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The Impact of Sustainable Marketing on the Quality of Service Provided in Private Hospitals

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Abstract

The objective of the current study is to: define the importance of sustainable marketing, and clarify its most important dimensions that contribute to improving the quality of services in private hospitals. The descriptive analytical method was used in the study. Moreover, a questionnaire was designed and distributed to the study sample, and data were entered into SPSS program to be analysed. However, the most important results of the study are as the following: There is a high interest by private hospitals administration to open new advanced scientific disciplines that distinguish them as much as possible from others, and there is also a high focus and interest in the continuous improvement of the work environment by the hospital administration. The study recommended the following Increasing attention to the market needs and linking the new specialties opened by hospitals with the needs of the local and international labor market. Interesting in the outputs quality of the medical process and emphasizing on teaching new cadres the skills and capabilities necessary for the labor market, according to specialization, as well as attracting human resources to teach new specialties. Raising the quality of medical human resources by training them on modern technologies.

Keywords: Sustainable marketing, service quality, private hospitals

Introduction

The hospital sector in general and private hospitals in particular has witnessed a lot of attention and care at all levels, and the concept of sustainability along with the quality of service also receives a lot of attention for applying in the health sector development. So, the quality of health service in private hospitals depends on the quality of their inputs, operations and improvements, which leads to the quality of outputs and makes them more suitable for the needs of development and the labor market. (Al-Taie, 2013, p. 83) [21]. The sustainability process of the service provided in private hospitals includes the best use of available resources, preserving assets and investing them for the longest period due to the growing demand for this service. Here comes the importance of the study in linking the concepts and dimensions of sustainable marketing to the quality of service provided in private hospitals.

1. The Study Importance: The importance of the theoretical study is focused on dealing with a modern, important and rare topic related to the concepts of sustainable marketing, while linking it to the variable of quality of services in private hospitals, based on studies, references and indicators related to the topic. On the other hand, the practical and scientific importance of the study is shown by focusing on the measuring of sustainable marketing role in improving the quality of the service provided in

private hospitals, and on its concepts adoption and impacts and results clarification.

- 2. The Problem of the Study and the Questions Raised:** The main problem of the study can be formulated with the following main question: Is there an impact of sustainable marketing on the quality of service provided in private hospitals? It is divided into a set of the following sub-questions:
- i). Are there any impacts of innovative marketing on the quality of service provided in private hospitals?
 - ii). Are there any impacts of green marketing on the quality of service provided in private hospitals?
 - iii). Are there any impacts of social marketing on the quality of service provided in private hospitals?
 - iv). Are there any impacts of responsible marketing on the quality of service provided in private hospitals?
- 3. Hypothetical Plan of the Study**
- i). Sustainable Marketing: (Innovative Marketing, Green Marketing, Social Marketing, Responsible Marketing).
 - ii). Quality of services provided in private hospitals: (reliability, tactility, responsiveness, safety and trust).

The researcher prepared the the study model according to the hypotheses and questions related to the study based on previous studies:

