The Mediation Role of Customer Relationship and Customer Satisfaction between Marketing Intelligence and Competitive Advantage: *Applied Research in the Egyptian Private Educational Sector*[1]

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ABSTRACT

Corporates always work on utilizing different marketing strategies that help them to outperform their competitors with in the working environment that is known to be unstable. This study aims to examine the extent to which marketing intelligence (MI) dimensions enhance the competitive advantage (CA) through the mediating role of customer relationship (CR) and customer satisfaction (CS). A questionnaire that was directed at the educational sector was used to gather data. The findings demonstrated that there was a partially supported role for the association between MI and CR. Additionally, the link between MI and CS is partially supported, which is similar to CR and CA. Meanwhile, there is strong evidence to establish the link between CA and CS. Finally, the correlation between MI and CA is partially supported.

Keywords: Marketing Intelligence, Customer Relationship, Customer Satisfaction, Competitive Advantage

1. Introduction

The business environment is characterized nowadays by its instability and uncertainty. As global competition has increased, various corporations and organizations have begun their initial marketing initiative using a variety of intelligence systems techniques. The goal is to support decision-makers as they analyze and develop the corporate overall strategy, by gathering more data about the competitors and the overall marketing environment. Good marketing plans are created by throughout preparation, implementation, and use of the most recent tools and approaches (Muthulakshmi &Jaisun, 2020).

Marketing intelligence (MI) is recognized as the process of obtaining information for use in strategic marketing plans. Information is obtained about the market, clients, rivals, and sectors. Those data were gathered using data mining techniques (Dam et al., 2019). MI is also referred to as the interactive structure of people and equipment as well as the procedures that works on gathering, classifying, testing and disseminating accurate information at the appropriate time. This is done for the development of decision-makers' marketing planning and implementation (Helm et al., 2014).

Customer relationship (CR) refers to the communication process that is dependent on gathering data on customers and their reactions, in order to assess the worth of those clients. Additionally, it tries to provide clients with pertinent information concerning the products and services that the company provide (Laketa et al., 2015). Additionally, Al-Weshah (2017) found that customer connections provide businesses with the information they need to satisfy their customers 'expectations in addition to serving as a means of acquiring data bout the consumers.

Additionally, the definition of customer satisfaction (CS) includes how happy and satisfied the consumer is with the goods or service received from a business as well as how successful the business is at making a profit. This fulfillment occurs in accordance with how customers rate particular attributes (Suchánek et al., 2014).

Competitive Advantage (CA) is the advantage a business enjoys over rival businesses because it enables it to offer items at lower prices or

with added benefits, as well as superior services that are more valuable to customers (Siagian et al., 2021). CA is also defined as the success of the company to increase the offered attractiveness level compared to its competitors from the customer's perception (Hosseini et al., 2018). As previous studies have mentioned that CA was developed using the generic strategy (Bel, 2018). Al-Shammari (2023) classified it as

"The sustainable competitive advantage of organizations usually comes from what it knows, how quickly it acquires new knowledge, how efficiently it uses it, and how quickly it applies new knowledge".

Thus, Farida and Setiawan (2022) pointed out that CA is a position in which the institution is still working to beat competitors in their marketplace.

This paper aims to investigate the relationship between marketing intelligence and competitive advantage through the mediating role of customer relationship and customer satisfaction in the higher educational sector in the Egyptian context. This paper is presented through five sections, described as following: section (1) represents the introduction of this paper. Section (2) discusses the literature review related to the research topic. Section (3) discusses the research methodology. Section (4) represents the findings from the empirical study of the primary data collected for the purpose of data analysis. Section (5) summarizes the overall aim and specific objectives of this research study.

2.Literature Review

2.1 Marketing Intelligence

Marketing intelligence is defined as the use of data mining models and tools to obtain marketing insights for strategic choices (Dam et al., 2019). MI is also characterized as a continuous and cyclic process for continually producing knowledge from raw and dispersed data and information, as well as ideas for applying this knowledge to strategic marketing management in the business sector (Hendar et al., 2020). According to Al-Saqqa (2017), MI is defined as the process of gathering, comprehending, categorizing, analyzing, interpreting, and

disseminating timely, accurate, and relevant information for company marketing decision making.

Marketing intelligence consists of 4 main dimensions, which are; market intelligence, product intelligence, competitor intelligence, and customer intelligence (Dam et al., 2019).

Market intelligence is a subset of market research that entails gathering and analyzing accessible and relevant information and data on specific markets. Market intelligence often entails compiling data from multiple sources such as corporate accounts, official statistics, trade body data, interviews with business contacts, and consumer attitudes research (Thangaraja, 2016). Product intelligence is the use of data mining tools to get insights about goods in order to improve customer happiness and satisfaction and uncover business prospects (Fan et al., 2015).

Competitor intelligence is information about a competitor's products, prices, marketing, and distribution networks (Navarro-García et al., 2016). It is also characterized as a business's capacity to comprehend its competitors' strengths and weaknesses; as a result, an enterprise may anticipate its competitors' actions and plans and enhance its performance (Dam et al., 2019).

Customer intelligence represents a customer information viewer that provides you with an enterprise-wide perspective of customer information. Customer intelligence is also an analytical technique for managing customers by assessing customer happiness, profitability, retention, loyalty, acquisition, and life cycle (Al-Saqqa, 2017).

2.2 Customer Relationship

Customer relationship is the act of establishing relationships with customers as a marketing tactic. The dimensions of customer relationship are service quality, price perception, brand image, and value offered (Feng and Zhang, 2009). Service quality is described as a correct method of meeting consumers' demands by supplying them with necessary products and services (Janahi and Al-Mubarak, 2017). Price perception represents the consumer's willingness to pay an amount for meeting their wants, or the customer's willingness to pay

the cost at which their demand meets their necessity. Price perception refers to how much a client is willing to pay for the goods or services they have purchased. Individuals are prepared to pay the cost of service or product if the services or commodities supplied to them are of high quality. In other words, price perception is a cost that a buyer is always willing to pay (Mirza and Ali, 2017).

Brand image is the perception formed in customers' brains as a result of numerous messages in the form of a meaningfully structured set of associations. Brand image is also described as a complete picture of the brand in the viewpoint of customers. When customers have a favorable view of a brand, they are more likely to purchase it, but when they have a bad opinion, they are less likely to purchase it (DÜlek and Saydan, 2019). Value offered is described as the process by which consumers assess the worth of consuming goods and services after weighing the costs and advantages of doing so (Feng and Zhang, 2009).

2.3 Customer Satisfaction

Customer satisfaction can be defined as how well the products/services met or exceeded the client's expectations (Mai and Cuong, 2021). Customer satisfaction is the degree to which the needs, desires, and expectations of the consumer are satisfied within the product/service term, resulting in customer loyalty and repurchasing (Bin-Nashwan and Hassan, 2017). In addition, Customer satisfaction is also defined as an assessment of perceived quality after consumption in relation to pre-purchase expectations regarding quality (Hohenberg and Taylor, 2021).

2.4 Competitive Advantage

Competitive advantage is described as a company's best effort to compete in the market as compared to its competitors. Competitive advantage is also described as the typical industry's capacity to capitalize on market opportunities while mitigating the danger of competition (Agung and Darma, 2019). The dimensions of competitive advantage are excellence efficiency, excellence quality, excellence innovation, and excellence responsiveness (Al-Saqqa, 2017).

