

The Reality of Marketing Services in Palestine Cellular Communications Company (Jawwal)

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Abstract: This study aimed to identify the reality of marketing services in Palestine Cellular Communications Company (Jawwal) from the viewpoint of the workers, where the researchers used the descriptive analytical method, through a questionnaire randomly distributed to the sample of workers in Palestine Cellular Communications Company (Jawwal) in Gaza Strip reached (60) employees. The study reached a number of results, the most important of which are: The results showed that there is a high level of efficiency of marketing services in Palestine Cellular Communications Company (Jawwal) with a relative weight (91.63%). The results showed that there were no statistically significant differences in the efficiency of marketing services according to the gender variable in favor of males. The study made a number of recommendations, the most important of which are: Attention to the use of electronic publishing means to motivate beneficiaries to receive the company's services. Increase the confidence of the beneficiaries in the company's services by offering competitive campaigns that meet the needs of the beneficiaries.

Keywords: Efficiency of Marketing Services, Palestine Cellular Communications Company (Jawwal), Gaza Strip, Palestine.

Introduction

This extensive use of the Internet in the field of marketing has paved the way for the spread of the network to the general public in the civil sphere, which was limited to academics and military institutions in the United States since its emergence in the 1960s. Significant impact on this wide use of the network in the field of marketing, so that it was able to show pictures, drawings, voice calls and others. The word wide web (www) is a collection of websites whose documents have been written by a computer code called HTML (Hyper Text Markup Language). The Internet is an international network of cables and user links through which these websites are displayed (Diop, 2006).

One of the most important uses of the Internet in the field of business is to serve the consumer in the desired time and place where it reaches the service wherever it exists and at the time it wants. The network. Video and voice communication with consumers can enhance their confidence in the company and give the company a competitive advantage.

Problem Statement

Because of the developments in business and because of the new global competition, many international companies are trying to search for all that is new in the business world and work to apply it and those companies are trying to benefit as far as possible in how to reach the goal and the lowest possible costs, both in the long term or In this context, and because of the large expenditures on promotional campaigns and the allocation of large funds from the company's budget, it is necessary to optimize the use of ICT and the resulting innovative applications such as settlement. Viral campaigns and viral campaigns, which are tools, techniques and contemporary applications under the Internet and its applications and e-mail is one of the breakthroughs that have occurred in this area due to its sophisticated uses and reach the goal as fast as possible time and effort and costs and get potential customers and maintain new customers with the least possible Costs Viral marketing has proved successful in many areas of business, especially e-marketing services, because it is based on a network of social relations, and the problem in the field of viral marketing is absent from the ears of many companies and marketers in Arab business organizations, therefore, this concept may require considerable personal efforts to succeed.

As Palestine Cellular Communications Company (Jawwal) is one of the leading companies in the fields of communications and the provision of electronic services in Palestine, which has a clear presence on websites and social networks to promote its services, so the researchers found it important to study the importance of marketing services provided, after viewing of the indicators of the extent of marketing use from the marketing department of Palestine Cellular Communications Company (Jawwal).

Research Questions

The main study question: What is the reality of marketing services in Palestine Cellular Communications Company (Jawwal) from the point of view of the employees?

The following sub-questions arise:

First: What is the level of efficiency of marketing services in Palestine Cellular Communications Company (Jawwal) from the perspective of employees?

Second: Are there any statistically significant differences in the efficiency of marketing services from the point of view of the employees in Palestine Cellular Communications Company (Jawwal) due to the demographic and organizational variables?

Research Objectives

1. Determining the reality of the efficiency of marketing services in Palestine Cellular Communications Company (Jawwal).
2. Achieve a test of differences between employees in their view of the efficiency of marketing services.
3. Finding conclusions and recommendations that contribute to the development and resolution of problems facing marketing services.

Research Importance

First- Theoretical Importance:

1. It represents a cognitive addition to the philosophy of marketing services by addressing the theoretical frameworks associated with its concept and the means of its application to the practical reality, which will open the doors for future studies enrich the Arab Library to avoid the great shortage in this area.
2. Most of the studies related to marketing services were concentrated in western environments, where management concepts and tools related to performance measurement and standards are developing rapidly, while the current study dealt with the Arab environment, specifically the Palestinian environment.
3. The subject of the study can be considered as a new topic. The concept of marketing services has recently emerged
4. Enriching the Arab academic arena with new research studies and participations in the fields of administrative development.
5. Draw attention to the importance of marketing services.