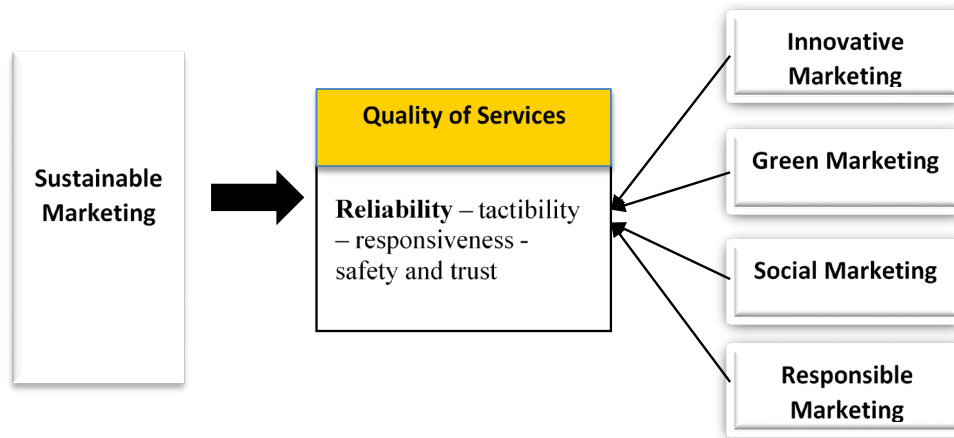


Fig 1: Study Sample

4. Hypotheses of the Study

Main Hypothesis: (There is no statistically significant effect at the level of significance ($\alpha=0.05$) of sustainable marketing on the quality of services provided in private hospitals) and falls under this main hypothesis the following sub-hypotheses:

H1: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of innovative marketing on the quality of services provided in private hospitals.

H2: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of green marketing on the quality of services provided in private hospitals.

H3: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of social marketing on the quality of services provided in private hospitals.

H4: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of responsible marketing on the quality of services provided in private hospitals.

5. Objectives of the Study

1. Identifying the concepts and importance of sustainable marketing and defining its dimensions that raise the quality of service in private hospitals.
2. Explaining the concept of services provided in private hospitals and the sustainable marketing role in improving their quality.
3. Having a set of recommendations that contribute to activating the role of sustainable marketing in improving quality.

6. Previous Studies

A Study (Hanan, 2020) [24] entitled: The impact of empowerment on improving the quality of therapeutic services in hospitals, a field study of a sample of Constantine hospitals.

The study aimed to show the importance of empowerment in improving the quality of services provided in hospitals. The descriptive analytical approach was used in the study. However, the most important results are: There is a statistically significant positive effect at the significance level $\alpha = 0.05$ to enable the improvement of services provided in hospitals, where a sample of hospitals in Constantinople was studied. The difference between this study and the previous ones is that it focuses on the impact of sustainable marketing on the quality of service provided in hospitals.

A Study (Shivana, 2021) [23] Entitled: (Relationship between Marketing Mix and TQM in Hospitals: It aimed to show the relationship between the marketing mix elements and total quality management in private hospitals in the state

of Andhra Pradesh in India. The descriptive analytical approach was used, and its most important results are as following: There is a statistically significant positive impact of physical evidence, people, processes and product on total quality management in Indian hospitals, and there is also a moderate positive impact of pricing, promotion and distribution on total quality management in India Hospitals. This study differs from the previous one in focusing on the impact of sustainable marketing on the quality of service in these hospitals.

A Study (Andersson, 2022) [22] Entitled: The Relationship between Marketing and Sustainable Development

The study aimed to show the impact of marketing on the sustainable development process in German hospitals, and the comparative approach was used. The most important results are as following: There is a statistically significant impact of marketing on the process of sustainable development, as marketing affects the customer's purchasing decision regarding environmental products. The study differs from the previous one by focusing on the impact of sustainable marketing on the quality of service provided in Baghdad hospitals and not German hospitals.

7. Research Methodology

Depending on the deductive approach the study was conducted as a general approach to the research, and the descriptive analytical approach and the comparative approach will be relied on, while the statistical survey method will be used to collect data by means of a questionnaire distributed to a sample of administrators in private hospitals.

- **Study Community:** It consisted of private hospitals' administrators at all levels, senior, middle and lower, reaching to 982 administrators in the hospital's various departments and administrations.
- **Study Sample:** The stratified sample will be depended on since the society is heterogeneous.

The Theoretical Framework of the Study

1. The Concept and Importance of Sustainable Marketing

Consumer behavior is the basic basis on which the development of a sustainable marketing approach is built, as a sustainable marketing approach is formulated on the basis of an analysis of environmental-social problems within the behavior of the industry and the consumer in the target market. Sustainable marketing calls for socially and environmentally responsible actions capable of meeting customers' immediate and future needs and the organization

as well. This concept needs a smooth marketing system composed of consumers, public policy makers and others, who cooperate with each other to ensure marketing procedures. (Bakhti *et al*, 2020, p. 158) ^[12] So, Sustainable marketing is a result of the requirements of marketing's social and ethical responsibility, which has come about as a result of increasing environmental challenges in recent years and the emergence of environmental organizations aimed at ensuring the human right to live in a clean environment. Sustainable marketing, according to the American Marketing Association, can be defined as the marketing of environmentally safe products through efforts made by organizations to produce, promote, pack and retrieve products without any harmful results on the environment. (Asaad *et al*, 2022, p. 76) ^[11]