For excellence quality, the quality represents a dynamic scenario that is connected to the status of the product or service offered as well as

persons, processes, and the environment that satisfies the customer's demands. The demand for quality-related studies and research has grown in line with technological advancements and product complexity (Colledani et al., 2014). A product is considered to be of better quality when buyers believe that its features offer customers with greater usefulness than the attributes of competing items. Excellence quality represents a main driver that the customer use to identify the quality of a product. The important attributes related to excellence quality are product's design and styling, its aesthetic appeal, its features and functions, the level of service associated with the delivery of the product (Hill et al., 2014).

Excellence efficiency is defined as offering the greatest and highest value to the customer in exchange for what the consumer believes is reasonable for that value. It also refers to the ability to survive and adapt to the environment, which entails making the best use of human, financial, and material resources (Al-Saqqa, 2017). The researcher also pointed out excellence innovation represents an important feature that reflect the success of the company to have a viable image in the market. Innovation could be defined as the ability to create new products or process (Hill et al., 2014). Al-Saqqa (2017) described innovation as it could be product or process innovation. Moreover, the researcher defined excellence responsiveness as meeting customers' legitimate needs at the appropriate moment. Understanding changing consumer wants and promptly meeting them in an efficient manner will give a business with an ongoing competitive advantage.

3.Developing the Research Hypothesis

Marketing intelligence suggests to the information, primarily qualitative in nature which institutes (such as central banks) gather through direct interaction and dialogue with market applicants (Jeffery et al., 2016). MI may improve customer relationships in the Jordanian banking industry and found that it had a beneficial effect on relationships with both existing and potential consumers (Al-Weshah, 2017). As one of the CR aspects, Kanwal et al. (2017) examined the link between brand image and MI. The findings demonstrated that MI might

provide the foundation for any organization's brand image. Additionally, Pinto et al. (2020) investigate the connections between MI, customer relationship management, customer loyalty, and luring in new customers revealed that MI contributed to preserving the level of quality of relationships with both existing and potential customers of Portuguese banks.

Moreover, it was demonstrated that MI increases client loyalty. Similarly to this, Kanwal et al. (2019) discussed how marketing intelligence impacts brand image, and it was discovered that marketing intelligence contributed to brand image improvement. Previous studies have also supported the assigned association (Donthu et al., 2021; Shehzadi et al., 2020; Wang, 2021). The studies of Donthu and his colleagues (2021) collected secondary data from previous articles. On the other hand, the study of Wang (2021) applied his study in private colleges and universities, and Shehzadi et al. (2020) had also applied research in the sector of educational institutes in Pakistan.

Therefore, the first hypothesis could be developed as follows:

H₁: There is a significant relationship between marketing intelligence and customer relationship

The influence of MI on customer satisfaction, trust, and loyalty was examined by Faryabi et al. (2013) and Moghadam et al. (2014). The findings showed a considerable association between marketing intelligence and customer satisfaction, trust, and loyalty, with customer satisfaction and trust having the greatest influence. Further, Alamsyah and Saviera (2018) pointed out how CS and MI interrelate in Indonesia. The survey found that many prospective customers research items on social media before making a purchase. Therefore, the investigation's findings showed that CS was significantly impacted by MI. Finally, the corporation might utilize these data as a useful guide when deciding how to implement methods for increasing customer loyalty and enhancing the company image, particularly on social media.

The correlation between MI, CR, CS, and business performance was also examined by (Vishnoi et al., 2019). The results demonstrated that customer relationships, satisfaction, and loyalty were significantly

influenced by MI. In addition, it illustrated how crucial client loyalty, relationships, and satisfaction are to corporate success. The results showed that customer relationships, satisfaction, and loyalty acted as mediating elements in the positive association between MI and business success. The same result was obtained through several studies (Novianti et al., 2020; Kalyani, 2021; Tzeng et al., 2021).

Odeh and Hikmat (2021) analyzed the MI (customer, market, product, and competitor intelligence) and its role on CS. In their research study, a total of 206 managers at five-star hotels in Jordan were surveyed to gather the required data. Therefore, in this research study, MI factors have a considerable positive effect on CS.

Therefore, it is possible to develop the second hypothesis as follows:

H₂: There is a Significant Relationship between Marketing Intelligence and Customer Satisfaction

A considerable amount of literature has been published on the CR, as it has proven significantly affected organizations' market share, competitiveness, and ability to preserve CA. Gatobu (2012) evaluated if customer relationship management may help businesses attain a sustainable CA. Similar research was conducted by (Mousavy et al., 2012) to evaluate the correlation between customer relationship management and CA. Data investigation demonstrated that customer relationship management and CA are significantly correlated. Further, Fozia et al. (2014) looked at the influence of customer relationship management on a company's sales performance and capacity for achieving a competitive advantage at Moi University. The data analysis at Moi University in Kenya revealed that customer relationship management had a significant association with a CA. The same results were obtained by several other studies (Bhat and Darzi, 2016; Daulay and Saputra, 2019).

Rajab et al. (2014) tested the same relationship in the higher educational sector. The findings showed a significant link between CR and CA.

Latunreng and Nasirin (2019) examined the influence of information sharing, customer relationship and supplier partnership on CA. The targeted population was the Indonesian rubber industry. The results showed that achieving a CA was significantly influenced by supplier partnerships and customer relationships. Nonetheless, sharing of information had no effect on CA.

Chengwu (2020) investigated how social responsibility and customer relationships affected competitive advantage. Supervisors and workers at high-tech companies in the Tianjin Binhai Hi-tech Industrial Development Area provided a total of 422 valid responses. According to the research, CR significantly increased social responsibility. Additionally, the CA was significantly impacted by customer relationships.

Alqershi et al. (2020) highlighted that the interaction of customer relationship management by conducting an empirical study on Yemen's small and medium-sized enterprises (SMEs) and competitive advantage. A quantitative methodology was used in this study, which included 247 manufacturing SMEs as a sample. The results demonstrated that customer interactions had a substantial influence on how competitively advantaged SMEs were.

Musonnafa and Djazuli (2022) analyzed CR and its influence on CA, innovation and the marketing performance. In their study, a total of 151 respondents were gathered from the pharmaceutical industry. It was indicated a significant direct correlation between both CR and CA and Innovation. Conversely, CR was not proven to have a significant correlation with marketing performance.

Accordingly, the third hypothesis could be developed as follows:

H_3: There is a Significant Relationship between Customer Relationship and Competitive Advantage

Investigations on the connection between CS and CA in the hotel industry were conducted by (Massawe, 2013). The findings demonstrated a strong link between the satisfaction of customers and achieving a CA. Meanwhile, Elgaraihy et al. (2014) aimed to look at how companies in Saudi Arabia might achieve a competitive advantage by

focusing on customer satisfaction and company reputation. The findings revealed that gaining a competitive edge and CS are significantly correlated. The results also demonstrated the link between this effect and a company's reputation, both directly and indirectly.

Furthermore, Bentz (2017) sought to illustrate how the Kano Model's function of CA is affected by customer satisfaction. Within the auto business, this relationship was investigated. Data analysis revealed that there was a strong linkage between client satisfaction and CA. As this research was at the outset of studies regarding the influence of CS to have strong CA, it was also recommended to conduct additional research in this area. Same results were obtained by several studies (Siagian et al., 2021; Sultoni, 2021).

Thapayom (2022) pointed out on how CS, cost advantage, and target cost management affected sustainable CA. In Thailand, total of 400 Micro, Small and Medium-sized Enterprises (MSMEs) were surveyed (Thapayom, 2022). A considerable positive relationship was shown between all the research variables, using Structural Equation Modeling (SEM).

The correlation between student satisfaction, service quality, marketing mix, institutional image, student loyalty, and CA was investigated by (Nursyamsi et al., 2022). A sample of 932 students in private universities was chosen using the method of purposive sampling. According to the findings, all independent factors exhibited a meaningful relationship with CA, with the quality of the website having the least impact.

