingly , reject the fourth sub-hypothesis that (no relationship has significant effect on the distribution dimension of customer satisfaction). Which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant relationship of significance to the distribution dimension in customer satisfaction)

5. (No relationship has significant effect on the number of people in customer satisfaction)

The results in Table (4) show the following:

The value of F (calculated) for the simple linear regression model of the population dimension (X5) was 96.182, which is greater than (F) tabular value of (2,201) at a significant level (1%). This indicates the regression coefficient ( $b=2.534$ ) at a significant level (1%), This means that changing the amount of one unit of the people dimension affects the customer satisfaction by (3.909), which means that the significance of the simple linear regression model is proven

Consequently, the dimension of people (X5) has a significant effect on customer satisfaction (y)

The results in Table (4) show the following

The value of (F) calculated for the simple linear regression model (X7) was 35.647, which is greater than (F) tabular value of (1.201) at a significant level (1%). This indicates the stability of the regression coefficient ( $b=3.313$ ) at the above mentioned level. The change in the amount of one unit after the service delivery process affects the customer satisfaction by (3.313). This means that the significance of the simple linear regression model

Consequently, the service delivery process (X7) has a significant effect on customer satisfaction (y)

The value of the interpretation factor ( $R^2$ ) is (0.922), which means that the service delivery process (X7) accounts for (92.2%) of changes in customer satisfaction (y). The remainder (7.8%) is due to the contribution of other variables not included in the current study plan

The seventh sub-hypothesis that "no relationship has significant significance to the dimension of service delivery and customer satisfaction" is rejected. Which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant effect relationship to the dimension of service delivery and customer satisfaction)

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the findings, several conclusions were reached

There is great interest by the research sample in the marketing marketing mix and how to deal with it for the purpose of winning customer satisfaction

The results revealed that there was some weakness in the promotion of services provided within the available methods (technological and non-technological), even if they were acceptable.

There is no activity for the hotels subject to research outside the province of Babylon, giving the idea that there is limited in the market activity.

The location of the hotels in question is not suitable for a part of the customers and the other part is suitable according to the results.

The use of hotels to sample the research technology in the promotion of services is limited and not efficient.

There is a weakness in the process of providing transportation service for the hotels in question.

Based on the above we note that the province suffers from weakness in the tourist side, which is the main supplier of the work of hotels and other facilities.

### Recommendations

Based on the results reached, we find some recommendations that contribute to strengthening the strengths and addressing the weaknesses faced by the hotels in question:

Support and increase focus on pricing after being the most influential dimension to customer satisfaction among other dimensions because it has a direct impact on customer behavior.

The need to use honesty and transparency in the process of promoting services to customers because the process of marketing services is a synergistic requiring the presence of the customer directly.

To urge the hotel management to discuss the progress in the adoption of technology in the matter of electronic booking and electronic payment for the purpose of attracting the customer and enhancing his satisfaction.

the need to expand the work of the hotels subject to research to reach outside the province and not limited to the inside only for the purpose of gaining a high market share

Benefit from the experiences of developed countries in the development of high-level technical programs for the mechanism of attracting customers and how to retain them

The research recommends an important aspect which ensures the success of the work of the hotels in question. It is the tourist side suffering from deterioration and neglect. Babil province lacks tourists from inside and outside the country, knowing that it has well known and attractive tourist facilities. Therefore, it requires the competent authorities first to take care of the tourist side, which is active from the economy and is active from the work of hotels and all facilities related to customer service

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