

The Reality of the Services Marketing at the Jordanian Civil Registry and Passport Department

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Abstract

This study aimed to introduce the real situation of the services provided by the Jordanian Civil and Citizenship Department based on the citizens' point of view. This study adopted a descriptive analytical approach in which the questionnaire was the study tool. The study sample comprised 511 citizens and the results showed that the mean for the marketing of services was medium for all divisions, where, the electronic services had the highest mean followed by marketing, then the public relations and the least mean was for services fees.

According to the results of this study, the researcher recommended that more attention must be paid towards improving the services provided by the Jordanian Civil and Citizenship Department and their marketing. He also urges the Department to keep their hard work and efforts in order to achieve advanced and prosperous services and marketing and to ensure the empowerment of the relation between the employees and the citizens through social and personal communications.

Key words: Services marketing, the Jordanian Civil and Citizenship Department, Jordan.

Introduction:

The Jordanian Civil and Citizenship Department is one of the most significant public institutions in Jordan that plays a role in documenting civil documents such as, identity cards, passports, family books, and other official documents through a services marketing strategy.

Governmental marketing of services is based on different principles than the normal marketing as it is a strategy that aims to provide compulsory services that ensure the public interest are met. Through which the governmental institutions ensure that the citizens' needs are met (Jarwah, 2012).

Many governmental institutions have tried to find modern strategies to ease their processes. Of the most important strategies is the governmental marketing strategy where governmental institutions seek to improve their strategies to meet the needs of citizens. Thus, it is important to address both the marketing and the services parts of this strategy based on scientific and practical aspects.

Salimah (2012) pointed out that services marketing is " a group of activities and research where the workers are engaged in marketing and building on going relationships with the other parties in order to pose a positive mark and achieve mutual benefits".

The importance of marketing can be seen in its contribution in studying offer and demand on services that can be categorized into satisfied and unsatisfied needs for the costumers (Kotler & Keller, 2009). While, Marqash (2007) pointed out that institutions seek to satisfy the costumers needs by marketing, so institutions must provide services to ensure meeting the costumers' needs and gather information about the market to help the institution build its marketing plan. Thus, the researcher believes that the importance of governmental marketing is represented by its role in strengthening the relation between citizens and employees which eases accomplishing different tasks and helps the institution achieve its goals. Al Bakri (2006) and Ataya (2010) reported that services marketing differs from merchandise marketing in terms of characteristics and the way each one is implemented. Of the main differences is that for the services marketing, the services are not always tangible and cannot be seen until purchased. The services are for the costumer and the costumer must be present to receive the service. Also, Marqash (2007) pointed out that service marketing entails, analyzing the aim of marketing which means that each institutions has a set of goals to reach and it also has marketing goals that it needs to understand, analyzing the costumer as the services marketing was not properly presented until the 1960s as it was believed before that services and merchandise marketing is the same, but, the improved knowledge made services marketing one of the main aspects that has developed since then. Fitzpatrick (1991) pointed out that the costumers' view of service marketing is an important indicator of their satisfaction and an indicator of evaluating the communication channels with the costumers as well in order to achieve better service providing. So, the researcher believes that of the main advantages of the governmental service marketing are the positive feeling and feedback of the

costumer, enabling the institution to study the behavioral aspects of the costumer about the services, evaluating the satisfaction of costumers about the services and the employees.

Problem of the study

Following the development of the governmental institutions in order to provide the best service to citizens and act as profitable and commercial institutions, the Jordanian Civil and Citizenship Department has been trying to achieve costumers satisfaction and save their time and efforts and to establish a partnership between the employees and the citizens based on the needs and requirements of the costumers. So, this study aims to unveil how the Jordanian Civil and Citizenship Department is implementing the service marketing through evaluating the reality of service marketing at the Jordanian Civil and Citizenship Department represented by public relations, electronic services and marketing and fees based on the citizens' point of view. This study will try to discuss the hypothesis of no service marketing is implemented at the Jordanian Civil and Citizenship Department based on the citizens' point of view.

Research hypotheses:

The Jordanian Civil and Citizenship Department is not implementing public relation service marketing based on the citizens' point of view.

The Jordanian Civil and Citizenship Department is not implementing marketing based on the citizens' point of view.

The Jordanian Civil and Citizenship Department is not implementing fees marketing based on the citizens' point of view.

The Jordanian Civil and Citizenship Department is not implementing electronic service marketing based on the citizens' point of view.

Objectives of the study

Introducing the reality of service marketing of public relations, marketing, fees and electronic services.