According to the 7Ps hypothesis, Ayob (2022) assessed the extent to which CS may aid in obtaining a CA in private clubs. The researcher also mentioned that thirty-six respondents participated in the questionnaire survey. A substantial association between the two variables was demonstrated by the investigation by the researcher.

Therefore, the fourth hypothesis could be developed as follows:

H₄: There is a Significant Relationship between Customer Satisfaction and Competitive Advantage

(Ladipo et al., 2017) explored how MI impacts a company's competitive edge. The results showed the presence of CA and MI are directly correlated. As a matter of fact, MI and CA were correlated statistically significantly, according to (Al-Saqqa, 2017). This study examined how MI can help an organization maintain a CA.

Besides, Rahchamani et al. (2019) examined the association between marketing and business intelligence and CA in information technology companies. The findings proved that each of marketing information, intelligence quotient and creativity had impact on MI. In addition, marketing and business intelligence helped in increasing the CA.

Waithaka (2020) also sought to determine the degree to which competitor intelligence, one of the MI aspects, affects the competitive advantage of Kenyan commercial banks. According to this research study, competition intelligence significantly impacted the banks' ability to compete. Furthermore, the correlation between MI and CA was examined (Muthulakshmi and Jaisun, 2020) and findings had proved that MI dimensions had a significant relationship with CA.

Moreover, the goal of Nte et al. (2020) was to look at the connection between CA and competitive intelligence. The analysis demonstrated that competitive intelligence had a sizable impact on pharmaceutical enterprises' CA, which aided in enhancing marketing innovations. However, in order to investigate a CA, Khoshtinat and Shahabadi (2018) looked at the influence of marketing and business intelligence. Their study results shows from the analysis of 331 valid replies revealed that business intelligence and MI help one obtain a CA

In the educational sector, Hussein et al. (2020) had investigated the relationship between MI and CA inside the Private university education market in Baghdad. Data was collected through questionnaires and the findings proved a significant link between MI and CA.

Additionally, Somiah et al. (2021) used a Delphi survey to investigate the connection between CA and competitive intelligence in Ghana. According to the examination of the data, competitive intelligence significantly affected organizations' ability to compete.

The linkage between marketing strategies, marketing performance and CA was examined by (Ichsan et al., 2022). They also stated that the final sample was made up of 70 SMEs, and the analysis's findings showed that marketing strategies owned a considerable impact on both CA and marketing performance.

By gathering information from 200 active startups in Peru, Gómez-Prado et al. (2022) examined the linkage between market intelligence and product innovation capabilities and their influence on achieving CA and global success. The independent variables were proven to have an impact on CA and global performance.

Therefore, the fifth hypothesis could be developed as follows:

H₅: There is a Significant Relationship between Marketing Intelligence and Competitive Advantage.

4. Research Methodology

This study purposes to examine the correlation between Marketing Intelligence and Competitive Advantage through two mediators; Customer Relationship and Customer Satisfaction. Figure 1 presents the research framework, where the independent, dependent variables and mediators are presented.
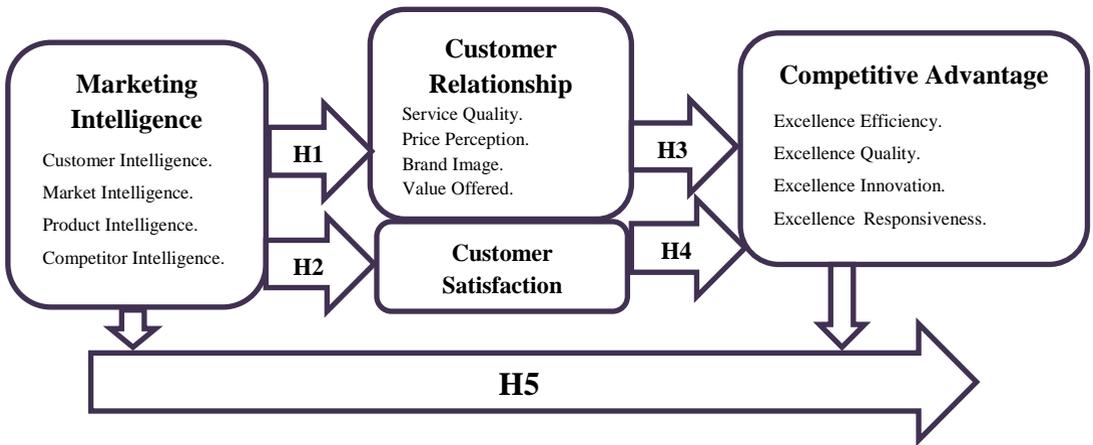
Figure 1: Research Framework

From the above framework, fifth main hypothesis can develop;

H_1: There is a significant relationship between marketing intelligence and customer relationship

H_2: There is a Significant Relationship between Marketing Intelligence and Customer Satisfaction

H_3: There is a Significant Relationship between Customer Relationship and Competitive Advantage

H_4: There is a Significant Relationship between Customer Satisfaction and Competitive Advantage

H_5: There is a Significant Relationship between Marketing Intelligence and Competitive Advantage.

The current study utilized the positivism philosophy aiming to achieve the study purpose. Positivism philosophy helps in reaching facts and reality through observations and measurements. Accordingly, the reality for positivism is the same for everyone. Positivists are considered objectivity as valuable to prove or disprove hypotheses (Ryan, 2018). In addition to that, the deductive approach and quantitative design are used to match the positivism philosophy.

 After identifying the philosophy, design, and approach, it is important to identify the population and sample. The target population is defined according to the method of data collection. In addition, the study followed a non-random technique of convenient sampling for the

questionnaire designed, it is easy to access respondents. A sample size of 385 was gathered from university learners of the private educational sector in the study to achieve a confidence level of 95%, with respondents' ratio of 77% as the questionnaires were distributed to the sample of 500 questionnaires collected from students of the educational sector, but only 385 of them were returned and found to be valid for the analysis phase.

Table 1 shows the variables, operations, descriptions, and measurements of each variable.

Table 1: Operational Variables

Variable	Conceptual Definition	References	Operational Definition	References
Marketing Intelligence (Customer Intelligence)	Refers to the process of gathering quantitative and qualitative data about customers by an organization in a way that ensures the best and most accurate access to its customers while also defining the relationship between the organization and the customer as the organization intended it to be.	Hashem (2019) Kibiwott (2018)	Customer intelligence can be measured by identifying data collection methods used by the educational institution regarding customer demands, understanding the extent of communication with customers, evaluating the service provided to customers, methods of categorizing customers and selecting the target audience, examining consumer behavior, and tracking earning boosting.	Al-Saqqa (2017)
Marketing Intelligence (Market Intelligence)	Refers to the ability to adapt to the ever-changing demands of customers necessitates creative marketing strategies and programs, which in turn leads to a constant display of creative behavior to support decisions. Market intelligence includes exogenous market elements that impact consumer choices and future demands, such as rivals, technology, government laws, and other environmental pressures.	Moreno-Charris et al. (2022) Jamil (2013)	Measuring excellence efficiency can be conducted by illustrating the extent to which the institution gathers the information and data to estimate the market size, determine the market trends, determine its market share, and gain a better understanding of market technologies.	Al-Saqqa (2017)
Marketing Intelligence (Product Intelligence)	Refers to the use of data and analytics to gain insights into customer behavior, market trends, and competitor strategies. It helps businesses make informed decisions about their products, pricing, and marketing campaigns.	Verma et al. (2021)	To measure product intelligence, it is important to understand if the institution is using a sufficient amount of data to identify market values, learn about the types and standards of services available in the market, enhance the presentation of services, promote more suitable benefits, expanding its offerings, and adding features to its material.	Al-Saqqa (2017)
Marketing Intelligence	Competitive intelligence employs a range of steps, including	Rahma and Sabri (2023)	Competitive intelligence is measured by illustrating the willingness of the	Al-Saqqa (2017)