Second- Applied Importance:

1. The study focuses on marketing services in Palestine Cellular Communications Company (Jawwal), in order to be appropriate and compatible with its needs and achieve its strategic objectives and serve other business organizations.
2. The study sheds light on the extent to which Palestine Cellular Communications Company (Jawwal) keeps pace with modern management systems, concepts and models, in particular the concept of marketing services and its principles.
3. View the reality of marketing services in Palestine Cellular Communications Company (Jawwal), and monitor the strengths and weaknesses in their applications in these institutions.
4. Identify the challenges and obstacles facing marketing services in Palestine Cellular Communications Company (Jawwal) in Gaza Strip.

Research Limits and Scope

1. **Human Limit:** The study was conducted on the employees of Palestine Cellular Communications Company (Jawwal).
2. **Institutional Limit:** The study was conducted on Palestine Cellular Communications Company (Jawwal).
3. **Spatial limit:** The study was conducted in the State of Palestine and was limited to Gaza Strip.

Research Terminology

- **Researchers know the efficiency of marketing services procedurally:** is the ability to do good planning and provide the necessary resources to implement its marketing plans efficiently and effectively, through modern technology devices at predetermined dates, with an interest in solving problems and ensure the implementation of operations accurately and without errors, and the need for employees to be courteous Good treatment, knowledge and skills, knowledge of customers' specific needs and desires, and follow-up of the implementation of marketing plans.
- **Palestine Mobile Telecommunications Company (Jawwal):** Founded in 1999, Jawwal is the first Palestinian telecommunications company specializing in wireless communications and operates in the West Bank and Gaza Strip (www.wikipedia.org).

Literature Review

The previous studies are the main pillar on which the subject of the study, and provides a great benefit in completing the theoretical background of the study and determine its objectives and formulate hypotheses and interpret the meaning of the results reached. The researchers' efforts have resulted in several studies of marketing services, this section deals with a presentation of Arab and foreign studies, historically arranged from newest to oldest, followed by an analysis of previous studies and general conclusions that can be drawn from them.

- Study of (Abu-Naser et al., 2018) aimed at identifying the effectiveness of e-marketing in technical colleges in Palestine. The descriptive analytical method was used in the study. The sample of the study consisted of (205) employees in these colleges. The results showed that technical colleges have achieved a high level of use of e-marketing, with a relative weight of 70.24%. There is a high level of e-marketing: e-advertising (71.75%), e-promotion (74.75%), newsgroups (66.03%) and communication with the student audience (68.73%). The results also confirmed differences in the application of e-marketing among the colleges investigated in Gaza Strip.

