

Influence of marketing strategic planning to achieve customer's outside satisfaction (A field study) At Wasit state company for Textile Industries

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Abstract: The paper discusses the influence of marketing strategic planning to achieve the outside customer's satisfaction at Wasit state company for textile industries . The problem of research represented as following: The Iraqi organizations do not administrate a sufficient care of marketing strategic planning importance, all that may weakened its ability to fill the customer's needs and satisfaction gain. This paper relied on two hypothesis: the divergence of the research relationships and the influence between them , and in order to test the hypothesis validity all the data related to the research were collected relying on the questionnaire that prepared for that purpose, the analyzing them by using a group of statistic styles and all the results were extracted by using SPSS program. The researcher has reached to some recommendations such as; increase the concern of the supreme administration of marketing strategic planning to insure the routine revision to determine the possible marketing chances and following up all the necessary required changes in dependent systems that fit with customer's needs and satisfaction gain.

Keywords: Marketing strategic ' Quality ' Price ' Service 'Time.

Introduction

The marketing strategic planning concerns to determine the organized trends to develop resources and increase the marketing share at the pointed markets by reinforce the marketing organization capability to keep its customers and its ability to attract new customers. All that can be achieved by strategic planning that consider environment analysis to determine the available chance at the markets and possible threats , instead to all strength and weakness points inside the environment of the organization. The planning strategy studies and determines the ability of each department inside the organization that reinforce the total strategy of the organization and its ability to achieve goals by determining the methods practiced by the organization in running competition operation at the markets and keeping them on in the working field.

First section: Research Methodology

First: Research problem

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The goal of marketing organization is to focus on outside customer's gain by planning to fill his needs and achieve his desires , because the customer is considered as the center point of the organization to stay and continue under the competition circumstances, and from this point is the core of research problem :The Iraqi organizations never concerned to the marketing strategic planning importance , and that will weakened its ability to achieve customer's need and gain their needs.

Second: Research importance

The research importance lies in the relationship between marketing strategic planning and its influence on the organization ability to achieve outside customer's gain.

Third: Goals of the study

The goals of the study represents :

- 1-Knowing the concerns managed by Marketing strategic planning by the organization.
- 2-Knowing the organization's capability to achieve the pointed customer's need.

Fourth: The research sample

The research sample represented by different administrative levels was questionnaire at Wasit Textile state company factories with a group of questions about the purposes of the research. The number of sample is 180 persons, and their collected answers were %81 which is a sufficient rate to get results.

Fifth: Study Hypothesis

The research starts to deal with the problem thought the following hypotheses:

First main hypotheses:

There is no correlative relationship with statistic significance among marketing strategic planning and outside customer's satisfaction, and from this hypothesis many subsidiary hypotheses were derived:

- 1- There is no correlative relationship with statistic significance among marketing strategic planning and quality.
- 2- There is no correlative relationship with statistic significance among marketing strategic planning and pricing.
- 3- There is no correlative relationship with statistic significance among marketing strategic planning and service.
- 4- There is no correlative relationship with statistic significance among marketing planning strategy and time.

Second main hypothesis

There is no influential relationship with statistic significance among marketing strategic planning and outside customer's satisfaction, and from this hypothesis many subsidiary hypotheses were derived:

- 1- There is no influential relationship with statistic significance among marketing planning strategy and quality.
- 2- There is no influential relationship with statistic significance among marketing strategic planning and pricing.
- 3- There is no influential relationship with statistic significance among marketing strategic planning and service.
- 4- There is no influential relationship with statistic significance among marketing strategic planning and time.