The researcher believes that sustainable marketing is the process of planning, implementing and controlling the price changes, and products' promotion and distribution through three characteristics: the organization traditional goal, satisfying consumer needs, and protecting the environment from depletion and pollution.

The importance of sustainable marketing is represented by a set of advantages, and the adoption of this concept would lead to the following:

1. Improving the organization competitive position and market leadership, as well as its social acceptance.
2. Preserving the environment, rationalizing the use of natural resources, and safely delivery of product and operations management.
3. Sustainability of activities and satisfying the owners' needs by opening new horizons and opportunities for organizations.
4. Producing safe and environmentally friendly goods, and this paves the way for the organization acceptance that adopts the idea of sustainable marketing.
5. Increasing profitability and reducing costs. (Abdel Aziz *et al*, 2020, p. 391) ^[2]

2. Sustainable Marketing Objectives

- i). **Maximizing Profits:** Marketing managers can make more profits through sustainable marketing by restructuring the organization's production and marketing processes, in a way that enhances its relationships with the target audience.
- ii). **Achieving Competitive Advantage:** There is a great awareness by organizations for the importance of adopting pathways to achieve environmental protection, which would give them an opportunity to achieve a competitive advantage in the market, as it helps to reach new markets. (Yado *et al*, 2020, p. 97) ^[13]
- iii). **Increasing Market Share:** Green products are taking a larger market share compared to traditional products in developed country markets, due to the customers' growing sense of trust and safety in these goods.
- iv). **Better Products:** Many consumers prefer green products because they are environmentally friendly and healthy, as well as of high quality. (Iman, 2021, p. 80) ^[31]

3. Dimensions of Sustainable Marketing

1. **Social Marketing (Dimension):** It is the process of designing, implementing and controlling programs that can affect the acceptance of social ideas, in addition to concern with product planning, communication, pricing, distribution, and marketing research. Social marketing is a

long-term trend. However, the role of sustainable marketing in this dimension implies human rights respect in all fields, including the rights of women, children and the environment, and seeking to support organizations working in this field. (Bin Abdul *et al*, 2020, p. 282) ^[18] Moreover, sustainable marketing does not only depend on just achieving the institutions' goals, but also aims to achieve the welfare and happiness of society through the responsibility entrusted to it, including caring for the society problems and their effects, by considering social responsibility as the main criterion in its performance. So, Marketing should be societal in order to achieve the social dimension of sustainable development. (Al-Azzawi, 2019, p. 16) ^[4]

2. Organizations make their social marketing decisions by taking into account the consumer's needs, the organization requirements, and the interests of both customers and the society in the long term. Therefore, social marketing seeks to develop and integrate marketing concepts with other methods of behavior change. However, social marketing aims to influence behaviors that benefit both individuals and communities for the greater social good, as well as it provides competitive, effective, equitable and sustainable social change programs that are competitive and efficient. (Asaad *et al*, 2022, p. 28) ^[14]
3. **Green (Environmental) Marketing (Dimension):** This dimension focuses on works that makes decisions of negative impacts reduction and avoidance on the environment, and the focus here is on the product's life cycle as a whole. The greatest impact on the environment may be at the stage of production, consumption or the stage of putting the product on the market, where resources, energy use, material and other resources are taken into account, with the aim of obtaining the least possible impact on the environment at all stages. The organization responsibility does not end after the purchase of the product, the impact of the product on the environment must be measured during its use and at the end of its life cycle, and if it can be recycled or disposed of. (Asaad *et al*, 2022, p. 31) ^[17]
4. **Responsible (Collaborative) Marketing (Dimension):** The mission and vision of any organization is to support sustainable marketing, which forms the basis of the organization's values. The marketing sector is not unique in the process of designing, producing and delivering a sustainable product, but requires integration and cooperation between all sectors of the organization, otherwise it will not be sustainable. Collaborative marketing involves the use of online technologies to help increase customer effectiveness in purchasing processes, and this is achieved by customers' connection via the network with a group of people and organizations in order to create a set of conversational relationships aimed at achieving sustainability, which in turn leads to the creation of interactive virtual communities for the organization and its customers. (Belmerdasi, 2019, p. 58) ^[5]
5. **Innovative Marketing (Dimension):** It is the development of traditional products or the creation of new products by being open to new ideas and multiple perspectives to communicate those ideas to other individuals after formulating them clearly to be as a product. Innovative marketing aims to gain consumer satisfaction more than other competitors by accurately identifying and meeting their needs and desires, and

