



THE EFFECT OF PRODUCT QUALITY ON SUPPORTING MARKETING CITIZENSHIP

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Article history:	Abstract:
<p>Received: 10th March 2024 Accepted: 6th April 2024</p>	<p>This research aims to address the impact of product quality in enhancing marketing citizenship. In order to achieve this, the dimensions of the impact of product quality were adopted (performance, features, reliability, conformity, durability, serviceability, aesthetics, perceived quality). Marketing citizenship was expressed in the dimensions (economic dimension, The legal dimension, the moral dimension, the human dimension) and for the purpose of achieving the research objectives, a hypothetical plan was developed that determines the nature of the relationship between the two variables (independent and dependent), and in order to reveal this relationship, a</p> <p>The first main hypothesis: There is a highly statistically significant correlation between product quality and marketing citizenship.</p> <p>The second main hypothesis: There is a significant effect of product quality and marketing citizenship.</p> <p>Several sub-hypotheses emerged from these hypotheses. The research was conducted in the health sector, and the necessary information for the field side was obtained through a questionnaire prepared for this purpose and distributed at the Lebanese University Hospital. A sample of approximately 132 individuals employed by the hospital under investigation was taken, and the research reached a set of conclusions. It concluded with a set of recommendations.</p>

Keywords:

1. INTRODUCTION

Organizations seek excellence in their performance to achieve their goals with the highest possible efficiency and effectiveness, and organizations do not differ in this, whether they are private or governmental, or work in the production and provision of services or goods, or operate in industrial, economic, or social fields or sectors, or are for-profit or non-profit. For profit, or other dimensions, quality is one of the competitive dimensions for business organizations, which has become a strategic requirement for them due to transformations in the business world, including the emergence of the phenomenon of globalization and intense international competition, in addition to the tremendous development in information technology, which has led to interest in quality and competition on the basis of Providing products with high quality in order to obtain a competitive advantage, and it is also a vital component of any successful project in highly competitive business environments. Marketing citizenship is also considered a social and ethical responsibility and the most important choice for organizations to build an image in the society in which they operate. This requires efforts for a culture of practicing social responsibility, and this can be achieved through the application of marketing citizenship.

The research was divided into a number of chapters. The first chapter dealt with the research methodology and previous study, the second chapter dealt with the theoretical aspect, while the third chapter dealt with the practical aspect, while the fourth chapter was devoted to the most important conclusions and recommendations.

RESEARCH METHODOLOGY

FIRST: THE RESEARCH PROBLEM

The product quality faces some problems. There may be challenges in achieving a high level of quality, such as ensuring the use of high-quality materials and precise manufacturing processes. Companies can also have difficulty meeting customer expectations and ensuring that the product effectively meets their needs. It is important for organizations to address any product quality issues quickly and effectively to maintain their reputation and customer satisfaction. On the other hand, if organizations provide low-quality services, this may damage their reputation and lead to a decline in sales.

The main question that we seek to study in the following research topic: How can product quality affect the improvement of health among visitors and encourage them to participate positively in society.

The above main question emerges into a group of the following sub-questions:

Do the clients of the Lebanese University Hospital have marketing citizenship?

Does product quality affect the promotion of marketing citizenship?

SECOND: THE IMPORTANCE OF RESEARCH

The importance of the research stems from the importance of the hospital's visitors, which makes the references the means for the hospital's survival and continuity and enhancing the marketing capabilities of the hospital under study, as the interest in the clients' citizenship behavior reflects their desire for development. Hence the importance of the study is represented in the following:

1. Learn about the health sector's interest in marketing citizenship
2. Determine the level of statistical differences among members of the study sample regarding the practice of marketing citizenship in the hospital
3. Evaluating the impact of product quality in enhancing marketing citizenship.