Second section: Theoretical side

First: Marketing strategic planning concept

Strategic planning is one of the important active steps to achieve the main dimensions of marketing activity at different organizations, whereas the organization intends to use an umbrella strategic plan which has a specific vision, message, goals and activities and able to achieve the organization's goals. Also, it has to design the plan strategy that gives it the competitive trait of the organization in the

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markets (Davis,1997:pp 13-14). The marketing planning is an administrative operation focuses on coordination between the goals of the organization and the influential skills in it , and the available of marketing opportunities (Kotler, 1994:33). The marketing planning includes the message determination of the organization, putting goal and strategy development to enable the organization to work hardly in its organization which is a process to develop the message of the organization and the organization effort toward the remote goals according to the available financial and human resources (Mosley et al, 1996:212). Marketing planning is knowing as sustainability process and develop the coordination of strategy among the goals of organization and marketing changeable opportunities (Kotler, 1994:33). Shain and Scheek (2002:41) according to their opinion ,that marketing strategic planning is a group of operations with consequent activities to achieve the total success of the organization to determine its future root. Mc. Namara (1999:3) confirms that strategic planning focuses on determine the required goals to achieve the message of the organization and develop the sense of plan existence, and confirms the active use of resources on main priority .The strategic planning provides the organization with the ability of prediction of the possible variables and determine the needs in addition to unify the total efforts to the organization. All that will lead to a high level of planner's satisfaction of the vision by increasing the efficiency and activity through the coordination between technical cadres and administrative cadres, and increase the focus to solve all the problems that confront the organization.

According to the mentioned above, the marketing strategic planning is considered as a mental effort relies on the process of build, develop and execute the marketing strategies that believe in achieving the previously studied goals through the way of administrate the relation with pointed customer due to his position in the organization's activity, market analysis, presenting the proper marketing combination to achieve the competitive position and that will help the organization to increase the marketing share and achieve the highest sells and increase its profits to guarantee its existence the business filed.

Second: Marketing planning strategy

The marketing planning strategy was increased due to the surrounded environment complexes and the increase of competition between organizations to share markets and sell products that characterized of their short period, production means development, communication, opening of the global markets and the flexibility of transferring capitals and labors between different regions round the world (Franklin,2004:276). Marketing planning strategy importance lies in the ability of predicting future and develop the strategy of decision makers through understanding the challenges possibility, opening the organizing memory, facilitate learning, share the information, active execution and marketing strategy. According to the planning importance, many writers and researchers discussed marketing planning strategy's process, and all these studies agreed on the main stages although of some divergence existence that is related to the regular differences between organizations in style and methodology, in addition to some other effected environmental factors for each organization. Below are some of these studies.

Table 1 shows marketing strategic planning according to some writers opinion.

#	Reference	Stages
1-	Markin , 1982,p:68	Analyzing market opportunity-Goals-Strategy-Execution-Results
2-	Stanton, 1984,p:579	Status analysis-Goals-Goal selection-Design marketing combination-Preparing the annual marketing plan-Execution and Evaluation

3-	Petter &Donnells, 1998 , p.20	Public strategic plan-Marketing plan-Execution and revision
4-	Juslin &Linth , 2002 , p. 1-3	The message-Goals-Resources-Strategies-Executing the marketing plans
5-	Oliver , 2002,P.4	The message-Analyzing SWOT-Strategies- Goals-Resources and Monitoring
6-	Cooper,2003, p:6	The message-Goals-Analyzing SWOT-Strategies-Resources and Monitoring
7-	Franklin,2004.p:277	Analyzing SWOT-Goals-Strategies-Execution-Evaluation

The studies above showed the researchers concern of marketing planning strategy importance. Instead of the limit divergence in their opinions, but all of the agreed that the basic variables represent in the existence of the marketing message, analyzing the marketing environment, marketing goals and marketing strategies to enable the organization to recognize the outside variables of the environment (Marketing opportunities or threats), and determine the strength and weakness points in its inside environment to facilitate the needs and desire of customers at the pointed markets.

Third: marketing strategic planning variables

According to the researchers opinion agreement in their different researches and according to the attuned with the nature of the research, many variables in the marketing strategic planning were relied on:

1- Marketing message

The message of the organization is a specific description of the organization from its competitor in the business environment and a reason of existence. The message determines the organization products , its target markets and funding resources, and also it is an expression of the public vision for the adopted strategies to achieve the target goals, and defined by Hooley (1998, p:33).According to what mentioned above, the message of the marketing organization is the concept that clarify the future vision of the organization, that describes the nature of its markets and target customers characteristics, reveal its marketing goals and distinguishing it from other competitors such as efficiency and capability. The distinguished methodology of the organization and characterized from others from its activity, products, profits and basic values.

