

International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337

P-ISSN: 2663-3329

www.marketingjournal.net

IJRMMS 2025; 7(1): 50-62

Received: 07-01-2025

Accepted: 27-01-2025

Published: 29-01-2025

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The mediating role of health services quality in enhancing the relationship between marketing intelligence and brand value / an analytical study of the opinions of a sample of individuals working in Al- Hayat international hospital in Mosul city

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DOI: <https://doi.org/10.33545/26633329.2025.v7.i1a.212>

Abstract

The aim of the research is to demonstrate the direct and indirect influence of Marketing Intelligence in its dimensions in enhancing the Brand value in health organizations, by conducting an analytical study at Al-Hayat International Hospital in Mosul, and it was based on the mediating variable of the health services quality provided by the hospital under study, and to identify the extent of its contribution to enhancing the correlational and influential relationship between both Marketing Intelligence and Brand value, and to achieve the goal, the descriptive analytical approach and a number of statistical methods available in the statistical program SPSS. Ver. 28 were used, and the research was based on distributing the questionnaire form, which included a set of dimensions for both variables, and the data was collected, analyzed and its results interpreted for a sample of employees, which was (70) individuals. The research came up with two main hypotheses: the first is that there is a significant correlation between Marketing Intelligence and Brand value, while the second included the existence of a significant impact of Marketing Intelligence in its dimensions on Brand value.

The research reached a number of conclusions, the most important of which were: Marketing Intelligence in its dimensions (product intelligence, competitor intelligence, customer intelligence, market intelligence) has an effective role in enhancing the Brand value of the hospital under study in light of the existing competition in the health services market, especially private hospitals. As for the proposals and implementation mechanisms, the most important of which were: Health organizations, including private hospitals, must work to provide the best services to beneficiary customers by paying attention to meeting the needs and desires of beneficiaries, which is reflected in maintaining the Brand value in light of the existing competition.

Keywords: Marketing intelligence, health service quality, brand value, Al-Hayat international hospital

1. Introduction

In light of the current developments in the fields of marketing and sales and the wide variety of products and brands that the markets are witnessing today, as well as the diverse sources and improvement of their quality, as well as the noticeable change in the lifestyle of customers and the change in their tastes and the multiplicity of their needs and desires, organizations must keep pace with these rapid changes, and work to collect data and information, understand the markets and their requirements, and know the competitors and what customers need. The concept of Marketing Intelligence came to include studying the marketing environment surrounding organizations in order to improve the position of their products and enhance the value of their brand in the market in which they operate. Today, the brand plays an important role in activating the market, especially the services market, as health organizations, as service organizations, work to compete to meet the needs and desires of sick customers, and provide what exceeds their expectations in terms of high-quality health and treatment services at competitive prices. This will enhance the value of the brand among other competing brands. The Brand value can be enhanced by identifying the intelligence of the product, the intelligence of the competitor, the intelligence of the customer and understanding the market, which lies in understanding the requirements of customers and the health services market in particular. The research dealt with identifying the nature of the relationship between

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Marketing Intelligence and Brand value mediated by the Health Services Quality through studying the theoretical framework by presenting the concepts, importance and dimensions, and the field framework by studying the statistical relationships between the variables directly and indirectly through the mediating variable, and extracting the values of simple and multiple linear regression, and the coefficients of determination (R2) and other statistical evidence that prove or deny the validity of the hypotheses set in light of the hypothetical diagram.

2. Research methodology

2.1 Research problem

The interest of organizations in general and health organizations in particular has increased, with their focus on the quality of the services they provide, as well as on the dimensions of Marketing Intelligence represented by product intelligence, competitor intelligence, customer intelligence and understanding the market, as an entry point to enhance the value of the brand represented by increasing loyalty to the brand, awareness of it, its quality and image, and this is likely to be reflected in understanding the needs of incoming and incoming patient customers in the hospital under study, and providing health and treatment services that exceed their expectations. In light of the existing competition in the health sector and the multiplicity of private hospitals and the diversity of their health and treatment services, it was necessary to preserve the brand and enhance its value as it reflects the identity of the hospital and its health activities provided, so the main research problem lies in the following question: How can Marketing Intelligence enhance the Brand value by mediating the Health Services Quality? Based on the main question, the following sub-questions can be raised:

- a. Does Marketing Intelligence have a direct impact on enhancing the Brand value of the hospital under study?
- b. Does Marketing Intelligence have an indirect effect in enhancing the Brand value of the hospital under study?
- c. Does the Health Services Quality have a direct effect on enhancing the Brand value?
- d. Does Marketing Intelligence have a direct effect in enhancing the Health Services Quality?

2.2 The importance of the research

The importance of the research lies in reading and interpreting the research problem, and this lies in focusing

on the Arab and foreign sources of studies and research available in libraries and websites, as the concepts of health service quality, Marketing Intelligence, and Brand value were identified in all their dimensions, in addition to studying the research problem in light of market variables, especially the competition between health organizations, and the diversity of services provided and brands. As for the field, the importance lies in studying the dimensions of each of the health service quality, Marketing Intelligence, and Brand value and reaching the interconnected and influential relationships between them, reaching the results that reflect the solution to the main and sub-research problem.

2.3 Research objectives

After identifying the research problem and its importance, the researcher sets a set of objectives that he seeks to achieve, which are:

- a. Identifying the concepts of health service quality, Marketing Intelligence, and Brand value, and their dimensions.
- b. Seeking to know the extent of the impact of Marketing Intelligence on Brand value through the Health Services Quality.
- c. Reaching a set of conclusions, proposals and mechanisms for implementing them in health hospitals.

2.4 Hypothetical research plan

In order to reach a systematic treatment of the research problem according to its theoretical and field framework, it is necessary to build a hypothetical model that shows the logical influential relationship between the three research variables, in addition to clarifying the sub-dimensions of each of them and their impact on the health sector, and the possibility of measuring those variables. Figure (1) shows the hypothetical study plan, which includes the following:

- a. Independent variable: Marketing Intelligence and its dimensions represented by (Product intelligence, Competitor intelligence, Customer intelligence, and Market intelligence).
- b. Dependent variable: Brand value and its dimensions represented by (brand loyalty, brand awareness, brand quality, and brand image).
- c. Intermediate variable: Health Services Quality and its dimensions represented by (Reliability, Tangibility, Responsiveness, Empathy, and Safety).