Variable	Conceptual Definition	References	Operational Definition	References
(Competitor Intelligence)	information collection, filtering procedures, analysis, and constructing and attracting key information to provide relevant knowledge. Competitive intelligence develops into a model that may use institutional strengths to increase competitiveness.	Palilingan and Batmetan (2018)	institution to conduct research and data-collecting process to identify their current and potential competitors, and to understand the change in the structures, strategies, and technologies used by them. As well as to understand the goals, strategies, and tactics of rivals	
Customer Relationship (Service Quality)	Refers to meeting customer expectations, demands, and specifications. It is considered the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs. It is superiority or excellence in service delivery.	Ali et al. (2016)	Measuring service quality can be conducted by illustrating the extent to which the institution responds to customers' demands, offers high-quality and customized service, and provides the required information.	Feng and Zhang (2009)
Customer Relationship (Price Perception)	Price perception is a psychological component that influences customers' reactions to pricing in a variety of ways. It is the way that buyers fully comprehend and interpret it. Because of this, a person's impression of price influences their decision to purchase.	Muharam et al. (2019) Malik et al. (2019)	Price perception is measured by addressing the willingness of the educational institution to provide the required information regarding product and service pricing policies. Also to understand if the pricing structures for the institution's goods and services are alluring, and that a range of services are provided at flexible prices that suit customer's demands.	Feng and Zhang (2009)
Customer Relationship (Brand Image)	Brand image is both an asset and a liability, and it indicates that the value of the assets and liabilities can fluctuate concurrently via the provision of goods or services to customers. Brand images are how consumers react to a brand, symbol, or idea of personal identification with a particular product or service.	Mulyono (2016) Hemsley-Brown et al. (2016)	To measure an institution's brand image, it is important to understand if the institution is distinguished by its good reputation and positive impression, as well as to illustrate if the customers receive a positive brand experience from the operator	Feng and Zhang (2009)
Customer Relationship (Value Offered)	The definition of value offered is the compromise made by the consumer between the perceived costs and the advantages of using goods and services. The value offered depends on how the client perceives it.	Nyadzayo and Khajehzadeh (2016)	Measuring value offered by the educational institution is conducted by clarifying the promotional offers provided, and to what extent are the customers interested in the benefits that this operator is offering.	Feng and Zhang (2009)
Customer Satisfaction	Satisfaction refers to improving the factors that customers value most. Satisfaction is a fundamental component of the holistic management of quality in keeping up with these developments and providing customer satisfaction both today and in the future. The degree to which students are satisfied with an institution and its qualifications seems to be correlated with both in a	Kant and Adula (2022) Royo (2017)	Customer satisfaction can be measured by understanding the level of student satisfaction with the services provided to them in the educational institution.	Jin et al. (2015)

Variable	Conceptual Definition	References	Operational Definition	References
	competitive setting where students are consumers.			
Competitive Advantage (Excellence Efficiency)	Refers to the ability of the institution to consistently deliver high-quality results in a timely and effective manner. It involves maximizing productivity and minimizing waste by utilizing resources efficiently. Achieving excellence efficiency requires a focus on continuous improvement and innovation.	Dammak and Jumaah (2022) Johnes et al. (2016)	Measuring excellence efficiency can be conducted by illustrating the extent to which the institution seeks to improve the coordination and integration among administrative departments, uses all available tactics to increase operational efficiency, uses contemporary technology, seeks to lower operating and service expenditures, and analyzes the activities and operations of the various sections.	Al-Saqqa (2017)
Competitive Advantage (Excellence Quality)	It can be defined as the added value of an organization generated by substantial, high-precision, and timely information that surpasses other organizations and owns it individually from others, thus achieving a distinct competitive position.	Meshmesh and Hassouna (2024) Onebunne and Okoli (2020)	Excellence quality can be measured through understanding the level of care and comfort that the educational institution provides to students, as well as providing the services as needed. In addition to the level of establishing the local and international quality systems accreditation.	Al-Saqqa (2017)
Competitive Advantage (Excellence Innovation)	It is the act of converting concepts into new goods, procedures, or services while taking usability and usefulness into account. Excellence innovation incorporates production, delivery system, and marketable product development operations.	David (2023) Gryshchenko et al. (2021)	Excellence innovation is measured by addressing the willingness of the educational institution to expand the variety of services provided, keep up with the new Internet offerings, use the creative admissions and testing suggestions staff members submit, and support the possibility for initiative and creativity.	Al-Saqqa (2017)
Competitive Advantage (Excellence Responsiveness)	It is recognized as the speed with which institutions modify their production within the acceptable bounds of product, mix, volume, and delivery flexibility.	Diana and Zaini (2023) Goghari (2022) Sahi et al. (2019)	Measured by understanding the level at which the educational institution is integrating marketing research to find unmet consumer needs, tracking customer feedback, suggestions, and preferences, and the level it seeks to deliver smart and distinctive services.	Al-Saqqa (2017)

Finally, it is important to refer that the statements used to measure each research variable were adopted from the studies of (Feng and Zhang, 2009; Jin et al., 2016; Al-Saqq and Wady, 2017), as shown in Appendix A.

5. Research Analysis and Findings

5.1 Descriptive Analysis

Table 1 illustrates the descriptive analysis by showing the frequencies for the respondent profile. Regarding Gender, it could be observed from Table 1 that the number of 'Male' respondents (n = 283) is higher than 'Female, with a percentage of 73.5%. Considering Age, it could be noticed that respondents at the age group of '41-60 yrs.' are the most frequently appearing, with a number of 185 respondents and a

percentage of 48.1% of the sample under study. Similarly, respondents, which has the Master degree is the most frequently appearing than other respondents, with a number of 160 responses and a percentage of 41.6%. Likewise, respondents with income level of '3000-4000' (n = 162) are higher than other respondents, with a percentage of 42.1% of the sample under study. In addition, respondents, which are married (n = 234) are higher than other respondents with a percentage of 60.8%.

Table 2: Descriptive Analysis for Respondents Profile

	Frequency	Percent%	Total
Gender			
Male	283	73.5	385
Female	102	26.5	
Age			
From 18-25	36	9.4	385
From 26-40	164	42.6	
From 41-60	185	48.1	
Education Level			
University Student	32	8.3	385
Bachelor Degree	157	40.8	
Master Degree	160	41.6	
PHD Degree	36	9.4	
Income Level			
Less than 1000$	24	6.2	385
From 1000-2000	31	8.1	
From 2000-3000	59	15.3	
From 3000-4000	162	42.1	
More than 4000$	109	28.3	
Marital Status			
Single	91	23.6	385
Married	234	60.8	
Divorced	44	11.4	
Widowed	16	4.2	

5.2 Data Testing using Validity and Reliability for the Research Variables

Analysis of an instrument's validity refers to how well it actually quantifies and measures the things it is intended to measure. Using factor analysis (multivariate technique), convergent validity evaluates the data, and the average variance recovered from each scale was obtained. The average variance extracted (AVE) reveals the typical community regarding the hidden component, which ought to be 50% or above (Hair et al., 1998). The degree of consistency of the scale used to measure the specified concept is considered in reliability analysis. Furthermore, for the test of reliability Cronbach's Alpha was used, as it is considered the most popular and often used trial. It was demonstrated that 0.7 is a satisfactory reliability coefficient but lower thresholds are sometimes used in the literature (Fuentes-Huerta et al., 2021).