matching them with the organization's capabilities. (Bouteghrine, 2019, p. 93)^[6]

The Concept and Importance of Quality Services in Hospitals: It is a set of standards and characteristics that must be available at all stages of the service provided, with regard to inputs, processes or outputs that satisfy the community, its requirements and the desires and needs of patients, and achieve these standards by using material and human elements effectively. Quality in hospitals means that hospitals achieve the standards and levels set that is related to the efficiency and effectiveness of service with its various elements in a way that achieves a high level of value, efficiency and effectiveness for both the objectives of the health system and the expectations of service applicants. (Sahraoui, 2019, p. 64)^[7]

The importance of the quality of services provided in hospitals is reflected in the following:

1. **The Growth of Service:** The number of establishments providing service has increased, and this growth is still increasing.
2. **Increased Competition:** This increase in the number of private hospitals has created intense competition between them, so relying on the service quality will give it more competitive advantages. (Gupta *et al*, 2020, p. 86)^[19]
3. **Understanding Customers:** It is not enough to provide a service with high quality and an acceptable price, it is also necessary to provide good customer service represented by understanding customers and searching for the best ways to deal with them.
4. **The Economic Significance of Service Quality:** All service institutions seek to provide high-level service to their customers and expand their market share by retaining their existing customers and attracting new ones. (Fernando, 2021, p. 51)^[15]

Dimensions of the Service Quality in Hospitals

1. **Tangible:** Physical facilities related to service provision, including physical facilities, equipment and the appearance of employees, since they are tangible things. The customer often makes judgments on the service through its specifications, such as physical facilities, technology, and the place shape and design. (Scott, 2022, p. 97)^[16]
2. **Reliability:** means the ability to perform the promised service confidently and accurately. It expresses the ability of hospitals, from the patient's point of view, to provide service accurately and on time, and it also expresses the extent to which the hospital adheres to its obligations towards its patients. Reliability means the ability to provide a service that matches the hospital's promise with a high degree of accuracy. Reliability is necessary for service quality since it is an important way to confirm the hospital's status and reputation, which motivates individuals to deal and invest with it. (Marati, 2019, p. 25)^[8]
3. **Response:** It means responding to customer demand to provide rapid service when necessary. In this dimension, workers' readiness to provide immediate services to those requesting it. It is the ability to deal effectively with all customers' demands, respond immediately to their complaints and find appropriate solutions quickly and efficiently, which makes them think that they are appreciated and respected. (Idi *et al*, 2019, p. 111)^[9]

4. **Safety and Trust:** They mean the ability of employees to inspire confidence and reassurance in customers. That is, the reassurance that the patient or customer have that the provided service does not include any error, danger or doubt. So, this dimension includes psychological and material reassurance, which means making patients feel confident and safe when dealing with the medical staff. (Khatabat *et al*, 2019, p. 184)^[10]