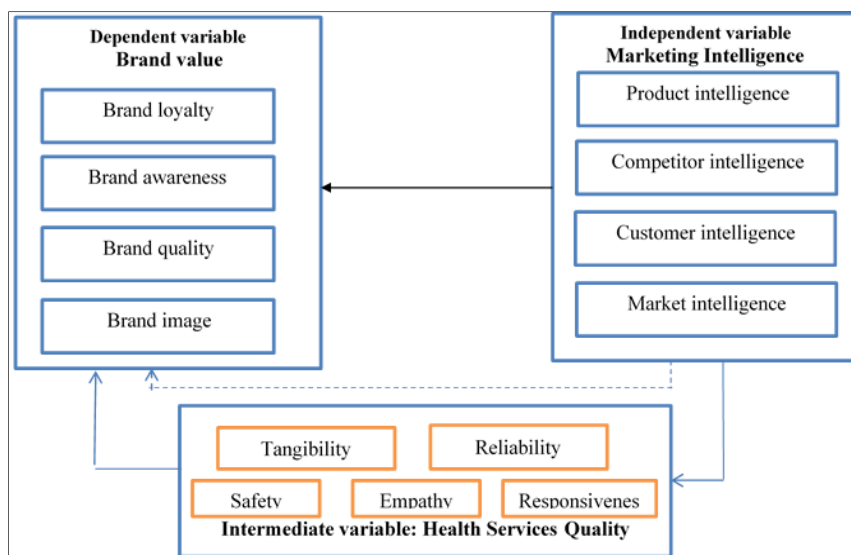


Fig 1: Hypothetical research plan

2.5 Study hypotheses

After reviewing the hypothetical research plan, and identifying its variables (independent, mediating and dependent), four main hypotheses can be reached:

- There is a direct significant effect of Marketing Intelligence in its dimensions in enhancing the value of the brand.
- There is a direct significant effect of Marketing Intelligence in enhancing the Health Services Quality.
- There is a direct significant effect of the Health Services Quality in enhancing the value of the brand.
- There is an indirect significant effect of Marketing Intelligence in enhancing the value of the brand.

2.6 Statistical tools

In order to achieve practical results to demonstrate the correlation and significant effect of the research variables, a number of statistical methods were chosen within the SPSS VER.28 statistical program that are appropriate for testing the two research hypotheses, which were represented by the following:

- Extracting frequencies, percentages, arithmetic means and standard deviations for descriptive variables.
- Conducting simple and multiple impact analysis to reach the nature of the relationship between the variables, the independent (Marketing Intelligence), the mediating variable (health service quality), and the dependent variable (Brand value).
- Calculating the value of each of f and R^2 to show the strength of the effect of the variables.
- Calculating the value of (t) .

2.7 Research community and sample

The research community was represented by individuals working in Al-Hayat International Hospital in Mosul city. As for the research sample, a random sample of individuals working in upper and middle management and a number of doctors was selected, which amounted to (70) individuals. In order to complete the results of the field framework of the research, the researcher relied on a questionnaire form consisting of several paragraphs related to demographic variables, and the dimensions of the main research variables (Marketing Intelligence, Health Services Quality, and Brand value), and distributed it to the researched sample, and then collected its data, sorted it, and analyzed it statistically to reach the results that are used in stating the research problems.

2.8 Research limits

- Spatial limits:** The research was conducted in Al-Hayat International Hospital in the left side of Mosul city.
- Temporal limits:** December 2024 - January 2025
- Human limits:** A sample of individuals working in middle and upper management and doctors in Al-Hayat International Hospital.

3. The theoretical aspect

3.1 The concept of Marketing Intelligence

Marketing Intelligence is one of the tools used by organizations to organize their activities, focus their marketing efforts, and coordinate them in order to achieve their goal. Organizations that wish to expand their activities and market share must have market data and information, and employ modern technologies in drawing up marketing plans and strategies. This means moving towards smart organizations, especially with regard to their marketing

activities.

Marketing Intelligence was described as a field for developing the business environment through strategic research, risk analysis, and preparing reports by obtaining qualitative information and data at the right time, including analyzing customer needs and the surrounding competitive environment (Kotler & Keller, 2022, 181) ^[43].

Marketing Intelligence was defined as "information related to developments in the marketing environment that helps the organization's management prepare short- and long-term marketing plans and programs" (Al-Taie, 2012, 431) ^[3], also (Venter & Rensburg 2014, 11) ^[38] defined it as "the formal and informal environmental survey of the organization's activities by relying on customer and competitor information sources and understanding market and supplier requirements, which helps marketing decision-makers determine the current and future market situation that will affect their activities" It was also defined as "the sum of the mental abilities used by the working individual to confront new situations, or the ability to understand and perceive the truth" (Abboud and Qadariyeh, 2019, 182) ^[8].

As for (Al-Nouri, 2020, 127) ^[15], he defined it as "the method that It enables marketers to examine and know the changes that occur in the business environment, especially the external one, and the mission environment, in a permanent, continuous and renewable manner.

As for (Ade, 2017,59) ^[10], views it as "a continuous and periodic process of creating raw data, processing, and sorting, with the presentation of appropriate proposals on how to use the knowledge resulting from this data in building the organization's marketing strategies." Both (Kotler & Armstrong, 2021, 117) ^[44] indicated that it is "the processes of collecting and analyzing publicly available data about competitors, new developments in the market and related to marketing decisions." It also stated that it is "the vision resulting from employing business intelligence systems through a scientific methodology represented by marketing research, which provides the maximum market value by integrating the elements of the marketing mix and the surrounding environment to provide a comprehensive vision of opportunities and threats in current and future markets" (Khaleel & Ahmed, 2021, 11) ^[28].