Demographic effects (gender, age, education) on the study sample responses.

Importance of the study

The importance of this study is represented by the fact that this subject has not been investigated intensively before in Jordan. So, the outcomes will be unique and will shed light on an important Jordanian institution on both theoretical and practical approaches.

Definitions

Service Marketing: the researcher defines it as the means used by the Jordanian Civil and Citizenship Department to satisfy the needs of costumers represented by public relations, marketing, fees and electronic services.

Public relations: the researcher defines it as the direct communication channels with costumers about the services provided by the Jordanian Civil and Citizenship Department.

Marketing: the researcher defines it as the marketing means used by the Jordanian Civil and Citizenship Department as publicity, announcements and information transfer means.

Fees: the researcher defines it as the value of services as set by the Jordanian Civil and Citizenship Department.

Electronic services: the researcher defines it as services and information provided by the Jordanian Civil and Citizenship Department website.

Limitations of the study

Spatial limitations: this study only dealt with the Jordanian Civil and Citizenship Department offices in Amman, Mafraq, Zarqa Jerash, Ajlun and Irbid governorates.

Human capacity limitations: this study only dealt with the citizens who are present at these offices as costumers.

Temporal limitations: the time frame of this study was from 17/09/2017 until the end of 2017.

Subjective limitations: the reality of the services provided by the Jordanian Civil and Citizenship Department.

Previous studies

In this section, the researcher lists some of the previous studies according to their chronological order.

Caplan (2009) conducted a study that aimed to clarify the importance of marketing in public sector and used a

qualitative approach through interviews with a group of managers from different sectors in different European countries. The interviews included questions about the approaches of costumers toward marketing, defining marketing, and the limitations of governmental sector marketing. His study pointed out that there is a shortage in research in this field through the last 10 years. The study also dealt with the importance of governmental marketing and fees as this approach is fundamental for marketing and public relations in these countries. The study also showed that there are some differences in passports used in America and Europe.

Musallam (2009) conducted a study that aimed to understand the effect of implementing modern marketing on costumers' satisfaction in large retail companies in Amman and to clarify the relationship between marketing and costumers' satisfaction. The study sample was 403 of regular consumers. The results of the study showed that there is a high positive statistical significance between the product and the costumers' needs.

Abu Ataya (2010) conducted a study that aimed to recognize the reality of information service marketing in the Islamic University Library and its impact on providing continuous services. It also aimed to understand the differences between the study sample responses about the effect of marketing on the recipients. The study sample comprised the student community of the Islamic University (males and females) from the different parts of Gaza community and also the faculty and staff who use the library. The researcher used random sampling method and 500 questionnaires were distributed to the study sample categorized as 40% males and 60% females. The results were analyzed using SPSS software and the outcomes showed that the reality of information marketing is adequate and meets the needs of the study sample with a general percentage of 71.8%, but with different levels for different categories as follows, library services 76.4%, information marketing 68.21% and the library branched services 65.99%.

Khemthong (2011) conducted a study that aimed to recognize the effect of the organizational, technological and environmental characteristics on online service marketing of hotel services. The study sample comprised 152 hotels in Thailand and the categories included hotels that have implemented the online marketing long time ago and others that have implemented it recently. The results showed advancement in marketing for the hotels that have implemented this approach earlier than others.

Bani Yousef (2016) conducted a study that aimed to understand the effect of electronic services on the costumers' satisfaction in Jordanian insurance companies through internet websites. The study sample comprised 28 companies and the researcher implemented a descriptive analytical approach to categorize the companies and then 17 companies were chosen for this study. 420 questionnaires were distributed for the costumers and 397 of them were answered and brought back to the researcher. The results showed that the electronic services had a positive impact on costumers' satisfaction at all levels, where, the ease of use was categorized as the highest level service then the relevance was second, and the accuracy of the information was ranked third, while, the service speed was ranked fourth and the modernity of services was ranked last. The results also showed that there is a positive statistical significance effect of electronic services on costumers' satisfaction.

Al Qadi (2017) conducted a study that aimed to recognize the degree of banking services provided in Ram Allah in Palestine and the degree of satisfaction. The study sample comprised 154 bank costumers and the results showed that there is a strong positive relation between the banking services marketing and costumers' satisfaction. It also showed that the differences between the study sample responses was attributed to the bank, the education, the agent, the agent's profession and the monthly income.