Third: Objectives of the study

It is clear from the problem of the study and its importance that it starts from one important perspective, which is evident in the following question: What are the requirements that the customer desires for the hospital services under investigation and generate a feeling of satisfaction in him? Hence, the main goal of the study is embodied in building a measure of marketing citizenship around service quality, which includes:

1. Understanding the relationship between product quality and marketing citizenship.
2. Study the direct effect of customer satisfaction on their positive participation in marketing citizenship.
3. Explore other factors that influence product quality, marketing citizenship and their positive involvement in society.
4. Study the role of product quality in enhancing marketing citizenship.
5. Exploring possible variations in the impact of product quality on marketing citizenship in the hospital studied.

Fourth: Research hypotheses

Hypotheses were formulated as follows:

- 1- The first main hypothesis: There is an inverse correlation with high statistical significance between product quality and marketing citizenship in the hospital investigated.
- 2- The second main hypothesis: There is a highly statistically significant effect of product quality in enhancing marketing citizenship in the investigated hospital.

Fifth: Limits of research

The subject of the research limits is studied within the following limits:

- 1- Spatial boundaries: The spatial boundaries of this research are limited to the Lebanese University Hospital in Misan Governorate.
- 2- Human borders: represented by individuals employed by the Lebanese University Hospital in Misan Governorate.

Sixth: Society and research sample

The population represents the elements of the problem to be studied, while the sample represents part of the overall research population and carries the characteristics and qualities that characterize most members of the society. The sample is representative of the society when research is conducted on it, and its results are circulated to the rest of the community members.

The Lebanese University Hospital was chosen as a research community because of its importance among hospitals in the private sector, and the hospital's employees were selected.

Seventh: Methods of data collection

To fulfill the requirements of the theoretical side, we relied on a group of sources, namely Arabic books, published Arab and foreign magazines, and university theses and dissertations.

As for the scientific aspect, the statistical package SPSS program was used, through which the frequencies, arithmetic means, and standard deviations of the answers were extracted as far as they relate to each of the statements that appeared in the questionnaire, and through the use of a group of statistical methods that serve the research.

Product quality

First - The concept of product quality

Product quality is a vital component of any successful project, in the highly competitive industrial business environment, and it is necessary for everyone to be fully aware of new ideas, technologies and developments, including senior management in the organization and in this field, because this enables them to take the competitive initiative that requires... Implementing and controlling quality in an effective system to integrate the quality development, maintenance and improvement efforts of different groups in the organization so that the product can satisfy customers. (Dwivedi, 2013, p. 568), and Crosby defined quality as compliance with requirements (Liepina, 2014, p. 668), while

Taguchi defined the amount of loss that the product may cause to society that can be avoided after it is delivered (Krajewski et al., 2016, p. 119). He emphasized (p. 22, 2018, Ling) that product quality requires identifying quality problems and working to study and analyze them, and solving them is an important input to product quality. The problem of developing and improving the quality of production has received great and intense attention since the beginning of this decade in most countries of the world, and this is due to the continuous development of administrative approaches that aim to reach the administrative methods that contribute to achieving this goal and continuing to support it, as he defines it (Majeed, 2019, p. 114). (Naini et.al, 2022, p. 37) is defined as the ability of the product to perform its functions that may meet the needs and desires of customers. It is defined by (Rufaidheal, 2022, p. 25) as the ability the product delivers on its mission which includes reliability, durability, ease of use and accuracy.

Secondly - the importance of product quality

The most important factor for the success of the organization is quality in various fields, especially at the level of process improvement. It also has an impact on the performance of operations as well as the increase in revenues resulting from the increase in sales due to the increase in the level of product quality, improvement of the organization's efficiency, and increased head productivity. the money. The main function in this field is operations, which is responsible for producing products of high quality and excellence for external and internal customers (2013, p. 497, Slack)

The importance of product quality lies for many reasons, including:

1. Improving the image of the product among customers, because this helps the organization increase the price of the product, increase its sales, and increase its market share.
2. Eliminate waste and damage in production process inputs because it helps reduce manufacturing costs and improve the services provided.
3. Efficiency in using resources, thus improving production efficiency and enhancing competitive position.
4. Raising the level of customer satisfaction, which leads to increased returns (Fatema, 2019, p. 5)