Thus, the researcher believes that Marketing Intelligence is nothing but a set of strategic activities and operations followed by organizations to determine the appropriate market by collecting and analyzing market data, and containing everything that the markets include from customers, competitors, products and brands. Its goal is to improve strategic decision-making and follow-up, evaluate the activities of the organization's competitors, and work to invest in opportunities, face challenges and address potential risks in an early and thoughtful manner.

3.2 The importance of Marketing Intelligence

The importance of Marketing Intelligence stems from its status as a branch of business intelligence that works on market trends and improving administrative and marketing decisions through the use of modern methods in promoting, marketing and distributing products in an organized manner that reflects on increasing market share (Khalifa, 2023, 15) ^[29]. This is achieved by aligning the available information with the organization's management trends and its vision set in order to provide effective marketing strategies (Lgbaekemen, 2014, 21) ^[30]. (Abdel Hamid & Nour El-Din, 2022, 59) ^[15] indicated that the importance of Marketing Intelligence in organizations lies in the following:

- Providing important marketing information that would

- support the organization's competitive position and position in the market.
- b. It plays an effective role in addressing external marketing environment problems by collecting customer and competitor data, analyzing market conditions, and any rapid changes that may occur as a result of the diversity of products and brands, and the multiplicity of competitors.
 - c. It contributes to revealing market opportunities and threats facing organizations' work.
 - d. The speed of changing technologies, including the emergence of artificial intelligence and its role in enhancing marketing activities that naturally affect the marketing of goods and services, and creating an appropriate economic and social climate.

The importance of Marketing Intelligence also lies in the following: (Nadareishvili, 2018, 45) ^[6] and (Rostam & Qardaghi, 2020, 14) ^[36].

- a. Determining the nature and type of marketing information required, and how to collect, analyze and manage it to make successful marketing decisions.
- b. It contributes to internal and external environmental analysis procedures, and developing the appropriate marketing strategy for current market conditions.
- c. Working to reduce the risks of decision-making in an environment of uncertainty.
- d. Obtaining necessary information about the market and competitors in a way that contributes to evaluating marketing strategies and plans.
- e. Developing the skills of individuals working in marketing products and brands.
- f. Helps managers in organizations in quickly making strategic decisions.
- g. It represents a bridge between information related to customers and their needs for products, the conditions of competitors in the market, and the organization's strategies.

Marketing Intelligence also provides organizations with the opportunity to learn about the latest developments in market demand and enter into competition in order to develop local products. This would give the organization's management the ability to correctly predict the market situation and the demand for new and developed products (Nassour, 2018, 51) ^[32]. Its importance also comes in developing the organization's efficiency by developing the organization's resources in a distinctive manner, and its ability to study market opportunities and invest them effectively, and benefit from them according to the surrounding environmental changes (Al-Murad, *et al.*, 2021, 67) ^[13].

3.3 Dimensions of Marketing Intelligence

The dimensions of Marketing Intelligence can be stated as follows:

- a. **Product Intelligence:** As is known, product intelligence information plays a major role in making decisions related to the product mix by providing intelligent information about the possibility of products becoming obsolete or the emergence of improved products, or about the nature of competition in the market, and modern innovations (Venter & Rensburg, 2014, 441) ^[38], in addition to the producing and marketing organizations taking into account the timetable for product consumption by employing marketing research

and marketing information intelligence, in order to put in place the necessary measures, and then make them available early and employ them for other cases if they exist, and this is for a short period of time with the exception of some types of production and marketing activities, as well as working to provide the best services accompanying the goods that meet market requirements and compete with others (Lgbaekemen, 2014, 23) ^[30]. Thus, producers and marketers alike are expected to strive to develop existing products and offer new products that aim to meet customers' needs and desires (Abdul Hamid and Nour El-Din, 2022, 59) ^[15]. Thus, we see that product information is important, and that working to offer new products or develop existing ones gives the organization an incentive to provide the best and highest quality to customers and compete with others.

- b. **Competitor Intelligence:** Competitor intelligence information works to identify and understand their trends, industry, and strategies in the market, as well as study their internal environment to know their strengths and weaknesses, and to ensure the collection of intelligence information, and interpret it to make appropriate administrative and marketing decisions. Studying the external environment also helps avoid potential risks and surprises by anticipating the course of competitors' activities, and reducing response time differences (Bin Shuwaiha, 2023, 258) ^[19]. Competitor intelligence also refers to "the organization's ability to collect data and information about competitors, their current activities and intentions, and then analyze their behaviors in order to formulate a model to predict their future behaviors, and to identify their strategic vision regarding their current and future products, which are necessary inputs for forming an effective marketing strategy (Qader, 2017, 99) ^[7]. Accordingly, studying and understanding competitor information provides protection for the organization and guarantees its products and brand to continue in the market and maintain and improve customer loyalty.
- c. **Customer Intelligence:** Competitor intelligence information is considered the customer is the main axis in the sustainability of marketing activities, as understanding customer information plays a strategic role in achieving the organization's goals, including attracting and retaining customers, achieving profits, and increasing market share. The customer represents a central point for reaching the competitive market. Accordingly, distinction, superiority, and competition between organizations have become based on the speed of response and proactiveness in meeting customers' needs and desires (Venter & Rensburg, 2014, 445) ^[38]. In order to achieve the organization's goals, it is necessary to understand customers in order to enhance dealing with them, and its importance increases successively when it comes to dealing directly with them, regardless of their lifestyles and orientations. Accordingly, the importance of knowing customer information and knowing what is on their minds about products and brands and striving to provide them comes, as each type of customer needs a special pattern of strategies to deal with them (Hassan, 2021, 29) ^[4]. Organizations have been interested in classifying customers into groups, studying those categories, and then understanding them, and forming an

accurate picture of each category or group. By studying their habits and purchasing power, in order to be able to deal with them according to the type of customer and their behaviors, we find the friendly customer, the talkative one who asks a lot of questions, the moody one, the rough one in dealing, the one with a stable opinion, the one who is hesitant in making a purchase decision, and the arrogant one whose needs and desires are difficult to satisfy, and thus the need for the organization to understand and comprehend them increases, especially in the case of direct contact with them, and dealing with their various lifestyles (Nassour, 2018, 42) ^[32]. Therefore, it is noted that the success of organizations in their marketing performance depends mainly on studying customers, and getting to know their behaviors, and their purchasing power.