2-Analyzing the Marketing Environment

Analyzing environment is one of the basic constituents to depend the strategic selection by studying the political, economic, social and technical variables which enable the marketing organizations to predict the marketing possible opportunities and threats by describing them as influential factors on the organizations future and fate. The environment analysis enables the organization to identify its capabilities to determine strength points and the ability to use in confronting the outside environment challenges according to the adopted strategy type, in addition to that knowing the weakness points that determine the deficit elements inside the organization to the target goals(Procter, 1996, p:251).

3-Marketing strategy

Many of books and researchers in this field discussed the concept of marketing for its importance. It is a group of decisions that made by the administration about how the organization distributes its resources and achieve the competition trait in the target markets or it is the methodology that unifies goals, policies and active business at the marketing organization. So, the marketing strategy is the target market and the way to achieve the customer's satisfaction at that market to achieve the

determined goals through a known period of time (Juslin & Lintu, 2002,p:3).

4-Marketing Goals

The marketing goals assembled from the subsidiary goals that derived from the main goals of the organization that are related to the units goals of the organization. From this point, the marketing goals will be determined by entering new products to the market, improve the current products, profits innovation ,pricing, distribution, train and support labors, increase the size of sales and increase the market share to increase the size of sales . The marketing goals characterized as a quantity , can be measurable, understandable, sequenced and motivated to the labors capabilities (Hill& Johnes, 2001,p:48).

Third section: Customer's Satisfaction

First: Customer's Satisfaction concept

The focus on customer is considered one of the organizations main tasks, because customer's satisfaction gain will give the organization many reasons to stay at the business field instead to the capability to create the competitive feature under the environment outside challenges. The organization is not able to achieve its goals without determining the influential factors to achieve the target customers satisfaction. Customer's satisfaction is an expression of the personal feelings to be happy or disappointed for the production performance and customer's prediction(Kolter,1997,p:40).

The customer's satisfaction can be defined as the customer convincing as the customer's convincing to fill his needs and desire resulted from the achieved profits for using these results. If the product performance less than the customer prediction, the customer will not be satisfied, and if the performance was similar to the predictions the customer will be satisfied, and of the performance exceeds the customer's predictions will make the customer more loyal to the organization and its products.

Second: The influential factors in customer's satisfaction

The customer influences with many factors that should be available at the presented products whether they are goods or services to achieve the customer's satisfaction and the capability to fill full his needs and desires . So, it is necessary to present researchers and writers opinion about some of these factors, and Noori (1995,p50-54) highlighted on six factors: quality, price, flexibility, time and service. Evans(1995,p:54-64) focused on five factors: quality, price, trust, time and delivery speed. Willington (1995:p54-64) dealt with four factors : quality, price, time and service. Wesner etal (1995:p184) mentioned that quality, price, performance, time, service and train are influential factors for customer's satisfaction. Amold (1998:p418) referred that quality, price, time, flexibility and service. Hodgetts (1998:66) mentioned quality, price, service and reputation, and final Phillips etal(2000:p-166) highlighted to quality, price, service and complain policy. Instead of all these numbers of factors, the researchers agreed on four factors only: quality, price, service and time.

1-Quality

The changes in Industry and competition at the markets instead to the customer's awareness reinforce the concern of quality. The quality can be defined as the product capability to be proper in use to achieve all profits that will fit the needs of target customer, while the producers desire to focus on quality according to the standards matching that should be available at the product design. So, quality is the result of emerging the manufacturing activities, engineering, marketing and maintenance that create a product fit the needs of the customer's desire and needs and other beneficiaries entitie (Stevenson,2005:p384).

2-The price

The price is considered the cash value for the product under-competition circumstances in the markets,

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which is an important factor to cover all different activities whether it was marketing or productive to achieve the total revenue. So, the price effects on profits , because profit is one of the price components, and when the price fixed on products by organizations they have to consider the customer's thoughts and procurement capabilities which is related to their respond and desire for the product (Krgewski & Ritzman,1999:p33).