Table 2 shows the statements' factor loading as well as AVE. It was found that all statements factor loadings were discovered to be higher than 0.4. In addition, all AVE values > 50%, therefore, all statements have adequate validity. Regarding the reliability test, Table 3 shows Cronbach's Alpha, which were found to be >0.7.

Table 3: Data Testing using Validity and Reliability

	Factor Loading	AVE	Cronbach's Alpha
Customer Intelligence 1	.924		
Customer Intelligence 2	.741		
Customer Intelligence 3	.549		
Customer Intelligence 4	.636		
Customer Intelligence 5	.547	68.480 %	0.947
Customer Intelligence 6	.762		
Customer Intelligence 7	.858		
Customer Intelligence 8	.627		
Customer Intelligence 9	.565		
Customer Intelligence 10	.639		
Market Intelligence 1	.942		
Market Intelligence 2	.750		
Market Intelligence 3	.605	66.003 %	0.891
Market Intelligence 4	.530		
Market Intelligence 5	.513		

	Factor Loading	AVE	Cronbach's Alpha
Market Intelligence 6	.620		
Product Intelligence 1	.951		
Product Intelligence 2	.798		
Product Intelligence 3	.556	69.551 %	0.906
Product Intelligence 4	.519		
Product Intelligence 5	.598		
Product Intelligence 6	.752		
Competitors Intelligence 1	.926		
Competitors Intelligence 2	.718		
Competitors Intelligence 3	.498		
Competitors Intelligence 4	.558		
Competitors Intelligence 5	.593	65.828 %	0.939
Competitors Intelligence 6	.664		
Competitors Intelligence 7	.680		
Competitors Intelligence 8	.633		
Competitors Intelligence 9	.573		
Competitors Intelligence 10	.740		
Excellence Efficiency 1	.923		
Excellence Efficiency 2	.799		
Excellence Efficiency 3	.463	66.073 %	0.886
Excellence Efficiency 4	.506		
Excellence Efficiency 5	.626		
Excellence Efficiency 6	.648		
Excellence Quality 1	.906		
Excellence Quality 2	.692		
Excellence Quality 3	.625		
Excellence Quality 4	.648	69.897 %	0.937
Excellence Quality 5	.711		
Excellence Quality 6	.715		
Excellence Quality 7	.670		
Excellence Innovation 1	.932		
Excellence Innovation 2	.681		
Excellence Innovation 3	.568	71.095 %	0.893
Excellence Innovation 4	.679		
Excellence Innovation 5	.695		
Excellence Responsiveness 1	.940		
Excellence Responsiveness 2	.763		
Excellence Responsiveness 3	.553	73.311 %	0.906
Excellence Responsiveness 4	.667		
Excellence Responsiveness 5	.743		
Service Quality 1	.956		
Service Quality 2	.882		
Service Quality 3	.653	76.673 %	0.934
Service Quality 4	.589		
Service Quality 5	.654		
Service Quality 6	.867		
Price Perception 1	.956	81.028 %	0.936
Price Perception 2	.891		

	Factor Loading	AVE	Cronbach's Alpha
Price Perception 3	.655		
Price Perception 4	.668		
Price Perception 5	.882		
Brand Image 1	.917		
Brand Image 2	.802	83.839 %	0.900
Brand Image 3	.796		
Value Offered 1	.919		
Value Offered 2	.743		
Value Offered 3	.699	77.587 %	0.896
Value Offered 4	.743		
Customer Satisfaction 1	.615		
Customer Satisfaction 2	.644	64.155 %	0.719
Customer Satisfaction 3	.665		

5.3 Testing Research Hypothesis

In this section, the researcher tests the five assigned hypotheses of the study for the responses. Each hypothesis is tested in a separate sub section.

The SEM test of the influence of marketing intelligence on customer relationships is presented in Table 3.

− Firstly, a positive significant effect of Customer Intelligence, Product Intelligence, and Competitor Intelligence was shown on Service Quality, as the coefficients are 0.458, 0.117 and 0.148 ($\beta > 0$) and P-values are 0.000, 0.007 and 0.000 (p-value <0.05). However, Market Intelligence has an insignificant influence on Service Quality, as P-Value 0.637. Additionally, R square is 0.366, which means that 36.6% of the variation in Service Quality can be explained by the model.

− Secondly, a positive significant effect of Customer Intelligence, Product Intelligence, and Competitor Intelligence on Price Perception was shown, as the coefficients are 0.309, 0.179 and 0.190 and P-value is 0.000, 0.000 and 0.000. However, an insignificant influence of Market Intelligence is noticed on Price Perception, as P-Value 0.408. Moreover, R square is 0.262, which means 26.2% of the variation in Price Perception can be illustrated by the model.

– Thirdly, a positive significant effect of Customer Intelligence, Market Intelligence, and Competitor Intelligence was observed on Brand Image, as the estimates are 0.207, 0.082 and 0.564 and P-values are 0.000, 0.017 and 0.000. However, an insignificant effect of Product Intelligence on Brand Image is proved, as P-Value 0.115. Moreover, the R square is 0.519.

– Fourthly, a positive significant effect of Customer Intelligence, Product Intelligence, and Competitor Intelligence was proved on Value Offered, as the coefficients are 0.501, 0.064, and 0.064 and P-values are 0.000, 0.045 and 0.047. However, Market Intelligence has an insignificant effect on Value Offered, as P-Value 0.188. In addition, the R square is 0.480.

Table 4: SEM Analysis of the effect of Marketing Intelligence on Customer Relationship

			Estimate	P	R^2
Service Quality	<---	Customer Intelligence	.458	***	
Service Quality	<---	Market Intelligence	-.018	.637	.366
Service Quality	<---	Product Intelligence	.117	.007	
Service Quality	<---	Competitor Intelligence	.148	***	
Price Perception	<---	Customer Intelligence	.309	***	
Price Perception	<---	Market Intelligence	-.035	.408	.262
Price Perception	<---	Product Intelligence	.179	***	
Price Perception	<---	Competitor Intelligence	.190	***	
Brand Image	<---	Customer Intelligence	.207	***	
Brand Image	<---	Market Intelligence	.082	.017	.519
Brand Image	<---	Product Intelligence	.062	.115	
Brand Image	<---	Competitor Intelligence	.564	***	
Value Offered	<---	Customer Intelligence	.501	***	
Value Offered	<---	Market Intelligence	.037	.188	.480
Value Offered	<---	Product Intelligence	.064	.045	
Value Offered	<---	Competitor Intelligence	.064	.047	

The model fit indices are within the acceptable levels; CMIN/DF = 2.062, GFI = 0.820, CFI = 0.935, AGFI= 0.801, and RMSEA = 0.053.
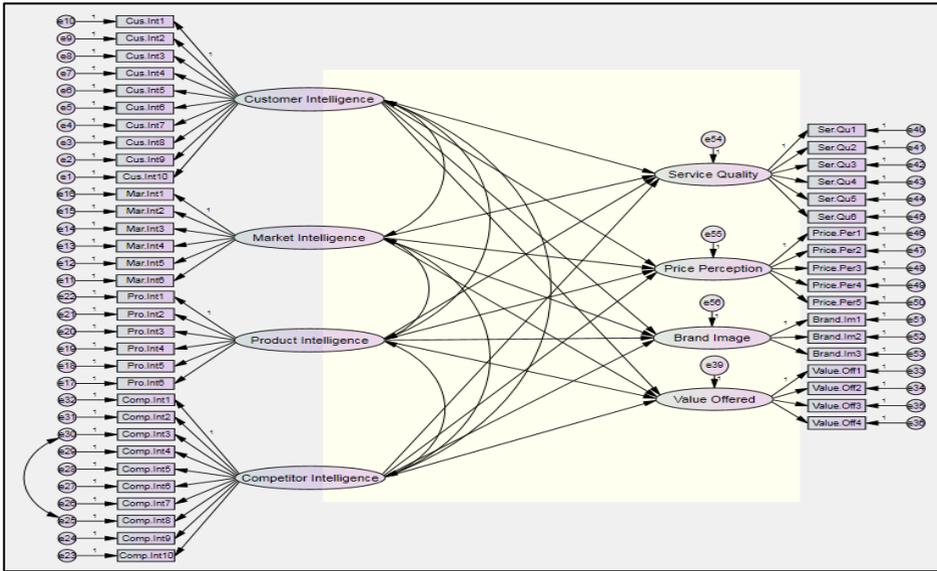
Figure 2: SEM for the Effect of Marketing Intelligence on Customer Relationship