- d. Market intelligence:** It is one of the important dimensions or components that the organization must calculate by understanding the nature of the market in which it operates, which is represented by its growth, market share, size, and the nature of current and potential customers (Oso & Khattab, 2015, 9), as identifying these variables gives the organization a clear awareness and picture of the surrounding markets (Hassan, 2021, 30) ^[4], and we also note that understanding market information contributes to the organization's ability to determine the appropriate strategy that will raise it to a higher level of performance compared to competitors, in addition to adapting to market conditions in order to achieve competitive excellence (Kotler & Armstrong, 2021, 739) ^[44]. Thus, we conclude that understanding market information is a guide to marketing excellence and success. By studying market data and information, the organization is able to confront its competitors, retain its current customers, and gain new ones.

3.4 Sources of Marketing Intelligence

There are two important sources for obtaining data and information that benefit Marketing Intelligence activities (Hassan, 2021, 23) ^[4].

- a. Internal:** It is represented by the internal environment of the organization, and includes data and information about executive managers, individuals working in lower management, sales representatives, service providers with direct contact with customers, and investors.
- b. External:** It is represented by the external environment of the organization, and is represented by data and information about offices specialized in marketing activities, competing organizations, both governmental and private, and suppliers, and what achieves access to information related to the overall market, competition, innovation and creativity.

3.5 The concept of Health Services Quality

Health services are one of the necessary and essential services in the life of the individual, which he seeks when he needs them, as he needs them with an appropriate level of excellence and mastery in presentation as a necessary need, and this is due to several reasons, including: psychological and behavioral changes in customers, the diversity of diseases and the causes of their spread, and the ambiguity of some of them which are difficult to diagnose at times, which requires skill, accuracy and experience in examination, diagnosis and treatment, and this imposes on health organizations to provide services with high efforts and distinguished quality with speed in response, as these

services are characterized by continuity and repeated demand, and this requires health organizations to pay increasing attention whether at the local, regional or international level, by working to develop and improve the services provided in order to meet the needs of the customer represented by the patient benefiting from the health service, which means focusing on the quality and quality of the services provided.

As is known today, the service sector is growing rapidly, and the trend towards investment in the field of service provision has become an important trend in light of external variables and innovative technologies (Bahari, *et al*, 2013, 5) ^[17], and the health service is defined as "an action or performance that can be provided by the working individual to the customer, and is essentially intangible and does not result in any ownership, and that its provision may or may not be linked to the production of goods" (Kotler & Keller, 2022, 237) ^[43]. By interpreting the definition, we find that the service is intangible, and has the characteristic of non- ownership that differs from goods in that it is tangible and possessible, in other words, satisfaction and benefit from the service provided are achieved without it being owned by one party only, as all customers benefit from the services provided according to the degree of need for them and their desire for them (LoveLock, 2018, 291) ^[42].

The Health Services Quality refers to "the care provided to the patient, which includes examining and diagnosing the disease and enrolling him in one of the health organizations in a manner that exceeds the patient's expectations" (Behdioglo, *et al.*, 2017, 113) ^[18]. It also refers to "the level of performance that the patient sees in the service provided to him compared to what he expected" (Javed, *et al.*, 2019, 173) ^[26]. This concept focuses on the role of the patient's evaluation of the level of services provided to him, and this, if anything, indicates that the beneficiary is a fundamental party in the equation of improving the quality of the health service provided. It also means "the integration of the efforts of activities, departments and units through which services are provided that meet customer expectations" (Dhiab, 2021, 69) ^[22]. It is noted that this concept focuses on coordination in the internal environment of the organization and its integration in order to enhance performance and achieve the planned goals.

The quality of service also operates at a balanced level of specifications that characterize the service and are based on the organization's capabilities, capacities, and customer needs. The sum of these capabilities, capacities, and needs determines the organization's ability to satisfy customer requirements or not. It is the responsibility of every individual working in the organization. In other words, quality is everyone's responsibility. It falls within the priorities of social and ethical responsibility undertaken by health organizations towards members of society in general (Al-Mayali and Shanin, 2021, 89) ^[12]. Thus, it represents a reflection of organizational activities that aim to provide health services to beneficiary customers, in a manner that ensures obtaining distinguished results, at the lowest possible cost within a specific period of time (Al-Saadi, 2022, 56) ^[2]. In the same context, the study presented by (Baldwin) at the level of a number of British non-profit health organizations showed that interest in quality improvement programs contributes to reducing turnover rates to less than (4%), and that before starting to apply the principles of total quality management in health organizations, the rate ranged between (15%) and (20%) (Bourinia, *et al.*, 2019, 11) ^[20].

3.6 Characteristics of the Health Services Quality

After clarifying the concepts of service and its quality, it is

assumed to point out its most prominent characteristics that differ by nature from the characteristics of the material product (goods), as follows: (Al-Takriti & Mahal, 2018, 29)^[14], (Ibrahim, 2019, 27)^[5].

- a. **The service is non-material:** It is intangible by nature, and cannot be measured, but rather sensed by satisfying the need through it or by means of it. The service is linked to behavioral and cultural aspects, and the success of its provision depends on the efficiency of its provider and his ability to achieve satisfaction and then loyalty to it, reaching happiness with the service and benefiting from it.
- b. **Interference between the producer, provider, and consumer of the service:** Services are provided upon request, and this represents the human relationship that is based on motivation to acquire the service and continue to provide it, and contribute to determining the specifications of the desired service.
- c. **Participation of the beneficiary customer in providing the service:** The customer contributes effectively to providing the service he needs or desires, through the suggestions he provides, and determining the time and place in which he receives the service.
- d. **Synchronization of provision and consumption:** Services are not stored by nature, they are consumed upon provision, which means that correcting and addressing errors are difficult matters, as is the case with some errors in the field of health diagnosis of the beneficiary patient.
- e. **The service is not specified by a specific performance:** It is difficult to maintain the same level of performance for the services provided, as each need requires a specific service and within specific time frames, which indicates that there is a difference in the nature and level of the service provided.
- f. **Evaluating the service according to the mechanisms of its provision:** This is based on the reactions of customers and their behaviors that differ from one customer to another, as the service that satisfies a customer does not mean that others are satisfied with it, as this is due to the customers' personal lifestyle, culture and social affiliation.
- g. **Non-ownership service:** This indicates that the service seeker has the right to benefit from the services provided without material ownership of them, as is the case in obtaining health services and advice. The patient benefits from the medical advice service and others also benefit from it.