3-The service

Sometimes it is hard to determine a specific definition for a humanitarian, intellectual and multi trends activity, and these services are not far from these context. Services was defined as a group of activities that facilitate to the consumer to achieve his goals to insure the necessity of reaction between the service producer and the consumer. Services are characterized generally as intangible and demised during the process of using it, and sometimes goods need services after sell to prolong its productive life such as electrical devices and cars, and sometimes services sold as independent product such as medical and legal consultations (Kotler,2000:p 97).

4-The time

Time is considered one of the rapid variables that happened at the markets and requires the customer respond. The term of delivery expresses the organization marketing ability to present products in time which is related to the competitive characteristic by meeting their agreed obligations, instead of the relation between getting the product by the customer and the product ability to achieve profits for using these products that will fit the needs and customer target. Time is also related to obsolescence and

Dependent variable	Outside customer Satisfaction			
Dependent variable	R	Calculated t	spreadsheet	Intangible level
Marketing message	0,78	11,600	2.39	0.01
Analyzing marketing environment	0,882	17,453	2.39	0.01
Marketing goals	0,86	15,501	2.39	0.01

product expire (Kargar,2000:p122).

Fourth section: Analyzing and selecting relationships between research variables

First: Analyzing the correlation relationship between the research variables

This paper discusses the correlation relationship analysis between all the marketing strategic planning variables and dismiss customer's satisfaction by using sufficient correlation to find out the relationship nature of the main first hypothesis which stipulated of no existence of statistic significance correlation relationship between marketing strategic planning and customer satisfaction.

Table (2): The results of correlation relationships between planning strategy for marketing and Outside customer Satisfaction .

Marketing strategy	0,795	12,240	2.39	0.01
Total indication	0,839	14,435	2.39	0.01

Dependent variable	Quality			
Independent variable	R	Calculated t	spreadsheet	<i>Intangible level</i>
Marketing message	0,81	12,818	2.39	0.01
Analyzing marketing environment	0,92	21,243	2.39	0.01

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Table 2 shows the measurement result of the correlation relationship between the strategic planning and outside customer satisfaction. The value of the correlation coefficient is 0,839, which is a high value reflects a positive relationship existence wit statistic significance of %99. This relationship explains whenever the company applied the strategic planning to reach the proper performance its ability will be increased to achieve customer's satisfaction. The result indicates the relationship between the strategic planning and the customer's satisfaction as intangible significant relationship. The value of calculated t is 14,435 which is greater than the value of spreadsheet t which is 2,39 on the intangible level of 0,01. On the base of that, the first hypothesis will be rejected (there is no correlation relationship with statistic significance among marketing strategic planning and outside customer satisfaction) for nothing to prove its validity, while the subsidiary of correlation relation results were as following:

1- Analyzing the correlation relationships between planning strategy variables for marketing and quality.

Table 3 shows the results of correlation relationships measurements between the strategic planning for marketing and quality on the total level for the sample. The table's data refer to intangible correlation relationships existence between marketing strategic planning and quality. The value between correlation coefficient is 0,78, which is a positive and strong relationship, and this correlation will support the impact of marketing planning strategy importance to improve the presented products by the discussed company in this research with confidence level of %99, and the calculated value of t is 16,538, which is greater that the value of spreadsheet t 2,39 at the intangible level of 0,01.

Table 3.The results of correlation relationships between planning strategy for marketing and quality.

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Marketing goals	0,85	15,941	2.39	0.01
Marketing strategy	0,86	15,642	2.39	0.01
Total indication	0,87	16,538	2.39	0.01

All what have been mentioned, we found that all elicited correlation relationships between marketing strategic planning variables for marketing and quality are against the subsidiary first main hypothesis, and according to that it was rejected.

Second: Analyzing the correlation relationships among strategic planning variables for marketing and price.

1-Table 4 shows the results of correlation relationships measurements between the strategic planning for marketing and the element of price that shows a very weak correlation relationship between strategic planning for marketing. It's coefficient reached to 0,05, which is a very weak value indicate the relationship weakness with the variable, and this relationship explains of not adopting the company a pointed and studied quotation for the presented products that fit with buying power of the target customer. All the correlation results on the level of marketing strategic planning to support the relationship among the two variables.

Table 4. The results of correlation relationships between planning strategy variables for marketing and price.