Table 4 illustrates how the SEM analysis demonstrated that Customer and Market Intelligence had a substantial positive impact on Customer Satisfaction. The results showed that the coefficients are 0.630 and 0.079, respectively, and the P-values are 0.000 and 0.029. However, there is an insignificant effect of Product, and Competitor Intelligence on Customer Satisfaction, as P-Values 0.301 and 0.929. Additionally, the R square is 0.553.

Table 5: SEM Analysis of the effect of Marketing Intelligence on Customer Satisfaction

			Estimate	P	R²
Customer Satisfaction	<---	Customer Intelligence	.630	***	.553
Customer Satisfaction	<---	Market Intelligence	.079	.029	
Customer Satisfaction	<---	Product Intelligence	-.043	.301	
Customer Satisfaction	<---	Competitor Intelligence	.004	.929	

The model fit indices are all within their acceptable levels, CMIN/DF = 2.199, GFI = 0.865, CFI = 0.943, AGFI= 0.843, and RMSEA = 0.056. The SEM model showed in Figure 3.
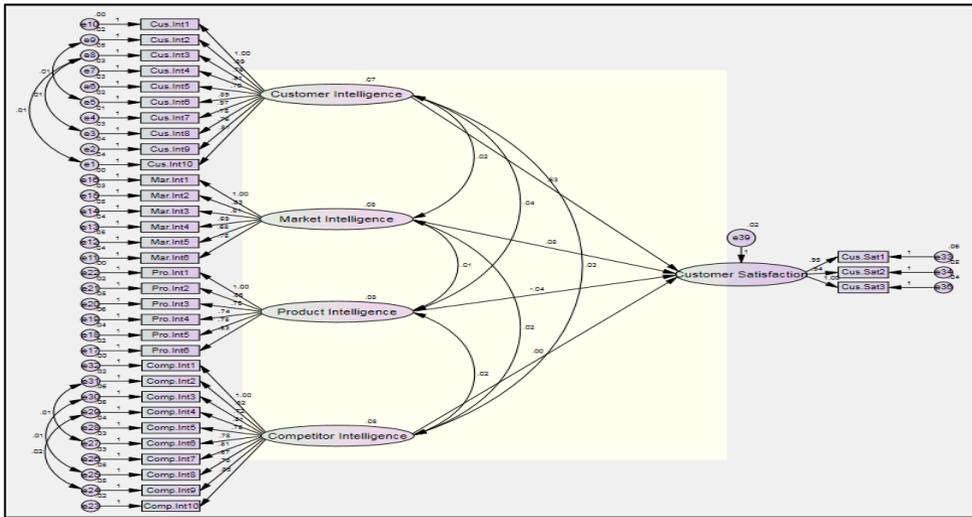
Figure 3: SEM for the Effect of Marketing Intelligence on Customer Satisfaction

The SEM analysis regarding the influence of customer relationships on competitive advantage is displayed in Table 5.

- Firstly, a positive significant effect of Price Perception, and Value Offered was observed on Excellence Efficiency, as the estimates are 0.106 and 0.557 and P-values are 0.014 and 0.000. However, an insignificant influence of Service Quality, and Brand Image was shown on Excellence Efficiency, as P-Value 0.083 and 0.071. Additionally, the R square is 0.377.

- Secondly, a positive significant influence of Service Quality, and Brand Image is shown on Excellence Quality, as the estimates are 0.311 and 0.647 and P-values are 0.000 and 0.000. However, the analysis proved that there is an insignificant influence of Price Perception, and Value Offered on Excellence Quality, as P-Values 0.876 and 0.492. Moreover, the R square is 0.557.

- Thirdly, it is observed a positive significant effect of Value Offered and Excellence Innovation, as the estimate is 0.455 and P-value is 0.000. However, there is an insignificant effect of Service Quality, Price Perception, and Brand Image on Excellence Innovation, as P-Values 0.219, 0.062 and 0.313. Moreover, the R square is 0.205.

– Fourthly, a positive significant influence of Service Quality, Brand Image, and Value Offered is shown on Excellence Responsiveness, as the estimate are 0.227, 0.257 and 0.412 and P-values are 0.000, 0.000 and 0.000. However, Price Perception has an insignificant impact on Excellence Responsiveness, as P-Value 0.863. Moreover, the R square is 0.298.

Table 6: SEM Analysis of the effect of Customer Relationship on Competitive Advantage

			Estimate	P	R²
Excellence Efficiency	<---	Service Quality	.075	.083	
Excellence Efficiency	<---	Price Perception	.106	.014	.377
Excellence Efficiency	<---	Brand Image	.075	.071	
Excellence Efficiency	<---	Value Offered	.557	***	
Excellence Quality	<---	Service Quality	.311	***	
Excellence Quality	<---	Price Perception	-.007	.876	.557
Excellence Quality	<---	Brand Image	.647	***	
Excellence Quality	<---	Value Offered	.040	.492	
Excellence Innovation	<---	Service Quality	.065	.219	
Excellence Innovation	<---	Price Perception	.099	.062	.205
Excellence Innovation	<---	Brand Image	.051	.313	
Excellence Innovation	<---	Value Offered	.455	***	
Excellence Responsiveness	<---	Service Quality	.227	***	
Excellence Responsiveness	<---	Price Perception	-.009	.863	.298
Excellence Responsiveness	<---	Brand Image	.257	***	
Excellence Responsiveness	<---	Value Offered	.412	***	

The model fit indices are in the acceptable levels; CMIN/DF = 1.693, GFI = 0.864, CFI = 0.963, AGFI= 0.846, and RMSEA = 0.042.
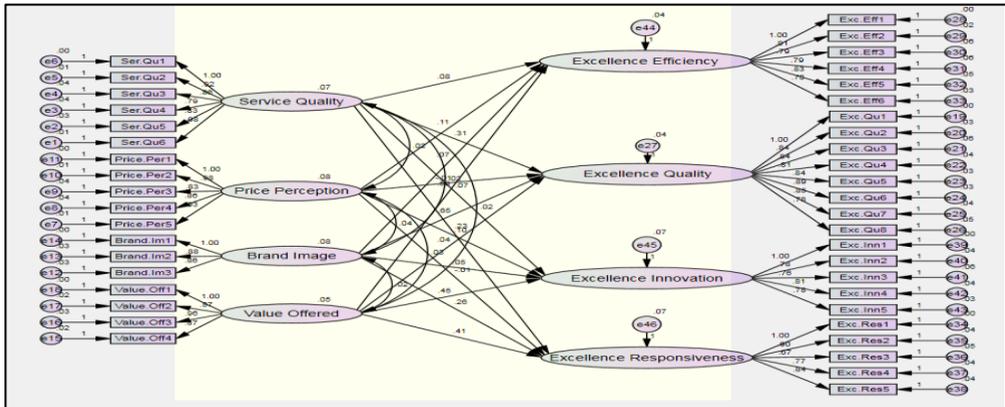
Figure 4: SEM for the Effect of Customer Relationship on Competitive Advantage

The SEM test concerning customer satisfaction's influence on competitive advantage is presented in Table 6.