3.7 Dimensions of the Health Services Quality

A number of researchers, including (Al-Bakri, 2017)^[40], (Othman, 2023)^[33], and (Kotler & Keller, 2022)^[43], agreed that the dimensions of the Health Services Quality are as follows:

- a. **Reliability:** It means the ability of service providers to accomplish it in a way that can be relied upon and accurately, and it also means the ability of the service provider to perform the service required of him with a high degree of professionalism and mastery in a way that achieves a balance between what the customer will pay and what he will receive from services (Al-Bakri, 2017, 113)^[40], and reliability is defined as "fulfillment and commitment to providing the service with high reliance and trust." That is, the ability to deliver service

promises in a reliable manner (Kotler & Keller, 2022, 475)^[43].

- b. **Tangibility:** It is represented by aspects related to the tangibility of the service such as buildings, information technology, communications used in it, internal facilities of buildings and equipment necessary to provide the service and the external appearance of workers, internal arrangements of the organization, and waiting areas and others. And the physical facilities, equipment, tools, and personnel that are required to be provided when providing the service (Othman, 2023, 338)^[33]. Organizations often use the element of tangibility to improve their image and communicate with customers as an indicator of service quality).
- c. **Responsiveness:** This means the service provider's readiness to provide his services to the customer quickly, and how to deal with the various customer requirements, because providing the service and good treatment gives the customer a positive indicator that eliminates the state of doubt he is exposed to while waiting (Al-bakri, 2017, 113)^[40]. It is represented in the service provider's ability and speed of response to respond to the needs and desires of customers (Lovell, 2018, 322)^[42].
- d. **Empathy:** This is represented by service providers' personal interest in customer requests, i.e. their understanding of customer needs, their keenness on the best interests of customers, and sufficient knowledge of their needs and expectations (Al-Bakri, 2017, 114)^[40]. Empathy is showing a spirit of friendship and concern for the customer and making him feel his importance and the desire to provide the service according to his needs.
- e. **Safety:** This represents the importance of what accompanies the provision of the service that customers are aware of, such as risks or the inability to evaluate the benefits of services, i.e. building high trust between the service provider and the customer, and gaining trust and reassurance for service providers, because trust is an important and fundamental element in successful reciprocal relationships that represent the service provider's desire and readiness to adopt it in certain facilities so that the customer places his complete trust in all individuals working in the organization (Othman, 2023, 338)^[33].

3.8 The concept of the Brand value

Consumers realized that the brand gives information about ownership, and can serve as a guide to quality, and has been adapted by farmers, potters, and stakeholders for use in types of goods (Szopik *et al.*, 2020, 172)^[39], so the initial forms of brands appeared spontaneously and independently throughout Africa, Asia, and Europe at different times. A brand with a low market value cannot hope for an organization to distinguish itself from its competitors, because the brand image that is ingrained in the mind is the one that attracts the largest number of customers (France, *et al.*, 2022, 487)^[23], and Brand value also helps the strategies followed by the organization, including the brand communication strategy, in a way that ensures that it communicates with its customers in a meaningful manner (Pop & Kim, 2022, 3)^[35].

3.9 The importance of the Brand value

Organizations marketing their products and brands in particular see that they focus on human senses, in addition to taking into account the customer's emotions and feelings towards the organization's products, as organizations' interest has increased towards obtaining competitive advantages related to the

emotion associated with the customer's condition and experience of the product, and his choice of the brand (Halloran, 2017, 25) ^[41].

Brand value is the main element of a number of guiding principles that shape every activity of the organizations' work, as it is the ideas and beliefs that the organization defends (Al-Hamami, 2024, 931) ^[11]. The Brand value determines the organization's vision, mission and personality, as it affects the organization's procedures, behaviors and decision-making processes, and that investing in knowing the Brand value is important for the continuity of the organization's products in the market, and making them distinct compared to competitors (Huseynli, 2022, 301) ^[25].

Based on the value and importance of the brand, it has a clear role in the sustainability of the work of organizations by meeting the needs and desires of customers, leading to customer satisfaction and loyalty. A number of researchers have identified the importance of the brand as follows:

- a. It gives the organization an additional advantage for its activities compared to competitors (Chapman & Dilmeri, 2022, 907) ^[21].
- b. The ability to distinguish the organization's products from other competitors (Shahabadi, *et al.*, 2022, 5) ^[37].
- c. It helps in enhancing work leadership in the organization with high passion (Merhabi, *et al.*, 2021, 345) ^[31].

3.10 Dimensions of Brand value

A number of researchers, including (Gupta, *et al.*, 2020, 215) ^[24], (Keskin & Durmaz, 2021) ^[27] and (Othman, 2023) ^[33], indicated that the dimensions of Brand value are as follows:

- a. **Brand loyalty:** It lies in what customers hold towards their loyalty to the brand, as it falls between behavioral loyalty and cognitive loyalty (Othman, 2023, 339) ^[33], as it is the positive feeling of customers towards the organization's brand, and their repetition in purchasing the products of this brand repeatedly, regardless of competitors' procedures or changes in the external marketing environment (Keskin & Durmaz, 91) ^[27].
- b. **Brand awareness:** It refers to the extent of the customer's ability to remember the brand and recognize it in different situations and changing circumstances, and it is also one of the important factors in determining the value of the brand (Othman, 2023, 339) ^[33].
- c. **Brand quality:** It is represented by the impression of distinction that comes from the customers' experience of the products, or the brand, and is derived through the auditory, visual and tactile senses. It also refers to the customer's judgment about the products by comparing the brand with competing or alternative brands, which leads to making an appropriate and rational purchasing decision (Gupta, *et al.*, 2020, 215) ^[24].
- d. **Brand image:** These are the final outputs of the subjective impressions that are formed in the customer's mind towards a certain brand. These impressions come through direct and indirect reciprocal relationships, and they are linked to the customers' experience, emotions, feelings, sensations, attitudes, and lifestyles regardless of the accuracy of the information that represents the summary of these experiences. Thus, they represent a motive for their owners, through which they look at what is around them and understand it on the basis of it (Bahari, *et al.*,