- The study of (Abu Naser et al., 2017) aimed at identifying social networks and their role in achieving the effectiveness of e-marketing for technical colleges in Gaza Strip, which included the variables of social networks and their role in e-marketing, as well as recognizing the existence of statistically significant differences in the respondents' attitudes towards variables Study, and use an analytical descriptive methodology in the study. The sample of the study consisted of (275) employees in these colleges. The results showed a high degree of approval of social networking dimensions and relative weight (74.15%). There is a high level of social media (site management (74.91%), website content: (73.38%), technical colleges have achieved a high level of use of e-marketing, with a total relative weight (70.24%). E-advertising (71.75%), e-promotion (74.75%), newsgroups (66.03%) and communication with the public (student) (68.73%) The results also confirmed a statistically significant impact of social networks on e-marketing in technical colleges in Gaza Strip.
- Study of (Sharda and Bharti, 2015), which aimed to identify the study important factors that predict the behavior of buying customers. Developments in communications technology had led to the development of a new electronic form of oral propaganda, viral marketing communications. Induced viral marketing online is a highly effective tool available to marketers today. Online marketing has been used by various organizations across platforms, such as blogs, company websites and social networking sites. Online marketing helps organizations grow their business by adopting strategies to reach their customers. Such marketing can be used to generate brand awareness among large populations in a short period of time; in addition, consumers can refer brands to others. Oral advertising can be a powerful factor in influencing a customer's buying decision. This paper is an attempt to predict the purchase intent of consumers as a result of viral marketing techniques caused by the Internet. The study was conducted on primary data collected through a self-structured questionnaire based on the Likert scale of five points. Non-condescending estimated samples were taken. A discriminatory analysis was performed using SPSS 16.0. The results of the study confirmed that marketing managers should understand these factors and target the client appropriately. Appropriate use of these factors can help managers thrive. In this study, we found that factors were tremendous potency, declared safety and rising branding, which were important predictors of consumer buying intent.
- A study of (Nouredine, 2014) that aimed to highlight the role of marketing through social networks in customer relationship management. The study found that social networks occupy an important place in individuals. Social networking is an attractive way of marketing. In addition, social networks are an effective tool for managing customer relationship. The study also found that the Facebook network is the most commonly used by the sample.
- A study of (Al-Rubaie et al., 2014), which aimed to show the impact of customer knowledge management and the development of new services in marketing performance, has shown the high level of customer knowledge management and the development of new services and marketing performance in the Iraqi commercial banks, in addition to a statistically significant impact To develop new services in the marketing performance of banks in three dimensions: profitability, market share growth rate, and customer retention.
- Study of (Pawar, 2014), which aimed to study the impact of using online marketing on marketing and communication with customers. The results of this study show that the consumer adopts more than one method and means to collect information that interests him about the brand, including traditional advertising or online advertising for the company. The study also revealed that companies' desire and access to online marketing is due to the growing presence of customers on the Internet, that advertising uses voice and voice assistance and facilitates the transfer of information to customers. The customer also prefers electronic marketing methods over traditional marketing methods such as radio and television. The client believes that companies must deal with the e-marketing process. At the same time, the customer considers that e-marketing is unsafe and may lead to increased fraud.
- Study of (Rautanen, 2012) which aims to clarify the importance of email marketing to establish good relationships with other companies, maintain existing customers and attract new customers. A study was conducted on a hotel offering a number of services to customers, including booking and payment, and hosting services. The results of this study are e-mail marketing and do not play a major role in improving and increasing the company's relationship with other companies and customers. Different from easier and faster customers under IT, the researcher has shown that the goal of email marketing is existing customers, but to get new customers.
- Study of (Marzakal, 2010) aims to understand the impact of e-marketing on the Algerian book by studying the publishing sites of the Algerian writers, and to know the methods and strategies used to publish their books on the Internet, and identify their strengths and weaknesses, and the extent of these writers use of websites based on the global system of design standards Content and compare it to other similar sites. One of the main findings of this study is that great technological development. The Internet invited writers and publishers to enter the world of e-commerce. However, the number of online publishers was not large. This site is limited to three uses: display books only, display books and sell them but in a traditional way to pay dues. There are impediments and the fear of theft and occupation through the purchase of books in electronic form, the book used sites as a marketing tool for them that the sites are a tool to communicate with customers directly and know their needs and desires.
- Study of (Suleiman, 2010) aimed at the study of CRM and its relationship to marketing performance, showed that there is a positive correlation between CRM and marketing performance, and that the best elements of marketing performance for banks was represented in the maintenance of existing customers and the least is to increase market share.

Conceptual-Theoretical Framework

Efficient Marketing Services

(Liao et al., 2011) believes that the efficiency of marketing services (marketing performance) reflects an organization's ability to create value through its performance of marketing activities that include customer retention as the key to critical success in addition to sales growth and market share growth. Kotler (2010) also points out that the marketing performance of an organization is the result of conducting marketing activities within that organization and these results are obtained in light of the interaction of these activities with the different components of the internal and external environments of the organization. It defines it (Al-Basir, 2013) as the actual results of marketing activities within an organization determined by a set of tangible and intangible metrics or indicators. According to (Piriyakul, 2011), marketing performance is the performance of an organization to retain market and customers while delivering business to new customers. (Francis et al., 2011) also identifies marketing performance as a measure of the contributions of an organization's marketing functions to its goals and objectives.

Marketing Services Metrics:

Institutions differ in the development of marketing services metrics according to the nature of marketing performance and the organization's perception of such performance. Marketing performance metrics are divided into financial metrics such as profitability, cash flow, sales and sales growth (Gronholdt & Martensen, 2006), and non-financial metrics that constitute a turning point in marketing performance trends. Especially after increasing interest in customer relationship, liquidity ratios, freedom to choose the type of instrument to be measured, diversity in application methods, and tools used to measure non-financial performance in organizations, market share, adaptation, customer loyalty, customer satisfaction and ability to innovate. T and the success of new products (Clark, 1999).