− Given that the estimate is 0.917, the P-value is 0.000, and R^2 equals 0.553, it clearly shows that customer satisfaction has a positive, significant influence on excellence and efficiency.

− Further, a positive significant influence of Customer Satisfaction on Excellence Quality is concluded as the estimate is 0.594 and P-value is 0.000. The R square is 0.170.

− There is a positive significant influence of Customer Satisfaction on Excellence Innovation as the estimate is 0.793 and P-value is 0.000 and $R^2 = 0.334$.

− Finally, customer satisfaction has a positive significant influence on excellence. Responsiveness, as the coefficient is 0.755 and P-value is 0.000. Moreover, $R^2 = 0.257$.

Table 7: SEM Analysis of the effect of Customer Satisfaction on Competitive Advantage

			Estimate	P	R^2
Excellence Efficiency	<---	Customer Satisfaction	.917	***	.553
Excellence Quality	<---	Customer Satisfaction	.594	***	.170
Excellence Innovation	<---	Customer Satisfaction	.793	***	.334
Excellence Responsiveness	<---	Customer Satisfaction	.755	***	.257

The model fit indices are within the acceptable levels; CMIN/DF = 1.949, GFI = 0.899, CFI = 0.961, AGFI= 0.880, and RMSEA = 0.050.
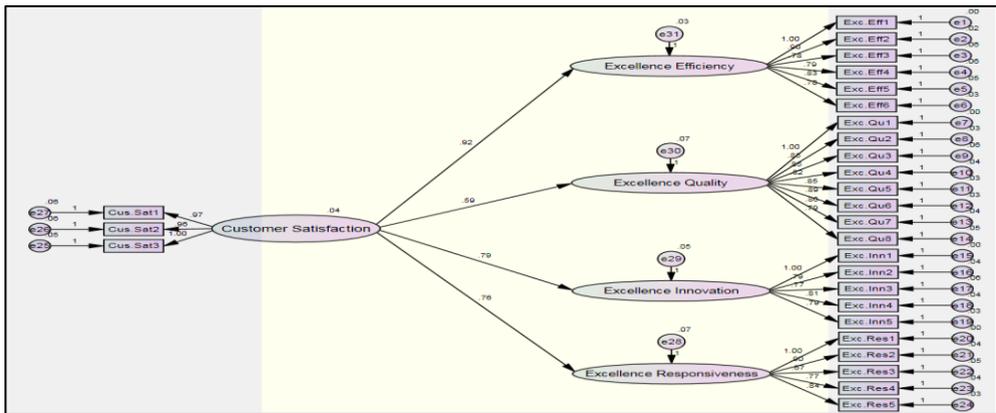

Figure 5: SEM for the Effect of Customer Satisfaction on Competitive Advantage

The SEM analysis of the impact of marketing intelligence on competitive advantage is presented in Table 7.

- Firstly, a positive significant effect of Customer Intelligence, Market Intelligence, and Competitor Intelligence on Excellence Efficiency is proved, as the estimates are 0.462, 0.073 and 0.160 and P-values are 0.000, 0.045 and 0.000. However, there is an insignificant relationship between Product Intelligence and Excellence Efficiency, as P- Value 0.343. Moreover, the R square is 0.380.

- Secondly, it is proved that Product Intelligence, and Competitor Intelligence have a positive significant effect of on Excellence Quality, as the coefficients are 0.187 and 0.547 and P-values are 0.000 and 0.000. However, an insignificant influence of Customer Intelligence,

and Product Intelligence is proved on Excellence Quality, as P-Values 0.053 and 0.105. Moreover, the R square is 0.435.

– Thirdly, it could be noted that there is a positive significant impact of Customer Intelligence, and Product Intelligence on Excellence Innovation, as the estimates are 0.486, and 0.187 and P-values are 0.000 and 0.000. However, an insignificant influence of Product Intelligence, and Competitor Intelligence is shown on Excellence Innovation, as P-Value 0.412 and 0.946. Moreover, the R square is 0.288.

– Fourthly, a positive significant effect of Customer Intelligence, Market Intelligence, and Product Intelligence is shown on Excellence Responsiveness, as the estimates are 0.594, 0.104 and 0.217 and P-values are 0.000, 0.008 and 0.000. However, there is an insignificant effect of Competitor Intelligence on Excellence Responsiveness, where P- Value 0.074. Moreover, the R square is 0.466.

Table 8: SEM Analysis of the effect of Marketing Intelligence on Competitive Advantage

			Estimate	P	R²
Excellence Efficiency	<---	Customer Intelligence	.462	***	.380
Excellence Efficiency	<---	Market Intelligence	.073	.045	
Excellence Efficiency	<---	Product Intelligence	.039	.343	
Excellence Efficiency	<---	Competitor Intelligence	.160	***	
Excellence Quality	<---	Customer Intelligence	.112	.053	.435
Excellence Quality	<---	Market Intelligence	.069	.105	
Excellence Quality	<---	Product Intelligence	.187	***	
Excellence Quality	<---	Competitor Intelligence	.547	***	
Excellence Innovation	<---	Customer Intelligence	.486	***	.288
Excellence Innovation	<---	Market Intelligence	.187	***	
Excellence Innovation	<---	Product Intelligence	.039	.412	
Excellence Innovation	<---	Competitor Intelligence	.003	.946	
Excellence Responsiveness	<---	Customer Intelligence	.594	***	.466
Excellence Responsiveness	<---	Market Intelligence	.104	.008	
Excellence Responsiveness	<---	Product Intelligence	.217	***	
Excellence Responsiveness	<---	Competitor Intelligence	.074	.095	

The model fit indices are in the acceptable levels; CMIN/DF = 1.660, GFI = 0.848, CFI = 0.956, AGFI= 0.831, and RMSEA = 0.041.
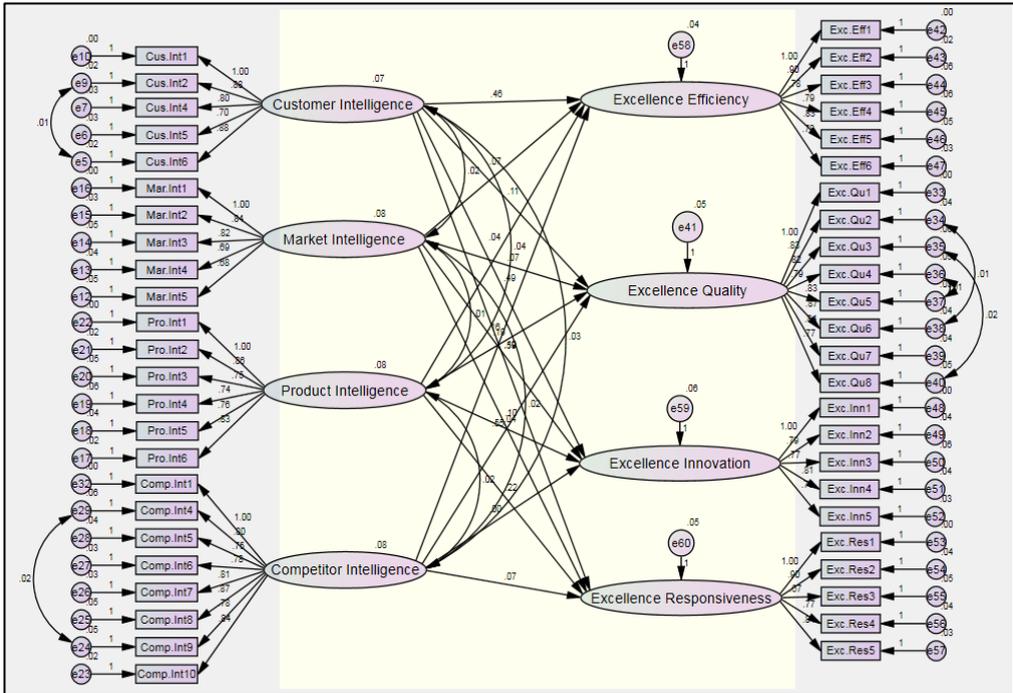
Figure 6: SEM for the Effect of Marketing Intelligence on Competitive Advantage