Third - Product quality goals

There are a set of goals that organizations seek to achieve, and among these goals are improving the efficiency of operations in the organization, improving the method of providing products to beneficiaries, and developing the provision of new products and services to beneficiaries in a way that meets their needs and is consistent with their expectations. It also improves the efficiency of operations in the organization, improves the method of presenting products to beneficiaries, develops all elements of the organization, its operations and products, and integrates development into the management philosophy to ensure that the organization completes the elements that lead to excellence (Al-Maani, 2011, p. 310). There are a set of points that summarize the goals of product quality, which are:

1. Achieving customer satisfaction by providing products and services that meet customers' needs.
2. Prevent and reduce the appearance of negative aspects in products.
3. Enhancing productivity by increasing the quantity of outputs compared to inputs, and this leads to increased profitability.
4. Raising the efficiency of production operations, reducing evaluation costs and the costs of internal and external failure. (Karima and Iman, 2022, p. 10)

Fourth - Dimensions of product quality

1. Performance: Its description (p. 189, Wheelen & Hunger, 2012) is one of the basic operating characteristics of the product, such as color and clarity in the image of a television set. From Noorikandeh's point of view (Sadeghi, 2014, p. 57), performance refers to the achievement of a specific goal, and it can be said that performance Better means better quality. High-quality products are products that achieve the expected performance, achieve better financial and marketing performance, and provide higher levels of consumer satisfaction. In addition, performance refers to the product's ability to possess operational characteristics capable of meeting requirements. Operational characteristics capable of meeting customers' needs. (p. 61, 2016, Atiyah) It is the basic operating characteristics of the product in terms of ease of operation, the benefits that the product can bring to daily life, the efficiency of the product in its energy consumption, as well as determining the level and ability of the product to perform its functions. (p. 976, 2022, Ananda et al) defined performance as everything related to the functional aspects of a product and is considered the main characteristic that customers take into consideration when purchasing the product. Researchers believe that the performance dimension is defined as "the ability that the product possesses to perform its intended function effectively".
2. Features: (p. 189, 2012, Wheelen & Hunger) defined that features are the elements added to the basic characteristics of operation, such as the availability of wireless control in and between the TV set (p. 61, 2016, Atiyah) as functional and secondary features that refer to the product's features and attributes that are complementary to the basic characteristics. Where customers associate high quality with products that contain additional features in the product, that is, those that have features that exceed the basic performance of the competition. (Karim and Al-Muaini, 2022, p. 131) explained the features as "all the additional characteristics and features that the product has in addition to the basic characteristics and features it possesses." He believes that the feature dimension is defined as referring to the additional characteristics that the product has that provide additional benefits to customers. Users of the product
3. Reliability: Hunger & Wheelen (p. 189, 2012) believe that reliability means the performance of the product efficiently, without failure over a period of time, and under pre-determined operating conditions. He explained (p. 61, 2016, Atiyah,)

that reliability is the survival of the product for a long period of time, and in a good manner, that is, it is the probability that the product will continue to function during the specified period of time (He et al), 2016, p. 3) and under the specified operating conditions. In order to obtain excellent product reliability, it must be taken into account during the product's life cycle, which provides additional benefits to customers using the product, as the reliability of the design is determined according to the business objectives and reliability specifications set by the designers, which will determine the ideal reliability state of the product at the time of its use. Once the design is completed, it is Transferring the product to production. Production reliability is ensured through the processes of purchasing, processing, assembly, and delivery in the manufacturing process, during which designers hope to transfer the reliability of the design without any difference to the reliability of production, and then the products are delivered to customers by sales representatives and during use, the degrees of reliability fluctuate. The product is used by users under different environments and patterns of use, and the reliability of the product is restored in the event of its failure by repairing it or changing the design. Researchers believe that reliability "refers to the ability of the product to remain consistent in performing its functions reliably and accurately within a specific period of time and without a malfunction occurring during this period." Duration

4. Conformity: Roshan (p. 27, 2013) defined it as a compatibility between the specifications required by the customer. Atiyah (2016, p. 61) defined it as the degree of conformity of the administrative and physical characteristics of the product with the previously specified standards, that is, the extent to which the product meets the standards that were specified.