Based on the previously mentioned studies, the researcher studied the theoretical framework of these studies in order to decide the theoretical framework of this study in terms of objectives, importance, study sample, methodology, study tool, statistical approaches and results interpretation. Also, it is clear that service marketing is essential as agreed upon in all the previous studies. The questionnaire was used by Al Qadi (2017) and Kaplan (2009). This study is unique as it is investigating the reality of the services provided by the Jordanian Civil and Citizenship Department.

Methodology

The researcher implemented a descriptive analytical approach in this study.

Study population

The study population comprised the citizens that deal with the Jordanian Civil and Citizenship Department.

Study Sample

The study sample comprised 511 citizens that deal with the Jordanian Civil and Citizenship Department. Table 1

lists the study sample.

Table 1: the study sample

Percentage	Frequency	Type	Variable
79.6	407	Male	Gender
20.4	104	Female	
22.9	117	<35 years	Age
49.3	252	45-35 years	
16.8	86	45-55 years	
11.0	56	>55 years	
37.2	190	Diploma or less	Education
46.0	235	BA	
13.1	67	Masters	
3.7	19	PhD	
100.0	511	Total	

Study tool

The study tool was constructed based on the literature review like Al Qadi (2017) and khemthong (2011). The study tool comprised two parts, the demographic variables and the services marketing from the citizens' point of view. Accordingly, the study tool included 4 parts and 26 articles.

Content Validity

The researcher measured the content validity by presenting the tool to 11 specialized referees and asked them to provide their critical opinion about the tool. Thus, some articles were deleted, modified or added. The original number of articles was 26, but after the referees' reports two articles were deleted. Also, the referees consensus of 75% was considered as a validation of the content.

Tool reliability

The researcher uses the Cronbach Alpha method for measuring the stability of the questionnaire as a way to measure its stability. This has been proven in this study, as the rate of reliability for each section of the questionnaire is acceptable. This indicates the strength and stability of the questionnaire suitability to be used as a tool for this study. Table 2 lists the Cronbach Alpha values.

Table 2: Cronbach Alpha and repetition stability results

Cronbach Alpha	repetition stability	Parts
0.76	0.74	Public relations
0.72	0.75	Marketing
0.78	0.70	Fees
0.76	0.74	Electronic services
0.75	0.81	Total

Repetition stability values were high; the first part yielded a value of 0.74, the second 0.75, the third 0.7 and the fourth was 0.74. This indicates that the questionnaire is stable and valid to achieve the objectives of this study.

Statistical approaches

Frequencies and percentages to describe the study sample characteristics.

Mean and Standard deviation to evaluate the agreement of the study sample on the study variables.

Cronbach Alpha to evaluate the tool reliability.

One Sample T-test to evaluate the credibility of the main and the secondary hypotheses.

Contrast test to evaluate the validity of the second main hypothesis.

Results and discussions

This section presents and discusses the results of this study as follows.

Results and discussion of the first main hypothesis

The first main hypothesis is "no service marketing is implemented at the Jordanian Civil and Citizenship

Department based on the citizens' point of view". To validate this hypothesis, the mean and standard deviation values were measured for the study sample responses (Table 3).

Table 3: mean and standard deviation values for the study sample responses

Evaluation	Std.	Mean	Part	Number	Order
Medium	0.75	3.66	Electronic services	4	1
Medium	0.67	3.43	Public relations	1	3
Medium	0.58	3.54	Marketing	2	2
Medium	0.63	3.38	Fees	3	4
Medium	0.68	3.50	Total		

Table 3 shows that the total degree of the service marketing was medium with a mean value of 3.5 and a Std. of 0.65. While, the mean value for the responses ranged between (3.66-3.38) in which the electronic services ranked first with a mean value of .66 and a Std. of 0.75. The second part was "Marketing" with a mean value of 3.54 and a Std. of 0.58, the third was "Public relations" with a mean value of 3.43 and a Std. of 0.67. While, the least ranked was "Fees" with a mean value of 3.38 and a Std. of 0.63.

This result agrees with the Al Qadi (2017) results which implied that marketing of banking services was ranked high. Also, it agrees with the results of Abu AlAtaya (2010) which proved that the marketing services were ranked high (68.21%), but, it contradicts with khemthong (2011) which showed that there is a discrepancy in service marketing in general.

This can be explained based on the fact that the implementation of service marketing at the Jordanian Civil and Citizenship Department is considered as a comprehensive tool the department uses in order to ensure successful modern marketing .

Results and discussions of the first hypothesis

The first hypothesis is "The Jordanian Civil and Citizenship Department is not implementing public relation service marketing based on the citizens' point of view". To evaluate this hypothesis, mean and Std. values were measured for the article "Public relations". Also, One sample T-Test was conducted (Tables 4 and 5).