6. The Relationship between Sustainable Marketing and the Quality of Services Provided in Hospitals

There is an interrelated relationship between the sustainable marketing and the quality of services provided in private hospitals, the quality of health programs must be available in terms of depth, comprehensiveness, integration and good response to challenges in the field of technology, economy and culture. (Mahajan, 2021, p. 27)^[20] Moreover, sustainable marketing programs must have complete flexibility in proportion to successive environmental changes. Concerning the quality of health services, it includes the quality of medical and administrative staff through qualifying them scientifically and behaviorally, the quality of equipment and its adequacy and modernization, and the quality of management. The higher the quality of management, the better the use of available human and material resources, the implementation of health and service systems development, the quality of equipment funding and, finally, the quality of performance evaluation. (Shaalal *et al*, 2019, p. 15)^[11]

Practical Framework

1. Methodological Procedures for Field Study

Questionnaire Tool Design: The Likert quintet scale was adopted in answering the questions directed to the study sample:

The arithmetic mean of the Likert scale = 3, which is the value by which the arithmetic mean of each question is compared.

The judging criterion of average responses according to the Likert scale is:

Category length = upper response score – minimum response score/number of response categories

Category length = (1-5)/5 = 0.8, and accordingly the closed tab was adopted, and the following areas were identified:

Table 1: Scale Answers Likert Pentagon

Domain	Degree of approval	Materiality %
1.8-1	To a very weak degree	36-20
2.60-1.81	Weakly	52-36.1
3.40-2.61	Medium degree	68-52.1
4.20-3.41	Significantly	84-68.1
5-4.21	To a very large extent	84.1-100

Sources: Student Research

According to the previous table, the intensity and materiality of each question are defined.

2. Study Results and Hypothesis Testing

i). Descriptive study of research variables:

1. Results of the analysis of the independent variable axes: (sustainable marketing)

- **Innovative Marketing:**

Table 2: Results of the statistical analysis of the first axis statements (innovative marketing)

M	Paragraph	Arithmetic mean	Standard deviation	T Test	Degree of approval	Rank
1	Hospital management focuses on introducing new services to patients.	3.59	0.811	16.64	High	3
2	The hospital's management always depends on the opening of unique specialties in the market.	3.83	0.827	18.71	High	1
3	The department focuses on the modernity and diversity of its health services in the marketing process.	3.52	0.628	22.65	High	4
4	The hospital is characterized by unique medical services and specialties in the local market.	3.40	0.627	22.13	Medium	5
5	The department focuses on creativity and innovation in offering distinguished medical services and products.	3.61	0.837	19.27	High	2
Total		3.59	-	-	-	-

Source: Researcher preparation based on SPSS

According to the previous table, the value of the arithmetic mean of the innovative marketing axis 3.59 is within the following range (3.41-4.20) corresponding to the intensity of the answer 'high' on the Likert scale domains, with a significant difference, which is less than the value of the

comparative arithmetic mean 3, where the agreement degree was high in all questions, except the fifth one.

The calculated T value of all statements was greater than the tabular T-value, which means that there is a statistically significant increase in the averages of the individuals' answers from the neutral score.

• Green Marketing

Table 3: Results of the statistical analysis of the second axis statements (green marketing)

M	Paragraph	Arithmetic Mean	Standard Deviation	T Test	Degree of Approval	Rank
7	The hospital administration works to preserve the environment within its surroundings.	3.47	0.811	13.17	High	3
8	The hospital administration has a positive role in affecting its customers to preserve and sustain the environment.	3.72	0.635	33.61	High	2
9	The hospital's administration focuses on reducing financial waste and optimizing the use of resources.	3.37	0.491	37.29	Medium	4
10	The hospital's management focuses on clean energy and reducing environmental pollution.	3.84	0.635	29.81	High	1
Total		3.60	-	-	-	-

Source: Researcher preparation based on SPSS

According to the previous table, the arithmetic mean value of the green marketing axis 3.60 is within the following range (3.41-4.20), corresponding to the intensity of the 'high' answer on the Likert scale domains, with a significant difference, which is less than the value of the comparative

arithmetic mean 3, where the agreement degree was high in all questions, except the fourth one.

The calculated T value of all statements was greater than the tabular T-value, which means that there is a statistically significant increase in the averages of the individuals' answers from the neutral score.