5. Durability: Interpreted (p. 24, 2018, Hoe & Mansori) as the duration of effective service in the product, which is closely linked to the third dimension of reliability, and means the extent of benefiting from the product during its useful life, as most customers tend to obtain products that perform well. Illness over a long period of time. As Alfieri et al (p. 8, 2018) defined it as the ability of the product to work as required, the researchers believe that durability can be defined as the ability of the product to remain in good condition and perform its required functions for the longest possible period of time.

6. Serviceability: Explain (Al-Najjar and Mohsen, 2012, p. 546) that it is represented by the degree of ease with which the product is maintained. He defined it (p. 61, 2016, Atiyah) as the level of services that depend on efficiency and speed in providing after-sales services, such as vacation repairs and speedy completion. He added (Odeh and Al-Jubouri, 2020, p. 319) that it is the total sum of product characteristics that meet the customer's needs, and the researchers believe that perceived quality is all the activities related to providing technical support for products after the purchase process, and represents repair, preventive maintenance, and the provision of spare parts.

7. Aesthetic: He described it (p. 61, 2016, Atiyah) as the attractiveness of the product that can be perceived through the five senses, that is, the external appearance of the product, which varies from one customer to another, because it depends on personal evaluation, such as whether the product contains a distinctive and interesting design and external appearance, and how The external appearance of the product, its taste, smell, shape, and lustre. According to (Mawzaya and Bakhta, 2019, p. 54), it is the amount of sense of beauty and elegance that the shape of the product generates among customers. The researchers believe that aesthetics includes the aspect that focuses on the beauty and visual appeal of the product, and aesthetics relates to the design and external appearance of the product and how the elements, details, and colors are harmonized in it.

8. Perceived quality: This dimension refers to the reasoning that consumers rely on when measuring and evaluating product quality, based on personal impressions, beliefs, and previous experiences, and that perceived quality can be affected by various factors such as reputation, external appearance, availability of information, user experiences, positive reactions, and Negativity of consumers (Alfieri et al, 2018, p. 8). Researchers believe that perceived quality is a term that refers to the consumer's or user's impression of the quality of a particular product as a result of a personal evaluation made by the consumer based on his own experience and needs.

Marketing citizenship

First - the concept of marketing citizenship

Marketing citizenship includes corporate responsibility towards three main groups: the company's employees, customers and consumers, and society, and not just contributing to building infrastructure and providing charitable work to those in need, as well as protecting the environment. The expected positive impact of dealing with these groups is ultimately for the benefit of the company's owners (Al-Ajaji, 2010, 9) The success of companies does not depend only on their ability to know ways to transform inputs into outputs, but rather on their ability to address social issues. Success requires companies to create a suitable work environment for workers, address issues that concern consumers, play an influential role in society, and help governments and non-governmental organizations in Building better societies. In order for the organization to be a good citizen, its goal must be beyond doing charitable work by making systems and policies part of the organization's culture (Al-Ajaji, 2010, p. 2). It is summed up in the need to achieve a balance between improving profits, satisfying the needs and desires of the customer, and meeting the needs and interests of society. In addition to respecting the laws and regulations issued by government agencies and preserving the environment. (Pride & Firrell, 2010, p. 62), Marketing citizenship means the degree to which organizations respond to the economic, legal, ethical and discretionary responsibilities imposed by stakeholders in society. (Abu Ghoneim, 2013, p. 42) It can be defined as organizations adopting marketing strategies and focusing on achieving value for their customers, shareholders, and the society within which they operate (Metwally, 2020, p. 101).