Dependent variable	The price			
Independent variable	R	Calculated t	spreadsheet	Intangible level
Marketing message	0,142	1.337	1.67	0.05
Analyzing marketing environment	0,03	0.246	1.67	0.05
Marketing goals	0,09	0.837	1.67	0.05
Marketing strategy	0,07	0.609	1.67	0.05
Total indication	0,064	0.599	1.67	0.05

The conclusion of all mentioned above, that all tests results for the relationship among strategic planning and price is a weak results and immoral which confirm the validity and accept the second subsidiary hypothesis from the first main hypotheses.

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2- Analyzing the correlation relationships between strategic planning variables for marketing and service.

The results in table 5 refer to positive correlation relationship between marketing planning strategy for marketing and service element, and the value of the coefficient correlation is 0,54, which is a rational strong value explains the company adoption to a planning strategy operation that helps it to increase the demand on its presented products. The result also indicates that the two variables relationship is a morale relationship. The calculated value of t is 4,154, which is greater than the spreadsheet of T 2,39 on a morale level of 0,01.

Table 5. The results of correlation relationships between strategic planning for marketing and service.

Dependent variable	Service			
Independent variable	R	Calculated t	Spreadsheet	Intangible level
Marketing message	0,537	4,421	2.39	0.01
Analyzing marketing environment	0,511	3,725	2.39	0.01
Marketing goals	0,701	6.212	2.39	0.01
Marketing strategy	0,403		2.39	0.01
Total indication	0,549	4,154	2.39	0.01

According to the results, the third hypothesis has been refused from the first main hypothesis for nothing to prove its validity.

3- Analyzing the correlation relationships between strategic planning variables for marketing and time.

The results in table 6 refer to positive correlation relationship between marketing strategic planning for marketing and time element, and the value of the coefficient correlation between the two variables is 0,893, which is a strong and morale on the level 0,01. The calculated value of t is 12,527, which is greater than the spreadsheet of T 2,39 and the confidence level is %99, that refers to the marketing strategic planning importance impact in providing company's products in time for the customers. All the results of the correlation relationship came on the level of marketing strategic planning variables for marketing (each a side) to support the validity of this result as shown in the hereunder table:

Table 6. The results of correlation relationships between strategic planning for marketing and time.

Dependent variable	Time			
Independent variable	R	Calculated t	spreadsheet	Intangible level
Marketing message	0,861	10.511	2.39	0.01
Analyzing marketing environment	0,902	13.219	2.39	0.01
Marketing goals	0,931	16.057	2.39	0.01
Marketing strategy	0,841	9.797	2.39	0.01
Total indication	0,893	12.527	2.39	0.01

All the previous results refer that the tests results about the relationship between marketing planning strategy with its variables significance together with the time element was positive with morale significance. All that prove the existence of correlation relationship between strategic planning and

time, which confirm the rejection of the fourth subsidiary theory from the first main hypothesis for nothing to prove it.

Third section: Analyzing the influence relationship between the research variables.

Table 7 shows that coefficient marks (R²) for marketing strategic planning on outside customer satisfaction is not less than %70, which is a good rate, and it means that the strategic planning of the company can fill %70 of the customer's needs and the rest of the rate %30 represents the uncontrolled variables contribution (not included in this research). The F test supports F value (7,185) which is greater than spreadsheet F (7,77) on the morale level (0.01).

Table 7. The results of correlation relationships between planning strategic planning for marketing and customer's satisfaction.

Dependent variable	Customer's satisfaction				
Independent variable	R	Calculated t	spreadsheet	Intangible level	P value
Marketing message	%60,73	4.66	4.001	0.05	0.03
Analyzing marketing environment	%77,78`	10.5	7.77	0.01	0.002
Marketing goals	%73,42	8.29	7.77	0.05	0.005
Marketing strategy	%63,26	5.17	4.001	0.01	0.02
Total indication	% 70	7.185	7.77	0.01	0.009

The possibility of rejecting the Heckscher-Ohlin Theorem (HO), that states of no relationship between marketing planning strategy and outside customer satisfaction to about 0,009. It means, If we rejected the idea of no relationship between the strategic planning and customer's satisfaction 1000 times, our decision will be right to about 991 times and only 9 wrong decisions, it means there is nothing to stop us to refuse the idea of being a variables relationship.