Many authors (Ambler, et. Al, 2004), (Aggarwal & Gupta, 2006, (Eusebio, et. Al, 2006) agreed on the following metrics to measure marketing performance:

- Financial Metrics.
- Market share.
- Customer satisfaction and loyalty.
- Sales growth.
- Innovation or creativity.

Field Study

Firstly- Study Methodology:

This study adopts the descriptive analytical method to describe the phenomenon to be studied as it exists in reality. Researchers in this curriculum deal with the study of existing tools and phenomena and practices and available and available for study and measurement as they are, without interference of researchers in the course, and researchers can interact with them and describe them and analyze them in a scientific and objective.

The study relies on two basic types of data:

1. **Preliminary data:** by researching in the field by distributing questionnaires to study the vocabulary of the study and to compile and compile the necessary information in the subject of the study, and then unloaded and analyzed using the statistical program and the use of statistical tests (SPSS) appropriate statistical statistical in order to reach valuable indications and indicators supporting the subject of the study.
2. **Secondary data:** through the review of books, periodicals, special publications, scientific and professional journals related to the subject of the study, and any references that contribute to the enrichment of the study scientifically, and the goal of researchers through the use of secondary sources in the study to identify the foundations and sound scientific methods in writing studies, as well as taking General perception of the latest developments that have taken place in the field of study.

Second- The study community:

The study population consists of all (190) employees of Palestine Cellular Communications Company (Jawwal) in Gaza Strip, according to company data.

Third- Study Sample:

- A. A sample of the researcher applied the study tools to verify the validity and reliability of these tools. The sample size was (32) employees.
- B. The sample of the study consisted of (60) employees in the branches of Palestine Cellular Communications Company (Jawwal) in Gaza Strip. This is the sample size allowed by Palestine Cellular Communications Company (Jawwal).

Table 1: Distribution of Respondents by Variables: (Gender, Age, Years of Service)

Gender	Male	Female			Total
	30	30			60
Age	Less than 25	25- Less than 35	35- Less than 45	45 and over	60
	10	41	9	0	
Years of Service	Less than 5 years	5 - Less than 10	10 and over		60
	37	15	8		

Fourth- Study Tool:

Since the nature of the assumptions and variables involved in it control the selection of the right tool, accordingly the researchers have prepared a measure for that study commensurate with its objectives and hypotheses, a measure of the efficiency of marketing services. The process of designing and preparing the study scale has gone through several stages and steps as follows:

Since the nature of the assumptions and variables involved in it control the selection of the right tool, accordingly the researchers have prepared a measure for that study commensurate with its objectives and hypotheses, a measure of the efficiency of marketing services. The process of designing and preparing the study scale has gone through several stages and steps as follows:

1. View the marketing literature and previous studies related to the current study.
2. Collect and define paragraphs of the scale.
3. Drafting the scale statements in proportion to the study sample.
4. Set the scale instructions.
5. Scale correction method.
6. Conducting a validity and reliability study for the scale.

Scale Correction Method:

The Likert five-point scale was used to measure the respondents' responses to the questionnaire paragraphs according to the following table:

Table 2: Likert scale scores

Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Degree	1	2	3	4	5

Validity of the scale: The researchers calculated the validity of the scale in the following ways:

1. **Virtual Honesty:** Researchers have verified the apparent sincerity of the tool by presenting it to a group of PhD holders in business administration. The apparent honesty indicates the general appearance of the test in terms of the suitability of the subjects, the affiliation of the phrase to the field, and the clarity of the wording and instructions.
2. **Internal consistency validity:** The researchers have calculated the internal consistency validity of the scale by finding correlation coefficients for each paragraph in the field to which they belong. The researchers conducted honesty and consistency on a sample of (32) employees, as in the following table:

Table 3: Transactions of honesty for each paragraph with the total score of the field of its subordinate

Paragraph	Coefficient of Honesty	Significance Level
The company is planning well in advance its marketing campaigns	0.729	0.01
The company provides the resources to implement its marketing plans efficiently and effectively	0.736	0.01
The company has modern technology equipment to serve customers	0.739	0.01
The company is committed to providing its services on pre-set dates and according to the marketing plan	0.878	0.01
The company is interested in solving the problems facing its customers	0.816	0.01
The company is keen to carry out its operations accurately and without errors	0.812	0.01
The company's employees are keen to provide services on time (activate bills, slides, stopping a particular service ...)	0.672	0.01
Our employees provide courteous and courteous services	0.708	0.01
Our employees have the necessary knowledge and skills to answer customer questions	0.810	0.01
The company's employees take care of the needs and desires of customers	0.868	0.01
Company employees are aware of the specific needs of customers	0.837	0.01
The company follows the progress of the implementation of its marketing plans and adjustments necessary for its success	0.782	0.01