Second - The importance of marketing citizenship

The importance of marketing citizenship has increased at the present time due to many factors, including the lack of the private sector's contribution to bear part of the product costs and the failure to raise the standard of living of individuals and improve various aspects of life. The motivations of organizations towards applying marketing citizenship are to grant companies and businessmen a partial exemption from tax in the case of donating to social activities. Providing moral awards to companies that achieve the best practices in the field of social responsibility, advertising in various media about companies providing the best social services, and benefiting from the state's appreciation awards given to scholars and researchers who encourage the practice of marketing citizenship. (Al-Ajaji, 2010, p. 10), and (Hamid 2017, p. 845) explained the importance of applying the concept of good marketing citizenship, including:

1. Enhancing the organization's reputation and product position.
2. Improving access to capital.
3. Increasing the ability to attract workers with skills and high morale and degree of commitment.
4. Reduced business risks and costs.
5. Improving financial performance.

Third - Dimensions of marketing citizenship

(Al-Ghali and Al-Amiri, 2001, p. 215) and (Hamid, 2017, p. 847) explained that marketers today work in a very complex, dynamic environment that requires them to think renewed about the goals and marketing practices that they undertake to respond to the needs and desires of customers, from which business organizations derive their strength and effectiveness. Through their true affiliation with society and their interaction with it, socially responsible organizations seek towards marketing citizenship by combining economic, legal, ethical and humanitarian concerns when building their marketing strategy and the administrations' commitment to social and ethical responsibility, or what is recently termed marketing citizenship, and accordingly, the dimensions of marketing citizenship are what have been identified. By (Carroll, 1991) which is as follows

1. The economic dimension: This dimension includes following production methods that are consistent with achieving the maximum amount of profits per share, and as long as the responsibility is binding, it must be as profitable as possible at the same time while maintaining a strong competitive position and maintaining the ongoing success of the organization with continuity in achieving profits and work. The organization must be beneficial and economically feasible, and must strive to provide safety for others, as well as achieving profits and maximizing investment returns for shareholders, as well as securing suitable work for employees within a suitable work environment, providing job opportunities for members of society, and securing an appropriate work environment for its employees. Economic responsibility requires the organization to produce goods and services that customers need and expect, taking into account fair and reasonable benefit in the process. (Issa, Nahunad, 2013, p. 182). This dimension indicates that the organization does not link its social responsibility practices to profit and loss factors, fame, or other goals. Rather, the organization is committed to ethical practices within organizations before good organizational governance, which is in the interest of the organization and facilitates an effective monitoring process and thus helps the organization to exploit its resources efficiently and not to concentrate power. It is in the hands of one individual or group within the organization to prevent bribery, corruption and ethical investment, to protect the interests of customers in terms of fair marketing, to protect the health and safety of the customer and the safety of the goods and services it provides, and to deal transparently when studying customer complaints and finding solutions to such complaints (Haddad, Manawer, 2017, p. 11).)

2. The legal dimension: In this dimension, organizations perform their work in ways that are consistent with the expectations of the government and the law. Organizations in marketing management are subject to laws, regulations, rules and legislation, and their outputs are not harmful to society or the environment because they work within the society in which they operate. Organizations are considered legal citizens, so they must be committed. According to the laws, when the organization is described as a successful organization, it must fulfill all its legal obligations and gain the trust of others through its commitment to carrying out legitimate actions and not carrying out actions that violate the law. The legal dimension means the implementation of the law, which reflects what are the correct and wrong actions in society, and it represents the basis of business in dealing within society. This responsibility is based on laws and legislation. The business sector's interest in social responsibility addresses several topics, including environmental protection, consumer protection, and participation in solving community problems. Legal responsibility includes a large number of elements, such as laws to protect customers, laws to protect the environment from pollution, preventing the arbitrary use of resources, and ensuring justice and safety for individuals in terms of not discriminating between them on the basis of race, gender, or religion, Jaradat (Al-Hammam, 2013, p. 33). This dimension is also represented by marketing departments' adherence to laws, regulations, systems, and legislation, while ensuring adherence to officially accepted behavior, and that their outputs are not harmful to society and the environment, as well as protecting organizations from each other as a result of unfair competition. Enough (Mustafa, 2014, p. 288). This dimension confirms that the activities of organizations must achieve their economic vision and mission in accordance with the legal rules and legislation determined by the competent authorities. The importance of this dimension is that it reflects the organization's commitment to the established laws as well as the commitment to what achieves the localization of the

organization. There is no meaning for the organization to adopt a social role while it violates the laws and legislation. It cannot provide the necessary product to society. (Abu Nasser, Hassan, 2017, p. 10).