Testing effect results for subsidiary hypotheses were as following:

1-Analysng statistic effect relationship between strategic planning for marketing and quality.

Table 8 shows the existence of positive moral statistic significance for marketing strategic planning at quality variable. The designation coefficients R² indicate that the difference rate at the company's products due to the influence of marketing strategic planning variables which is not less than %75,87, that it is a good rate refer to 75,87 from the total difference of quality that can be determined through the company's administration of the marketing strategic planning variables. The left rate is %42,2 which represents the variables rate (not included in research) or uncontrolled random variables that support F test. The value of calculated F is 9,431, which is greater than its spreadsheet value 7,077 on a morale level of 0,01 with confidence level of %99 and refusal possibility for HO, that stipulated of there is no correlation relationship between strategic planning for marketing and quality which is 0,0003. It means, if we refused the idea of there is no correlation relationship between strategic planning for marketing and quality for 1000 times, our decision will be right in 997 times and it will be only 3 wrong decisions.

Table 8. The results of correlation relationships between strategic marketing for marketing and quality.

Dependent variable	Customer's satisfaction				
Independent variable	R	Calculated t	spreadsheet	Intangible level	P value
Marketing message	%65.83	5.66	4.001	0.05	0.02
Analyzing marketing environment	%83.84`	5.56	7.077	0.01	0.00

Marketing goals	%72.37	7.85	7.077	0.01	0.006
Marketing strategy	%73.77	8.43	4.077	0.01	0.005
Total indication	% 75.87	9.431	7.077	0.01	0.003

According to the results, we can say that there is a morale effect relationship between strategic planning for the market and quality element.

2-Analyzing statistic influential relationships between strategic planning and price

Table 9 results show that coefficient limit R2 between strategic planning variables (marketing & price) are close to zero which is about 0,04, it refers to a very weak value and there is no significance of planning strategy variable of price that could be considered. We might reject the null theory that stipulates there is no relationship between planning strategy and price (0,91), it means if we refused the idea of two variables relationship existence for 100 times, our wrong decision will be wrong in 91 times and true for the rest of 9 times.

Table 9. Coefficient results between marketing strategic planning (Altogether) and the price.

Dependent variable	Customer's satisfaction				
Independent variable	R	Calculated t	spreadsheet	Intangible level	P value
Marketing message	%2,01	0,062	4.001	0.05	0.805
Analyzing marketing environment	%0,07	0,002	4.001	0.05	0.96
Marketing goals	%0,08	0,024	4.001	0.05	0.87
Marketing strategy	%0,41	0,013	4.001	0.05	0.91
Total indication	% 0,41	0,012	4.001	0.05	0.91

In light of what has mentioned above, marketing strategic planning has a weak impact at the price variable ,and the rate of 0,996 from the price cannot be explained due to other random variables or others out of control because they are not included in the research. By the way, the F calculated value is 0,012 which is less than spreadsheet value 4,001 on the level of 0,05. Therefore, the influential relationship between the variables is nearly null, that indicates the second subsidiary theory validity from the second main hypothesis and accepting it.

3-The statistic relationships influence analysis between marketing strategic planning and service stipulate on the 3rd subsidiary hypothesis from the 2nd main hypothesis that marketing planning strategy has a statistic significant influence at the services presented by the company to its customers. Table 10 shows that limit coefficient R2 between marketing strategic planning and service variable reached to 0,301, and this indicator refers to the independent variable ability to explain the changes on service variable to %30 and %70 from the changes taking place due to other random variables or others out of control.The calculated F value reached to 1,30 which smaller that spreadsheet F which is about 4,001 on 0,05 level, all that refer that the relationship between the variables is not morale with the possibility of refusing null theory HO that stipulates there is no a relationship between planning strategy and services that are presented by the company, it means I we refused the idea of variables relationship existence on 100 times ,our decision will be right in 75 times and wrong in 25 times.

The influence results between marketing strategic planning variables for marketing and service resulted hereunder:

Table 10. Coefficient relationship results between marketing strategic planning and service.