Stability of scale:

The concept of stability means the ability of the test to give the same scores or values to the same individual or individuals if the measurement process is repeated and to ensure the stability of the scale researchers used the following methods:

1. **Half Split method:** by calculating the correlation coefficient between individual and even questions, they obtained the coefficients of stability shown in the following table.

Table 4: Stability Coefficient of Marketing Services Efficiency Scale

The Field	Number Of Paragraphs	Correlation Coefficient Before Adjustment	Correlation Coefficient After Adjustment	Significance Level
Efficient Marketing Services	12	0.777	0.874	Function At 0.01

It is clear from the previous table that the stability coefficients of all the half-fractional method were high, which indicates that the resolution has a high degree of stability.

2. **Cronbach's coefficient alpha:** The researchers used Cronbach's coefficient alpha to calculate the coefficient of stability of all the terms of the scale where the general correlation coefficient is (0.921) which is a high stability coefficient indicating the strength and validity of the scale where the researchers noted that the results of the Pearson correlation coefficients are consistent with the results of Cronbach's coefficient alpha. The researchers performed Cronbach's coefficient alpha of persistence between the terms of each field separately, which is shown in the following table:

Table 5: Cronbach's coefficient alpha for each field of marketing services efficiency scale

The Field	Cronbach's coefficient alpha
Efficient Marketing Services	0.940

It is clear from the previous table that Cronbach's coefficient alpha are all high and this indicates that the questionnaire has a high degree of stability, which assures the researchers to apply them to the study sample.

Fifth- Statistical Methods:

The computer was used in statistical processing, especially the statistical packages program (SPSS), where all the data obtained by the researchers were entered and then extracted the results through the scientific equations necessary for this and the most important used in this study:

1. Averages, frequencies, standard deviations and percentages.
2. The Spearman Brown correlation coefficient for equal half-fractionation, and Cronbach's coefficient alpha for determining resolution stability.
3. Pearson correlation coefficient to measure the relationship between variables.
4. T test for differences between averages.
5. One way Anova test.
6. LSD test to determine the direction of the differences.

Data Analysis and Hypothesis Testing:

Answer The Study Questions:

To answer the questions of the study and where the five-year Likart scale was used in the preparation of the study tool, the study adopted the following table to judge the trend when using the five-scale Likart.

Table 6: The scale used in this study

The Level Method	Very Low	Low	Medium	High	Very High
SMA	Less than (1.80)	From (1.80): (2.59)	From (2.60): (3.39)	From (3.40): (4.19)	Greater than (4.20)
Relative Weight	Less than 36.00%	From 36.00: 51.90%	From 52.00: 67.90%	From 68.00: 83.90%	Greater than 84.00%

This gives a statistical indication that averages below 1.80 indicate a very low score in the field elements, while averages ranging from 1.80: 2.59 indicate a low score in the availability of field elements, while averages between (3.39: 2.60) It indicates an average score in the field elements, and averages ranging from (4.19: 3.40) to a large degree in the field elements, but more than (4.20) indicates a very large degree in the field elements, This is on the scale of the scale used in the study shown in the previous table.

Answer to the first question which states:

What is the level of efficiency of marketing services in Palestine Cellular Communications Company (Jawwal) from the perspective of employees?

To answer this question, researchers used recurrences, averages, standard deviation, percentages and rankings. The results are as shown in the following tables:

Table 7: Frequencies, averages, standard deviation, percentages, rankings and value of responses of respondents in the field of marketing services efficiency