3. The ethical dimension: This dimension talks about the ethical principles and standards that determine acceptable marketing behavior in society. We can imagine that the ethical and legal aspects work together to build sustainable marketing relationships in the long term, although economic and legal responsibilities embody ethical standards regarding fairness and justice. However, ethical responsibilities include activities and practices that are expected or prohibited by members of society even though they are not written down in the law. Ethical responsibilities embody those standards, rules and expectations that reflect the interest of customers, workers, shareholders and society, meaning respect for the moral rights of stakeholders. It can be said that ethical responsibilities include values and standards. Which society expects organizations to fulfill, and the implicit levels of ethical performance are ethical principles such as justice, utilitarian rights, and business ethics. The ethical dimension of the organization also means that it does the right thing and avoids mistakes by doing what is right and fair while not harming others. For example, the organization must adhere to good morals, respect the divine religions, and take into account the culture of society, in all its actions with employees and their families, with customers and other organizations competing with it, and even Other than competition for it and society as a whole (Abu Nasser, 2008, p. 39). In short, it can be said that moral responsibility includes activities and practices expected or prohibited by society, but not included in the laws, and it represents what customers, users, shareholders and civil society consider legitimate and fair (Nahwand, Issa, 2013, p. 182).

4. The human dimension: This dimension represents the top of the pyramid of marketing citizenship, which may not represent one of the requirements of the organization’s work, but in fact it represents the luxury, fame, and position that the organization occupies in the market or in the minds of the customers dealing with it, through the activities and events it carries out. It is permanent for the three dimensions mentioned previously that make up the base of the social responsibility pyramid (Maqri and Yahyaoui, 2011, p. 19). It also does not represent one of the requirements for work in the organization, but in reality it represents the luxury, fame, and status that the organization occupies through the activities and activities it carries out that are supported by the dimensions. The three components of the base of the pyramid in achieving marketing citizenship. (Mohamed, et al., 2015, p. 22)

Statistical description of the research variables

The researcher used the statistical package SPSS to analyze the data. This program was used to extract arithmetic means and standard deviations for the various questionnaire statements. This aims to provide a comprehensive description of the degree of agreement of the research sample. The values of arithmetic averages and standard deviations can be viewed

1- Statistical description of the independent variable (product quality)

Table (1) Mean values and standard deviations for the independent variable

No.	Paragraph	Mean	S. D.	Degree of response
1	The hospital has scientific and medical competencies with high experience and skills.	2.963	0.192	High
2	The hospital listens to the opinions and comments of its visitors for the purpose of improving the service	2.777	0.506	High
3	Medical services have a good reputation among patients and patients.	2.925	0.266	High
4	Medical staff responds quickly to emergency cases.	2.777	0.640	High
5	The medical staff undergoes training courses to continuously improve and develop their skills.	2.555	0.577	High
6	The services achieve benefit for patients, even if they lose some of their properties.	2.740	0.594	High
7	Hospital services develop annually.	2.740	0.594	High
8	The hospital seeks to continually improve the effectiveness of its service management system.	2.777	0.506	High
9	The hospital is developing new medical services.	2.592	0.747	High
10	Medical services in the hospital can be trusted by the patient.	2.888	0.423	High
11	The hospital keeps pace with development.	2.592	0.636	High
12	The nature of innovation with modern devices attracts the customer.	2.851	0.362	High
13	The hospital's services outperform competitors' services in terms of performance.	2.925	0.266	High

2- Statistical description of the dependent variable (marketing citizenship)