2013, 496) ^[17]. It is defined as "a relative cognitive psychological process with cultural roots based on customers' direct and indirect selective perception of the characteristics of an organization, a reference group, or a society, and the formation of emotional attitudes towards it, whether negative or positive, and the resulting apparent or internal behavioral orientations within the framework of a specific society. These attitudes and orientations may take a fixed or unstable form, or accurate or inaccurate (Airikka, 2014:25). Therefore, it is a mental and emotional connection that customers make." To test between the organization's brand and the customer's image, experience and interest in the brand, in other words, it expresses a set of mental associations related to the brand, which are often considered in an organized and purposeful manner, meaning that it is the initial perception that precedes other brands, and can come to the customer's mind when he thinks about the products of an organization (Othman, 2023, 340) ^[33].

Accordingly, the mental image of the brand represents all the information that the customer receives about a product that owns the brand through experience, consumer opinions, promotion, packaging, services, and others (Amer, 2020, 241).

4. Field aspect

4.1 About Al-Hayat International Hospital

Al-Hayat International Hospital was established in 2023 and is considered the most modern hospital in Mosul. It was established according to international standards, and includes an experienced local, regional and multidisciplinary staff. It is also one of the hospitals that has kept pace with modernity and architectural and scientific development at the level of Iraq. The hospital seeks to be at the top of quality and excellence in all its departments and services. It has a capacity of (100) beds and (16) specialized operating rooms equipped with the latest medical devices and equipment.

The hospital also has a distinguished medical laboratory, one of the most important laboratories within the (Dr. Amr Lab) group of laboratories, and provides hospital visitors with various health and treatment services. The hospital also has the latest medical devices and equipment in operating rooms, in addition to the availability of special air-conditioned wings for patients with the latest furniture. The hospital also has organized waiting rooms. And education and continuous training halls. Today, the hospital is working on opening an emergency consultation to receive patients around the clock (24) hours, and transferring intractable medical cases to government hospitals in Mosul and the governorates in an easy manner.

The hospital administration also grants financial discounts for its health and treatment services to certain groups in society, such as people with special needs, people with disabilities, families of martyrs, and people with limited income, as a contribution to serving the community and supporting them. Description and diagnosis of the research sample

The Table (1) indicate the results of the analysis of the descriptive (demographic) variables of the research sample individuals, as the frequencies, percentages, arithmetic means and standard deviations were extracted for each variable as follows:

Table 1: The descriptive (demographic) variables of the research sample

Std.	mean	Sex								
		Sum		Female				Male		
0.618	2.84	%	Frequency	%	Frequency				%	Frequency
		100%	70	%36	25				%64	45
		Education								
0.622	2.73	Sum		MSC. Or Ph.D.		B.Sc.		Diploma		
		%	Frequency	%	Frequency	%	Frequency	%	Frequency	
		100%	70	%27	19	%50	35	%23	16	
Does the hospital receive patients 24 hours a day?										
0.763	2.68	Sum		NO		Somewhat		YES		
		100%	Frequency	%	Frequency	%	Frequency	%	Frequency	
		%100	70	%0	0	%9	7	%91	64	
Does the hospital meet the needs of incoming and outgoing patients?										
0.610	2.81	Sum		NO		Somewhat		YES		
		%	Frequency	%	Frequency	%	Frequency	%	Frequency	
		%100	70	%0	0	%13	9	%87	61	

5.2 Testing the research hypotheses

The hypotheses of the direct and indirect impact of the research variables were tested in order to identify the extent to which the hypotheses were achieved or not, i.e. with the results reached using the appropriate statistical tools through the statistical programming SPSS VER.28 as follows:

- a. Testing the first hypothesis:** The results of Tables (2) and (3) show the direct impact of the "independent variable Marketing Intelligence with its dimensions" on the "dependent variable Brand value with its dimensions" as follows:

The data of the results of Table (2) indicated that Marketing Intelligence has a direct and significant impact on enhancing the Brand value, as indicated by the calculation of the

regression coefficient of (0.882) and by the calculated value of (t) (14.82), which is greater than its tabular value of (1.671) at a significance level of (0.01), and by the calculated value of (F) of (215.38), which is greater than its tabular value of (4.01) With two degrees of freedom (1.68) at a significance level of (0.01) and a coefficient of determination (R²) that expresses the ability of the explanatory variable to explain the responding variable at (80.47%), this indicates that (80.47%) of the changes in "Brand value" are due to "Marketing Intelligence" and that (19.53) of the changes in "Brand value" are attributed to other variables that were not included in the regression model, which indicates that Marketing Intelligence in its combined dimensions affects the Brand value in its combined dimensions for the hospital under study.

Table 2: The effect of Marketing Intelligence in enhancing Brand value.

Dependent variable: Brand value					
Independent Variable	F calculated	R ²	B1	B0	F tabular
Intelligence Marketing	215.38	80.47	0.761 (14.82)	0.882	4.01

The results of Table (3) also showed that there is a direct significant effect through calculating the values of the coefficient of determination (R²) and the calculated values of (F) which were greater than their tabular values at a significance level of (0.01). The results of Table (3) showed that the dimensions of Marketing Intelligence combined have a direct significant effect on each dimension of Brand value. The effect of the dimensions of Marketing Intelligence on brand loyalty is noted in terms of the value of (R²) of (0.55). This indicates that Marketing Intelligence in its dimensions affects the loyalty of customers who benefit from the hospital services provided by the brand,

and this by its nature enhances the hospital’s position among competitors, and that it reflects a positive experience during the period of benefiting from health services which leads to repeating the visit when needed, and feeling comfortable and well-treated by health service providers. In a manner similar to what we mentioned from the analysis results, the rest of the results came with a significant effect, as indicated in Table (3), and this leads us to accept the first main hypothesis which states that “there is a direct significant effect of Marketing Intelligence With its dimensions in enhancing the Brand value with its dimensions" and at the overall and sub-level at a significance level of 0.01".