• Social Marketing

Table 4: Results of the statistical analysis of the third axis statements (social marketing)

M	Paragraph	Arithmetic Mean	Standard Deviation	T Test	Degree of Approval	Rank
11	The hospital administration focuses permanently on studying the labor market and its needs.	3.15	1.110	21.69	Medium	5
12	The hospital management has the ability to meet patients' desires and needs in new scientific specialties.	3.44	1.012	29.37	High	2
13	The management has the ability to influence patients' behavior and decisions.	3.38	0.934	9.31	Medium	3
14	Hospital's management focuses on the social aspect of the medical process.	3.32	0.991	19.73	Medium	4
15	The management seeks to design treatment programs that fit in with the surrounding social desires.	3.51	0.897	16.94	High	1
Total		3.36	-	-	-	-

According to the previous table, the arithmetic mean value of the social marketing axis 3.36 is within the following range

(2.61-3.40), corresponding to the intensity of the 'average' answer on the Likert scale domains, with a significant

difference, which is less than the value of the comparative arithmetic mean 3.

The calculated T value of all statements was greater than the tabular T-value, which means that there is a statistically

significant increase in the averages of the individuals' answers from the neutral score.

• Responsible Marketing

Table 5: Results of the statistical analysis of the fourth axis statements (responsible marketing)

M	Paragraph	Arithmetic Mean	Standard Deviation	T Test	Degree of Approval	Rank
16	The hospital's management focuses on continuous improvement and work continuity for long periods of time.	3.69	1.118	19.37	High	1
17	The hospital's management has the ability to generate revenues and profits from various sources in the hospital.	3.66	0.961	18.37	High	4
18	The management seeks to increase the its customers' numbers through appropriate marketing of its medical services.	3.50	0.817	27.36	High	5
19	The management focuses on the quality of its outputs, their capabilities and skills in its marketing operations.	3.69	0.761	33.64	High	3
20	There is a high satisfaction and demand for medicine in the hospital.	3.69	0.789	31.94	High	2
Total		3.64	-	-	-	-

Source: Researcher preparation based on SPSS

According to the previous table, the arithmetic mean value of the responsible marketing axis 3.64 is within the following range (3.41-4.20), corresponding to the intensity of the 'high answer on the Likert scale domains, with a significant difference, which is less than the value of the comparative

arithmetic mean 3, where the agreement degree was high in all questions.

The calculated T value of all statements was greater than the tabular T-value, which means that there is a statistically significant increase in the averages of the individuals' answers from the neutral score.

2. Analysis Results of the Dependent Variable Axes: Quality of Service

Table 6: Results of Statistical Analysis of Quality of Services

M	Paragraph	Arithmetic mean	Standard Deviation	T Test	Degree of Approval	Rank
21	Appropriate medical services and facilities are available at the hospital.	3.64	0.711	13.64	High	6
22	The necessary medical infrastructure is available in the hospital.	3.75	0.834	18.17	High	5
23	Patients are satisfied with and confident from the medical staff and cadre and the service provided in the hospital.	3.60	0.677	21.22	High	9
24	The hospital has a name and a good reputation among most patients and those wishing to be treated in it.	3.62	0.645	19.64	High	7
25	The hospital's management focuses on the capabilities of its medical cadre.	3.61	0.992	21.34	High	8
26	The management is characterized by its rapid response and interaction with patients' wishes.	3.85	0.834	22.36	High	4
27	The administrative staff is characterized by efficiency, integrity and the ability to provide services at the appropriate speed.	3.97	0.611	16.37	High	2
28	Patients are treated in the same way in the various departments of the hospital.	3.89	0.568	39.61	High	3
29	There is a quick response by administrators to the patients' needs.	4.15	0.591	23.24	High	1
Total		3.78	-	-	-	-

Table (6) shows that the arithmetic mean of the statements (21,22,23,24,25,26,27,28,29) falls within the range (3.41-4.20) corresponding to the intensity of the 'high' answer on the Likert scale domains, with a significant difference. The arithmetic mean value of the service quality variable 3.78 is within the range (3.41-4.20) corresponding to the intensity of the 'high' answer on the Likert scale domains, with a

significant difference, which is less than the value of the comparative arithmetic mean 3.