Table (2) Mean values and standard deviations for the dependent variable

No.	Paragraph	Mean	S. D.	Degree of response
14	The hospital is keen to provide services of high quality levels.	2.925	0.668	High
15	The hospital administration attaches great importance to patient complaints in order to resolve them.	2.851	0.456	High
16	The hospital administration always seeks to avoid misleading advertising about its services.	2.851	0.456	High
17	The hospital adheres to environmental legislation, laws and regulations.	2.814	0.483	High
18	The hospital provides suitable job opportunities for community members.	2.777	0.577	High
19	The organization seeks to provide an appropriate and suitable work environment for the medical staff.	2.703	0.541	High
20	The hospital adheres to ethical and legal standards in its dealings with patients.	2.963	0.192	High
21	The hospital works to create a positive impression among visitors or patients about its service.	3.000	0.000	High
22	The hospital participates with the community in its various events.	2.629	0.629	High
23	The hospital allows research students to conduct studies and research there.	2.703	0.608	High
24	The hospital administration works to build good relationships with all community bodies and institutions.	2.925	0.266	High

Testing hypotheses of correlation and effects

In this topic, we will focus on analyzing the relationship between the independent variable (product quality) and the dependent variable (marketing citizenship). It aims to evaluate the extent of the relationship between these two variables, as well as the effect of the first on the second, and through this analysis we will seek to test the research hypotheses and achieve its objectives.

First: Analyzing the correlation between the independent variable (product quality) and the dependent variable (marketing citizenship) and through the use of the correlation coefficient we will test the validity of the first main hypothesis, which includes the following: Testing the first main hypothesis: There is a statistically significant correlation between the independent variable (product quality) and the dependent variable (marketing citizenship)

Table (3) Testing the correlation hypotheses

Independent variable	Product quality
Dependent variable	
Marketing citizenship	0.80*

The value of the correlation coefficient for the relationship between product quality and marketing citizenship was (0.800) This value indicates the existence of an inverse correlation between product quality and marketing citizenship. This relationship has statistical significance at the level (0.000). Therefore, it can be said that there is an inverse relationship between product quality and marketing citizenship, with high statistical significance. This supports the validity of the first main hypothesis, which states that there is a statistically significant correlation between the two variables.

Second: Analyzing the impact relationship between the independent variable (product quality) and the dependent variable (marketing citizenship). Testing the second main hypothesis: There is a significant effect for the two variables.

Table (4) Results of the impact of knowledge sharing in building sustainable learning organizations

Independent variable	Product quality			
Dependent variable	R ²	F	T	Sig.
Marketing citizenship	0.64	44.44	6.667	0.000

It is clear from the previous tables that show the effect of the independent variable (product quality) on the dependent variable (marketing citizenship) in the centers of the research sample, that the coefficient of determination (R²) reached (0.640). This indicates that 64.0% of the change in marketing citizenship explains changes in product quality. The calculated F value was (44.444), while the tabular value was (4.241). Because the calculated value of the F value is much larger than the tabular value, this indicates that there is high statistical significance that the change in product quality has an impact on the change in marketing citizenship. The calculated T value reached (6.667), while the tabulated T value reached (1.703), and because the value The calculated T value

is greater than the tabular value. This supports the second main hypothesis, which states that there is an effect of the independent variable (product quality) on the dependent variable (marketing citizenship).

Conclusions

The results showed that there is an inverse correlation between product quality and marketing citizenship and the presence of a highly significant effect of product quality on marketing citizenship. The independent variable (product quality) in the centers of the research sample contributed to enhancing marketing citizenship. Repeated use of service quality enhances the hospital's success. The hospital was keen to provide services with distinct specifications and characteristics compared to other services in the same sector.

Emphasis on the increased interest of the hospital in question in supplying hospital departments with modern technologies that contribute to improving the quality of their services. Increasing the interest of the hospital being investigated in providing services consistent with what the auditor requests and prefers. Providing incentives and holding training courses for the purpose of improving and developing the medical staff's skills on an ongoing basis. The researched hospital needs to pay attention to providing information and guidance to visitors due to its impact on enhancing marketing citizenship. Increase interest in listening to the opinions and comments of reviewers for the purpose of improving the service.

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