Table 4: mean and Std. values for the part "Public relations"

Evaluation	Std.	Mean	Article	Number	Rank
high	0.94	3.85	The department fixes their incorrect information	5	1
Medium	1.16	3.62	The department uses a complaint box	3	2
Medium	1.13	3.44	The department seeks to enhance its public image	1	3
Medium	1.18	3.40	The department employees are well trained to serve the citizens	4	4
Medium	1.20	3.20	The department is responsible for losing or damaging documwnts	6	5
Medium	1.13	3.09	The department reaches out to people through social media	2	6
Medium	.67	3.43	Total		

The results in Table 4 showed that the total degree of "Public relations" was medium with a mean value of 3.43. The mean values ranged from 3.09-3.85. Article 5 was ranked highest with a mean value of 3.85 and a Std, value of 0.94 and a high evaluation. The second article was article 3 with a mean value of 3.62 and a Std. of 1.16 and a medium evaluation, while, the lowest article was article 2 with a mean value of 3.09 and a Std. of 1.13 and a medium evaluation.

Table 5: One Sample T-Test results for the "Public Relations"

Statistical significance	Degree of freedom	t	evaluation	Std.	mean	hypothesis
*0.00	510	14.684	Medium	0.67	3.43	The Jordanian Civil and Citizenship Department is not implementing public relation service marketing based on the citizens' point of view

*Scalable(1.96)

The results in Table 5 showed that the level of public relations marketing was medium, where the "t" value was

14.684, which is statistically significant at $0.05 \geq \alpha$. The mean value for the responses was higher than the scalable and this implies that there is implemented service marketing in the field of public relations, thus, this hypothesis is proven wrong. This agrees with Al Qadi (2017) and Bani Yousef (2016) results. The researcher attributes this to the fact that the Jordanian Civil and Citizenship Department is seeking to enhance its public image and also to the trained personnel at the department and their responsibility for any lost or damaged documents at a medium level.

Results and discussions of the second hypothesis

The second hypothesis is " The Jordanian Civil and Citizenship Department is not implementing marketing based on the citizens' point of view". To evaluate this hypothesis, mean and Std. values were measured for the article "Public relations". Also, One sample T-Test was conducted (Tables 6 and 7).

Table 6: mean and Std. values for the part "Marketing"

Evaluation	Std.	Mean	Article	Number	Rank
high	0.91	3.91	The department announces the documents' renewal times	1	1
Medium	1.06	3.67	The department provides booklets and advertisements to ease the process for the citizens	6	2
Medium	0.97	3.58	The department uses visual communication marketing	4	3
Medium	0.95	3.46	The department uses written marketing	3	4
Medium	0.90	3.43	The department organizes activities and social events for marketing the services	5	5
Medium	0.94	3.18	The department uses audio marketing	2	6
Medium	0.58	3.54	Total "Marketing"		

The results in Table 6 showed that the total result for "Marketing" was medium with a mean value of 3.54. The mean values ranged from 3.18-3.91, where article 1 was ranked first with a mean value of 3.91 and a Std. of 0.91. The second ranked article was article 6 with a mean value of 3.67 and a Std. of 1.06, while, the least ranked was article 2 with a mean value of 3.18 and a Std. value of 0.94. This result agrees with Al Qadi (2017) and Bani Yousef (2016) results. The researcher attributes this agreement to the fact that the department holds different social activities at universities and public and private sector centers and that the department is successful in terms of marketing.

Table 7: One Sample T-Test results for the "Marketing"

Statistical significance	Degree of freedom	t	Evaluation	Std.	mean	hypothesis
*0.00	510	20.823	Medium	0.58	3.54	The Jordanian Civil and Citizenship Department is not implementing marketing based on the citizens' point of view

*Scalable(1.96)

Table 7 shows that the department is implementing medium marketing strategies based on the citizens' point of view. The "t" value was 20.823 and it is statistically significant at $0.05 \leq \alpha$, and the mean value was higher than the standard value of (3) as the mean value was medium. Thus, the department is implementing marketing strategies and the second hypothesis is proven wrong. These results agree with Al Qadi (2017) and Bani Yousef (2016) results which is attributed to the fact that the department is implementing successful marketing strategies.

Results and discussions of the third hypothesis

The third hypothesis is " The Jordanian Civil and Citizenship Department is not implementing fees marketing based on the citizens' point of view". To evaluate this hypothesis, mean and Std. values were measured for the article "Public relations". Also, One sample T-Test was conducted (Tables 8 and 9).