The calculated T value of all statements was greater than the tabular T-value, which means that there is a statistically significant increase in the averages of the individuals' answers from the neutral score.

3. Testing the Study Hypotheses and Answering the Questions:

A simple regression analysis was used that measures the effect of an independent variable on the dependent variable.

1. Testing the First Main Hypothesis:

The First Main Hypothesis: There is no statistically significant effect at the significance level ($\alpha=0.05$) of sustainable marketing in the quality of services provided in private hospitals.

Table 7: Regression analysis between sustainable marketing and the quality of the provided services

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.844	.844	.24969

a. Predictors: (Constant), sustainable marketing

Source: Researcher preparation based on SPSS program.

Table 8: Regression parameters for the sustainable marketing impact on the quality of services provided

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.485	.084		5.780	.000
	Sustainable Marketing	.876	.023	.919	37.476	.000

a. Dependent Variable: service quality

Source: Researcher preparation based on SPSS program.

We note that the regression model is significant and indicates a very strong and positive relationship between the two variables, as the value of the corrected determination coefficient was (0.844), which explains that 84% of the quality of services changes are due to sustainable marketing in private hospitals. The probability value $P=0.000 < \alpha=0.05$ and therefore the correlation is significant. Hence, the main hypothesis is rejected and we accept the alternative one, which states: There is statistically significant impact at the level of significance ($\alpha = 0.05$) of sustainable marketing on the quality of services provided in private hospitals.

2. Testing the First Sub-Hypothesis

The First Sub-Hypothesis: There is no statistically significant impact at the level of significance ($\alpha=0.05$) of innovative marketing in the quality of services provided in private hospitals.

Table 9: Regression analysis between the innovative marketing dimensions and the quality of provided services

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918	.843	.842	.25091

a. Predictors: (Constant), Innovative Marketing

Source: Researcher preparation based on SPSS program.

Table 10: Regression parameters of the impact of innovative marketing on the quality of provided services

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.533	.083		6.406	.000
	Innovative Marketing	.859	.023	.918	37.260	.000

a. Dependent Variable: Quality of Services

Source: Researcher preparation based on SPSS program.

We note that the regression model is significant and indicates a very strong and positive relationship between the two variables, as the value of the corrected coefficient of determination was (0.843), which explains that 84% of the quality of services changes are due to innovative marketing in private hospitals. The probability value $P=0.000 < \alpha=0.05$, hence the correlation is significant. Therefore, the first sub-hypothesis is rejected and we accept the alternative one, which states: There is a statistically significant effect at the level of significance ($\alpha = 0.05$) of innovative marketing in the quality of services provided in private hospitals.

3. Testing the Second Sub-Hypothesis

Second Sub-Hypothesis: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of green marketing in the quality of services provided in private hospitals.

Table 11: Regression analysis between green marketing and the quality of services provided

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895	.801	.801	.28203

a. Predictors: (Constant), Green Marketing

Source: Researcher preparation based on SPSS program.

Table 12: Regression parameters for the green marketing impact on the quality of provided services

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.707	.090		7.822	.000
	Green Marketing	.813	.025	.895	32.323	.000

a. Dependent Variable: Quality of Services

We note that the regression model is significant and indicates a positive and strong relationship between the two variables, as the value of the corrected coefficient of determination was (0.801), which explains that 80% of the service quality changes are due to green marketing in private hospitals. The probability value $P=0.000 < \alpha=0.05$, hence the correlation is significant. Therefore, the second sub-hypothesis is rejected and we accept the alternative one, which states: There is a statistically significant impact at the level of significance ($\alpha=0.05$) of green marketing on the quality of services provided in private hospitals.

4. Testing the Third Sub-Hypothesis

Third Sub-Hypothesis: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of social marketing in the quality of services provided in private hospitals.