Table 3: The direct impact of Marketing Intelligence with its dimensions in enhancing the Brand value dimensions

F		R ²	Independent variable Intelligence Marketing/Dependent variable Brand value
F tabular	F calculated		
4.01	90.15	0.55	Brand loyalty
	87.37	0.51	Brand awareness
	84.28	0.47	Brand quality
	80.63	0.41	Brand image

n=70 *

p ≤ 0.01

b. Testing the second hypothesis

The results of Tables (4) and (5) show the effect of the "independent variable Marketing Intelligence with its dimensions" on the "intermediary variable Health Services Quality with its dimensions" as follows:

The results of Table (4) show that Marketing Intelligence has a direct and significant effect on the Health Services Quality, as indicated by the calculation of the regression coefficient of (0.851) and by the calculated value of (t) of (13.15), which is greater than its tabular value of (1.671) at a significance level of (0.01), and by the calculated value of (F) of (191.71),

which is greater than its tabular value of (4.01) and with two degrees of freedom (1.68) at a significance level of (0.01) and the coefficient of determination (R²), which expresses the ability of the explanatory variable to explain the respondent variable by (77.36%), and this, if it indicates anything, indicates that (77.36%) of the changes that occur in "quality of services Health" is caused by "Marketing Intelligence" and that (22.64) of the changes in "Health Services Quality" are attributed to other variables that were not included in the regression model. This means that Marketing Intelligence with its combined dimensions directly affects the Health Services Quality provided in the hospital under study.

Table 4: The effect of Marketing Intelligence on the Health Services Quality.

Dependent variable: Health Services Quality					
Independent Variable	F calculated	R ²	B1	B0	F Tabular
Intelligence Marketing	191.71	77.36	0.761 (13.15)	0.851	4.01

The results of Table (5) also indicated that there is a direct significant effect through calculating the values of the coefficient of determination (R²) and the calculated values of (F), which were greater than their tabular values at a significance level of (0.01). The results showed that the dimensions of Marketing Intelligence combined have a direct significant effect on each dimension of the Health Services Quality. The effect of the dimensions of Marketing Intelligence on reliability is noted in terms of the value of (R²) of (0.52). This indicates that Marketing Intelligence is likely to affect the extent to which health service providers can perform their service duties and their interests in

incoming and hospitalized patients to receive health, preventive and therapeutic advice with a high degree of skill and accuracy and in a manner that achieves consistency and harmony between what the beneficiary patient will pay and what he will receive from health services. In a manner similar to what we mentioned, the rest of the results came in terms of the significance of the effect, as indicated in Table (5). This leads us to accept the second main hypothesis, which states that "there is a direct significant effect of intelligence Marketing in its dimensions in the Health Services Quality in its dimensions" and at the overall and sub-level at a significance level of 0.01".

Table 5: The impact of Marketing Intelligence in its dimensions in enhancing the Health Services Quality.

F		R ²	Independent variable Intelligence Marketing/Moderate variable Health Services Quality
F tabular	F calculated		
4.01	83.15	0.52	Reliability
	82.37	0.49	Tangibility
	80.28	0.45	Responsiveness
	77.63	0.40	Empathy
	71.85	0.36	Safety

n=70

* p ≤ 0.01

c. Testing the third hypothesis

The results of Tables (6) and (7) show the effect of the "mediating variable, the Health Services Quality in its dimensions" on the "dependent variable, the value of the brand in its dimensions" as follows:

The results of Table (6) confirmed the existence of a direct significant effect of the Health Services Quality in enhancing the value of the brand, as indicated by the calculation of the regression coefficient of (0.732) and by the calculated value of (t) of (12.25), which is greater than its tabular value of (1.671) at a significance level of (0.01), and by the calculated

value of (F) of (128.15), which is greater than its tabular value of (4.01) and with two degrees of freedom (1.68) at a significance level of (0.01) and the coefficient of determination (R²), which expresses the ability of the explanatory variable to explain the respondent variable at (72.81%), and this indicates that (72.81%) of the changes that occurred in the "Brand value" are due to "quality Health services", and that (27.19) of the changes in "Brand value" are attributed to other variables that were not included in the regression model. This, if anything, indicates that "Health Services Quality" with its combined dimensions affects the enhancement of Brand value in the hospital under study.

Table 6: The effect of Health Services Quality on enhancing Brand value.

Dependent variable: Brand value					
Independent variable	F calculated	R ²	B1	B0	F tabular
Health Services Quality	128.15	72.81	0.761 (12.25)	0.732	4.01

Regarding the impact of the Health Services Quality on the dimensions of Brand value, the results of Table (7) indicated that there is a direct significant impact, which came through reading the values of both the calculated coefficient of determination (R²) and (F) which were greater than their tabular values at a significance level of (0.01), as it became clear that the dimensions of the Health Services Quality combined have a direct significant impact on each dimension of Brand value. The impact of the Health Services Quality on brand loyalty is noted in terms of the value of (R²) of (0.43), which indicates that the Health Services Quality provided is likely to affect strengthening the loyalty of the beneficiary patient to the brand of the hospital under study.

Providing health and treatment services in an easy and organized manner, and at their specified times for incoming and inpatient patients, contributed greatly to the beneficiary patient's connection to the brand and the strength of his loyalty to the hospital under study, i.e. gaining satisfaction and loyalty to the services provided is what prompted him to repeat the visit for a medical consultation, or to feel sick, and thus the rest of the results of the regression analysis came out to be significant in terms of impact, and as Referred to in the table, this leads us to accept the third main hypothesis which states that "there is a direct significant effect of the Health Services Quality in its dimensions in enhancing the Brand value" at the overall and sub-levels at a significance level of 0.01".