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Dependent variable	Customer's satisfaction				
Independent variable	R	Calculated t	Spreadsheet	Intangible level	P value
Marketing message	%32.82	1.466	4.001	0.05	0.22
Analyzing marketing environment	%25.76	1.041	4.001	0.05	0.31
Marketing goals	%49.1	2.894	4.001	0.05	0.09
Marketing strategy	%16.26	0.582	4.001	0.05	0.44
Total indication	% 30	1.3	4.001	0.05	0.25

In light of what has mentioned above, we can say that there is an influential relationship with statistic significant between marketing planning strategy and service variable, by that the 3rd subsidiary hypothesis from the 2nd main hypothesis.

4-Analyzing statistic influential relationships between strategic planning and time

Table 11 results shows that there is a positive morale significant influence marketing strategic planning at the time variable. The calculated F value reached to 11,77 which is greater than its spreadsheet value 7,077 on a morale level of 0,01 with validity degree of %99, and the limit coefficients R2 reached 79,69 between marketing strategic planning and time. This indicator refers that marketing planning strategy variable the ability to explain about %79,7 from the changes taking place at the time variable. The left rate is %20,3 due to other variables are not included in his paper with the possibility of refusing the null theory OH with 0,001 vale, it means if we refused that there is no variables relationship existence between variables, our decision is right in 99 times and wrong one time for 1000 time decision.

Table 11. Coefficient relationship results between marketing strategic planning and time.

Dependent variable	Customer's satisfaction				
Independent variable	R2	Calculated t	spreadshee t	Intangible level	P value
Marketing message	%73.42	8.286	4.001	0.077	0.005
Analyzing marketing environment	%81.37	13.106	4.001	0.077	0.000
Marketing goals	%86.57	19.336	4.001	0.077	0.000
Marketing strategy	%70.58	7.198	4.001	0.077	0.009
Total indication	% 79.69	11.77	4.001	0.077	0.001

According to the previous results, we can say that there is a morale statistic relationship between planning strategy for market and time variable, for that the 4th subsidiary hypothesis from the 2nd main hypothesis has been rejected.

Fifth section: Conclusions and recommendations

First: Conclusions

1-The application results for the strategic planning operations at the organization in process rationally refer to the administration concern by relying on the marketing planning strategy to confront the possible threats that impact on keeping current customers plans or preventing attracting others.

2-The research results show a strong and morale relationship between marketing planning strategy and quality. The value of coefficient correlation between them is 0,87.

3-The research results show the coefficient correlation result between marketing strategic planning and price was less than %1, which is a weak rate refers to the company policy of not adopting a specific

policy to determine the products prices.

4-It was clear from the research results, that there is a correlation relationship with statistic significance (medium) between planning strategy and service. The rare of R equals 0,54, which is a positive value refers to the company medium intensity to run the company by presenting services to beneficiary entities from the company's products.

5-All the study's results referred to moral relationship existence between planning strategy and the time's element.

6-The analysis result refers to morale influential relationship existence between marketing planning strategy and time by the degree of %99 and freedom degree of 1,87. The value of limit coefficients is %79,69, that refers to strategic planning ability range to save sufficient products to the customers.

7-The analysis results has proved of correlation influence with moral significance between planning strategy and customer's satisfaction altogether, and the value of limit coefficients is %70.

Second: Recommendations:

1-The necessity of supreme administration concern with marketing strategic planning to guarantee the routine check and determine the marketing opportunities and tracing the necessary changes in relied systems the fit with needs of target customer.

2-Relying on comparative reference with similar organizations to recognize progress and improvement range at quality programs, and creating performance standards on the level of the organization and personnel.

3-Following a new methodology in determine prices and relying on balanced pricing policy that counted on a universal study for similar products prices by considering the needs of target customer, his capability and the cost by the organization.

4-By relying on the analysis results, it was clear of increasing products quality, and that requires the need to improve the level and type of services that accompanied with the processes of presenting products.

5-Trying to focus on the marketing strategic planning activities and customer's satisfaction, by describing them as a two basic concepts to be applied to achieve the success and progress of the organization at the competition field.

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