Table 13: Regression analysis between social marketing and the quality of provided services

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796	.634	.633	.38269
a. Predictors: (Constant), Social Marketing				

Source: Researcher preparation based on SPSS program.

Table 14: Regression parameters for the impact of social marketing on the quality of the provided services

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.141	.117		9.727	.000
	Social Marketing	.697	.033	.796	21.193	.000
a. Dependent Variable: Quality of Services						

We note that the regression model is significant and indicates a positive and good relationship between the two variables, where the value of the corrected coefficient of determination was (0.634), which explains that 63% of the changes in the quality of services are due to social marketing in private hospitals. The probability value $P=0.000 < \alpha=0.05$, therefore the correlation is significant. Hence, the third sub-hypothesis is rejected and we accept the alternative one, which states: There is a statistically significant effect at the level of significance ($\alpha=0.05$) of social marketing on the quality of services provided in private hospitals.

5. Testing of the Fourth Sub-Hypothesis

Fourth Sub-Hypothesis: There is no statistically significant effect at the level of significance ($\alpha=0.05$) of responsible marketing on the quality of services provided in private hospitals.

Table 15: Regression analysis between responsible marketing and the quality of the provided services

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896	.802	.801	.28154
a. Predictors: (Constant), Responsible Marketing				

Source: Researcher preparation based on SPSS program.

Table 16: Regression parameters for the impact of responsible marketing on the quality of services provided

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.667	.091		7.290	.000
	Responsible Marketing	.820	.025	.896	32.395	.000
a. Dependent Variable: Quality of Services						

We note that the regression model is significant and indicates a positive and strong relationship between the two variables, as the value of the corrected coefficient of determination was (0.802), which explains that 80% of the service quality changes are due to responsible marketing in private hospitals. The probability value $P=0.000 < \alpha=0.05$, hence the correlation is significant. Therefore, the fourth sub-hypothesis is rejected and we accept the alternative one, which states: There is a statistically significant effect at the level of significance ($\alpha = 0.05$) of responsible marketing on the quality of services provided in private hospitals.

4. Conclusions

- i). The management of private hospitals has a great concern with offering new and advanced medical services and specialties.
- ii). The department pays great attention to the marketing of its new medical services and to the surrounding environment.
- iii). There is an interest by the management to reduce pollution, focus on clean energy, and reduce financial waste.
- iv). There is an intermediate interest by the administration in studying the labor market and its needs.
- v). Private hospitals have a high capacity to meet patients' requirements, while it has an average impact on their decisions.
- vi). Private hospitals focus on providing the specialties desired by the surrounding communities.
- vii). There is a high focus and interest in the continuous improvement of the work environment, and the ability to generate revenue.
- viii). There is high patient satisfaction with the treatment in private hospitals.
- ix). Private hospitals are characterized by their various services and facilities and the quality of their infrastructure.
- x). There is high confidence in the medical staff ability in private hospitals due to the administration's focus on their quality.
- xi). The medical staff is characterized by the ability and efficiency to perform their assigned tasks.

5. Recommendations

- i). Increasing attention to the market needs and linking the new specialties opened by hospitals with the needs of the local and international labor market.
- ii). Interesting in the outputs quality of the medical process and emphasizing on teaching new cadres the skills and capabilities necessary for the labor market, according to specialization, as well as attracting human resources to teach new specialties.
- iii). Raising the quality of medical human resources by training them on modern technologies.
- iv). Asserting the importance of the environmental factor, spreading the culture of sustainability and reducing financial waste.

Conclusion

Sustainable marketing represents a new trend in marketing , industrial ,service and educational companies ,as it is one of the tools of excellence ,leadership and competition for organizations in order to shift to consumption and production patterns that meet their customers' needs and desires, and raise consumer's awareness of the sustainable product and its impact on the individual and social levels ,which ensures achieving a high and leading position for the organization and its continuation of work .The importance of sustainable marketing ,its objectives and four dimensions, in addition to the concept of service quality ,its importance and dimensions , as well as the interrelationship between sustainable marketing and service quality in private hospitals were discussed in this research.

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