Table 7: The effect of the Health Services Quality in its dimensions in enhancing the Brand value in its dimensions

F		R ²	Moderate variable Health Services Quality/Dependent variable Brand value
F calculated	F tabular		
4.01	82.30	0.43	Brand loyalty
	89.77	0.39	Brand awareness
	73.25	0.34	Brand quality
	68.90	0.30	Brand image

n=70

* p ≤ 0.01

d. Testing the fourth hypothesis

This hypothesis comes to demonstrate the indirect effect of "the independent variable Marketing Intelligence with its dimensions" on "the dependent variable Brand value with its dimensions" as follows:

The results of Table (8) confirmed the existence of a significant indirect effect of Marketing Intelligence in enhancing Brand value, and it became clear through calculating the regression coefficient of (0.712) and indicative of the calculated (t) value of (11.25) which is greater than its tabular value of (1.671) at a significance level of (0.01), and indicative of the calculated (F) value of (98.45),

which is greater than its tabular value of (4.01) and with two degrees of freedom (1.68) at a significance level of (0.01) and the coefficient of determination (R²) which expresses the ability of the explanatory variable to explain the respondent variable by (70.37%), and this, if it indicates anything, indicates that (70.37%) of the changes that occurred in "Brand value The commercial "cause of "Marketing Intelligence" and that (29.63) of the changes in "Brand value" are attributed to other variables that were not included in the regression model, and this indicates that Marketing Intelligence with its combined dimensions has an indirect effect after excluding the effect of the mediating variable in enhancing the Brand value in the hospital under study.

Table 8: The indirect effect of Marketing Intelligence with its dimensions in enhancing the Brand value with its dimensions.

Dependent variable: Brand value					
Independent Variable	F calculated	R ²	B1	B0	F tabular
Intelligence Marketing	98.45	70.37	0.761 (11.25)	0.712	4.01

On the other hand, the indirect effect of Marketing Intelligence in its dimensions was examined in each dimension of Brand value. The results of Table (9) indicated the presence of an indirect significant effect of the independent variable on the dependent variable. This was demonstrated by reading the values of the coefficient of determination (R²) and the calculated values of (F), which were greater than their tabular values at a significance level of (0.01). The effect of Marketing Intelligence in its dimensions on brand loyalty is noted, as indicated by the value of (R²) of (0.41). This means that the hospital under study is studying the reality of health services in it, and working to develop and update them by identifying the advantages of the internal and external hospital environment and facing challenges, as well as knowing the competitors, their current and future trends and plans, and the nature of the health services required in the health market that would satisfy the needs and desires of the beneficiary patients. Consequently, all of these activities would affect enhancing

the Brand value of the hospital under study by gaining the patient's trust and loyalty.

It is interesting in this analysis is that the results of the indirect impact analysis were significant, although the calculation of the impact values represented by the values of (R²) and (F) appeared at a lower level than they were in the direct impact, i.e. with the presence of the mediating variable "Health Services Quality". In other words, the Health Services Quality has a clear role in strengthening the strength of the influential relationship between the two main variables (the independent variable "Marketing Intelligence" and the dependent variable "Brand value"), indicating that the availability of quality in the health services provided by the hospital under study is an important measure of competition in the health services market, especially after the emergence and spread of new competitors in the health sector represented by private hospitals operating in the city of Mosul, in addition to other government hospitals operating in the city of Mosul. Thus, Table (9) showed the indirect effect of Marketing Intelligence with its combined

dimensions as an independent variable in each dimension of Brand value, which the results showed to be significant in terms of the values of (R^2) and (F). This leads us to accept the fourth main hypothesis, which states that “there is a

significant indirect effect of Marketing Intelligence with its dimensions in enhancing the dimensions of Brand value” at the overall and sub-levels at a significance level of 0.01.

Table 9: The indirect effect of Marketing Intelligence with its dimensions in enhancing the dimensions of Brand value.

F		R ²	Independent variable Intelligence Marketing/Dependent variable Brand value
F calculated	F tabular		
4.01	70.18	0.41	Brand loyalty
	72.35	0.37	Brand awareness
	72.95	0.33	Brand quality
	69.76	0.28	Brand image

n=70*

p ≤ 0.01

5. The Conclusion

Based on the theoretical and practical results, the researcher reached a number of conclusions as follows:

1. Studying the dimensions of Marketing Intelligence in light of modern scientific developments is likely to reflect positively on increasing the value of the brand, which is no less important than the administrative, medical and marketing activities carried out by the hospital under study.
2. The availability of quality in the health services provided is likely to make the hospital under study in comparison to other hospitals, taking into account the moderate prices and their suitability to the income of the beneficiary patient.
3. Studying the dimensions of Marketing Intelligence reveals to marketers a group of opportunities that can be invested in now or in the future, in addition to facing the obstacles and challenges that they encounter from time to time, and developing successful solutions to avoid or reduce them.
4. Also, the results of the field analysis and through statistical tools and measuring the strength of the direct and indirect impact of the variables showed the following:
 - a. The results of the statistical analysis showed that there is a direct significant impact of Marketing Intelligence on the Health Services Quality, and this indicates the keenness of the hospital under study to study the health market and its variables and the important market information it contains that would enhance the quality of the health services provided and the strength of its competition with others.
 - b. The results of the statistical analysis indicated that there is a direct significant impact of the Health Services Quality on the value of the brand, and this indicates that the proficiency of the working individuals in their work and the employment of their professional and health expertise in serving the beneficiary patient would enhance the value of the brand of the hospital under study, as the impact of each dimension of the Health Services Quality on the value of the brand was clearly shown in the results studied.
 - c. It became clear from the results of the statistical analysis that there is an indirect significant effect of Marketing Intelligence in enhancing the value of the brand, i.e. by excluding the mediating variable (Health Services Quality), and this, if anything, indicates that the hospital understands its internal environment and enhances its strengths and addresses its weaknesses, as well as understanding its surrounding environment to gain and enhance opportunities and confront threats, and understanding the

patient's needs and desires for the available services and working to enhance, develop and make them available within (24) hours, and understanding what is going on in the minds of competitors and knowing them and developing appropriate strategies to market its health services in a distinctive and unique way from what competitors offer.

6. Acknowledgment

The author Dr. Munther Khuder Yaqoob is very grateful to the University of Mosul / College of Administration and Economics for their provided facilities, which helped to improve the quality of this work.

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