Table 6: mean and Std. values for the part "Fees"

Evaluation	Std.	Mean	Article	Number	Rank
Medium	1.06	3.54	\The fees policy is adequate for all citizens	1	1
Medium	0.94	3.51	The fees are considered a nominal amount	3	2
Medium	1.40	3.46	The department considers limited income citizens	6	3
Medium	0.60	3.29	The fees for lost documents are suitable	4	4
Medium	0.45	3.25	The fees requested are suitable with the service provided	2	5
Medium	1.29	3.24	The fees for documents renewal are suitable	5	6
Medium	0.63	3.38	Total		

The results in Table 8 showed that the total result for "Fees" was medium with a mean value of 3.38. The mean values ranged from 3.24-3.54, where article 1 was raked first with a mean value of 3.54 and a Std. of 1.06. The second ranked article was article 3 with a mean value of 3.51 and a Std. of 0.94, while, the least ranked was article 5 with a mean value of 3.24 and a Std. value of 1.29.

Table 9: One Sample T-Test results for the "Fees"

Statistical significance	Degree of freedom	t	Evaluation	Std.	mean	hypothesis
*0.00	510	13.612	Medium	0.63	3.38	The Jordanian Civil and Citizenship Department is not implementing fees marketing based on the citizens' point of view

*Scalable(1.96)

Table 9 shows that the department is implementing medium marketing strategies based on the citizens' point of view. The "t" value was 13.612 and it is statistically significant at $0.05 \leq \alpha$, and the meanvalue was higher than the standard value of (3) as the mean value was medium. Thus, the department is implementing fees strategies and the third hypothesis is proven wrong. These results agree with Al Qadi (2017) and Bani Yousef (2016) results which is attributed to the fact that the department is implementing succesful fees stratigies for different documents and procedures.

Results and discussions of the third hypotheis

The third hypothesis is " The Jordanian Civil and Citizenship Department is not implementing electronic service marketing based on the citizens' point of view". To evaluate this hypothesis, mean and Std. values were measured for the article " electronic services". Also, one sample T-Test was conducted (Tables 10 and 11).

Table 10: mean and Std. values for the part "electronic services"

Evaluation	Std.	Mean	Article	Number	Rank
High	0.70	3.97	The website provides a list of terms and regulations	4	1
High	0.84	3.91	The website provides services forms	3	2
High	0.79	3.69	The website provides a map for the service offices	6	3
medium	1.42	3.55	The website design reflects the services provided by the department	1	4
medium	1.40	3.45	The website provides a complaint box	5	5
medium	1.39	3.37	The website provides the fees for the different services	2	6
medium	0.75	3.66	total		

The results in Table 10 showed that the total result for "Fees" was medium with a mean value of 3.66. The mean values ranged from 3.37-3.97, where article 4 was raked first with a mean value of 3.97 and a Std. of 0.70. The second ranked article was article 3 with a mean value of 3.91 and a Std. of 0.84, while, the least ranked was article 2 with a mean value of 3.37 and a Std. value of 1.39.

Table 11: One Sample T-Test results for the " electronic services"

Statistical significance	Degree of freedom	t	Evaluation	Std.	mean	hypothesis
*0.00	510	19.710	medium	0.75	3.66	The Jordanian Civil and Citizenship Department is not implementing electronic service marketing based on the citizens' point of view

*Scalable(1.96)

Table 11 shows that the department is implementing medium marketing strategies based on the citizens' point of view. The "t" value was 19.710 and it is statistically significant at $0.05 \leq \alpha$, and the mean value was higher than the standard value of (3) as the mean value was medium. Thus, the department is implementing electronic services strategies and the fourth hypothesis is proven wrong. These results agree with Al Qadi (2017) and Bani Yousef (2016) results which is attributed to the fact that the department is implementing successful electronic services strategies for different documents and procedures.

Recommendations

Based on the outcomes of this study, the researcher recommends the following:

- 1- The Jordanian Civil and Citizenship Department is recommended to pay more attention to the services it provides and to keep their efforts in ensuring successful services and good relations with the public through the different communication pannels and to urge the employees to work wit hthe public as a team.
- 2- Re assessing the fees and ensure that the amounts requested are adequate to the citizens.
- 3- assessing the implementation of the various activities by the department and measure their impact on the public.
- 4- Conducting a similar study after a period of time to measure the progress in the different services.
- 5- Adding payed quick services for urgent requests by the public.

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