No.	Paragraph	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	The company is planning well in advance its marketing campaigns	4.62	0.691	18.119	92.40%	3	0.000
2.	The company provides the resources to implement its marketing plans efficiently and effectively	4.70	0.591	22.285	94.00%	2	0.000
3.	The company has modern technology equipment to serve customers	4.53	0.676	17.579	90.60%	7	0.000
4.	The company is committed to providing its services on pre-set dates	4.62	0.616	20.025	92.40%	4	0.000

	and according to the marketing plan						
5.	The company is interested in solving the problems facing its customers	4.48	0.792	14.512	89.60%	10	0.000
6.	The company is keen to carry out its operations accurately and without errors	4.48	0.676	16.990	89.60%	11	0.000
7.	The company's employees are keen to provide services on time (activate bills, slides, stopping a particular service ...)	4.53	0.536	22.170	90.60%	8	0.000
8.	Our employees provide courteous and courteous services	4.77	0.501	26.722	95.40%	1	0.000
9.	Our employees have the necessary knowledge and skills to answer customer questions	4.60	0.530	22.750	92.00%	5	0.000
10.	The company's employees take care of the needs and desires of customers	4.46	0.758	14.511	89.20%	12	0.000
11.	Company employees are aware of the specific needs of customers	4.49	0.658	17.110	89.80%	9	0.000
12.	The company follows the progress of the implementation of its marketing plans and adjustments necessary for its success	4.58	0.865	13.782	91.60%	6	0.000
Total Domain		4.5814	0.52535	23.317	91.63%		0.000

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from the previous table and through the tests of the related samples that all the paragraphs of the field of marketing services efficiency was the value of the calculated value more than the value of the tabular value, and therefore there is statistical significance of the relative weight of all paragraphs of the field of marketing services efficiency. Good treatment) ranked first with a relative weight of 95.40%, which is a very high percentage showing the strong impact of this paragraph, while the tenth paragraph (the company's employees are concerned with the needs and desires of customers) in the last place with a relative weight (89.20%), while the total score For efficient services Marketing at a relative weight of (91.63%), which is a very high degree, that is, there is a very high degree of efficiency of marketing services in Palestine Cellular Communications Company (Jawwal) from the perspective of employees.

Answer the second question which states:

Q 2: Are there any statistically significant differences in the efficiency of marketing services from the point of view of the employees in Palestine Cellular Communications Company (Jawwal) due to the demographic and organizational variables?

Q 2-1: Are there statistically significant differences in the efficiency of marketing services from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) due to the gender variable?

To determine the validity of this hypothesis, the researchers used the T-test as shown in the following table:

Table 8: Selecting T- test the efficiency of marketing services according to gender

The Field	Gender	Total	SMA	Standard Deviation	T Value	Sig.
Efficient Marketing Services	Male	30	4.7722	0.39509	2.997	0.004
	Female	30	4.3907	.574550		

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from the previous table that there are statistically significant differences attributed to gender variable between male and female employees in the efficiency of marketing services, and the results were in favor of male employees.

Q 2-2: Are there statistically significant differences in the efficiency of marketing services from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) due to the age variable?

To determine the validity of this hypothesis, one way anova analysis was used as shown in the following table:

Table 9: Results of single variation of marketing services efficiency attributable to age variable

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
Efficient Marketing Services	Between groups	0.059	2	0.030	0.104	0.902
	Within groups	16.225	57	0.285		

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
	Total	16.284	59			

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.05) = 3.18

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.01) = 4.98

It is clear from the previous table that there are no statistically significant differences in the efficiency of the marketing services due to the age variable, as the calculated value of "P" is less than the value of the "F" table.

Q 2-3: Are there any statistically significant differences in the efficiency of marketing services from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) due to the variable years of service?

To determine the validity of this hypothesis, one way anova analysis was used as shown in the following table:

Table 10: Results of single variation of marketing services efficiency are attributable to variable years of service

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
Efficient Marketing Services	Between groups	0.444	2	0.222	.798	0.455
	Within groups	15.840	57	0.278		
	Total	16.284	59			

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.05) = 3.18

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.01) = 4.98

It is clear from the previous table that there are no statistically significant differences in the efficiency of marketing services due to the variable of experience.

Results

- The results showed that there is a high level of efficiency of marketing services in Palestine Cellular Communications Company (Jawwal) with a relative weight (91.63%).
- The results showed that there were statistically significant differences in the efficiency of marketing services according to gender variable in favor of males.
- The results showed that there were no statistically significant differences in the efficiency of marketing services according to age variable.
- The results showed that there were no statistically significant differences in the efficiency of marketing services according to the years of service variable.

Recommendations

- Attention to the use of electronic publishing means to motivate beneficiaries to receive the company's services.
- Increase the trust of beneficiaries in the company's services by offering competitive campaigns that meet the needs of the beneficiaries.

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