6. Research Discussion

In this section, the researcher aimed to identify the achievement of the research objectives and hypotheses. This research has five main hypotheses, which are tested in the above section and the current section discusses the results of the analysis

For the first hypothesis, SEM analysis showed that Customer Intelligence, Product Intelligence, and Competitor Intelligence all have positive significant effects on Service Quality, as the estimates are greater than zero and p-value <0.05. While, Market Intelligence has an insignificant influence on Service Quality, as P- Value > 0.05. Results also show that Customer Intelligence, Product Intelligence, and Competitor Intelligence have a positive significant influence on Price Perception, as the coefficients are greater than 0 and p-value <0.05. Also, Market Intelligence proved to have an insignificant impact on Price Perception, as P- Value > 0.05. Thirdly, Customer Intelligence, Market Intelligence, and Competitor Intelligence have positive

significant effects on Brand Image, as the coefficients are greater than 0 and p-value <0.05. On the other hand, Product Intelligence has an insignificant impact on Brand Image, as P-Value >0.05. Fourthly, Customer Intelligence, Product Intelligence, and Competitor Intelligence have positive significant influences on Value Offered, as the estimates are > 0 and p-value <0.05. However, Market Intelligence has an insignificant influence on Value Offered, as P-Value > 0.05. According to the above results, the first hypothesis is partially supported.

The result of the first hypothesis is consistent with some of previous studies, as in Al-Weshah (2017), Kanwal et al. (2017), Pinto et al. (2020), Kanwal et al. (2019), Shehzadi et al. (2020), Donthu et al. (2021) and Wang (2021).

For the second hypothesis, the results of SEM analysis proved a substantial positive effect of Customer and Market Intelligence on Customer Satisfaction, where the coefficients are > 0, and the P-values are <0.05. On the other side, Product, and Competitor Intelligence have an insignificant effect on Satisfaction, as P-Values > 0.05. According to the above results the second hypothesis is partially supported.

In addition, this result is consistent with previous studies, as in Oulasvirta and Blom (2008) and Sørebø et al. (2009), who claim that "Autonomy" is essential to "IM".

Several of pervious studies of Faryabi and his colleagues (2013), Moghadam et al. (2014), Alamsyah and Saviera (2018) Vishnoi et al. (2019) Novianti et al. (2020) Kalyani (2021), Tzeng et al. (2021), and Odeh and Hikmat (2021), who claim that the results of the second hypothesis is consistent with their research study.

Looking for the third hypothesis, the results of SEM analysis proved a positive significant impact of Price Perception, and Value Offered on Excellence Efficiency, as the estimates > 0, and the P-values are <0.05. However, there is an insignificant influence of Service Quality, and Brand Image on Excellence Efficiency, as P-Values > 0.05. Secondly, a positive significant impact of Service Quality, and Brand Image on Excellence Quality is observed, as the estimates are greater than zero

and P-values are smaller than 0.05. However, Price Perception, and Value Offered have insignificant influences on Excellence Quality, as P-Values > 0.05. Third sub-hypothesis, showed a positive significant impact of Value Offered on Excellence Innovation, as the estimate is > 0, and P-value is <0.05, in the opposite, Service Quality, Price Perception, and Brand Image all have insignificant effects on Excellence Innovation, where P-Values > 0.05. Fourthly, it was proved that Service Quality, Brand Image, and Value Offered have positive significant impacts on Excellence Responsiveness, as the estimate are greater than 0 and P-values are <0.05. However, Price Perception has an insignificant impact on Excellence Responsiveness, as P-Value > 0.05. According to the above results the third hypothesis is partially supported.

The results of the third hypothesis is consistent with some of previous studies, as in Gatobu (2012), Mousavy et al. (2012), Fozia et al. (2014), Rajab et al. (2014), Bhat and Darzi (2016), Daulay and Saputra (2019), Latunreng and Nasirin (2019), Chengwu (2020), and Alqershi et al. (2020). On the other hand, results are inconsistent with Musonnafa and Djazuli (2022).

For the fourth hypothesis, it was proved through the SEM test that customer satisfaction has a significant positive impact on excellence efficiency, where the estimate is greater than 0 and P-value <0.05. Furthermore, Customer Satisfaction has a positive significant effect on Excellence Quality as the estimate is > 0, and P-value is <0.05. Customer Satisfaction has a positive significant effect on Excellence Innovation as the coefficient is > 0, and P-value is <0.05. Finally, customer satisfaction has a significant positive impact on excellence Responsiveness, as the coefficient is > 0, and P-value is <0.05. According to the above results the fourth hypothesis is fully supported.

The results of the fourth hypothesis is consistent with some of previous studies, as in Massawe (2013), Elgaraihy et al. (2014), Bentz (2017); Siagian et al. (2021), Sultoni (2021), Thapayom (2022), Nursyamsi et al. (2022) and Ayob (2022).

For the fifth hypothesis, it was firstly proved that, Customer Intelligence, Market Intelligence, and Competitor Intelligence have

positive significant effects on Excellence Efficiency, as the estimates are > 0, and P-values are <0.05. However, Product Intelligence has an insignificant link with Excellence Efficiency, as P- Value >0.05. Secondly, Product Intelligence, and Competitor Intelligence have a positive significant influence on Excellence Quality, as the coefficients > 0, and P-values are <0.05. An insignificant impact of Customer Intelligence, and Product Intelligence is proved on Excellence Quality, as P-Values >0.05. Thirdly, Customer Intelligence, and Product Intelligence have a positive significant effects on Excellence Innovation, as the coefficients are > 0, and P-values are <0.05. On the other hand, Product Intelligence, and Competitor Intelligence have insignificant influences on Excellence Innovation, as P-Values >0.05. Fourthly, Customer Intelligence, Market Intelligence, and Product Intelligence are proved to have positive significant effects on Excellence Responsiveness, as the estimates are > 0, and P-values are <0.05. However, an insignificant impact of Competitor Intelligence is proved on Excellence Responsiveness, where P- Value is >0.05. According to the above results, the fifth hypothesis is fully supported.

The results of the fifth hypothesis is consistent with some of previous studies, as in Ladipo et al. (2017), Al-Saqqa (2017), Khoshtinat and Shahabadi (2018), Rahchamani et al. (2019), Waithaka (2020), Hussein et al. (2020), Muthulakshmi and Jaisun (2020), Nte et al. (2020); Somiah et al. (2021), Ichsan et al. (2022) and Gómez-Prado et al. (2022).

7. Conclusion and Recommendations

Through the two mediators of customer relationships and customer satisfaction, this study tries to evaluate the correlation between marketing intelligence and competitive advantage. Because they are better in line with the nature of the research and the objectives the researcher has, the researcher employed the positivism philosophy and the inductive approach in this study to test this purpose. As a result, the quantitative data was released from the questionnaire that was sent to collect the necessary data from educational sectors to assess the study's purpose. Descriptive analysis was conducted to analyze the demographic characteristics of the population, as well as their

socioeconomic status and educational background. Correlation and SEM tests, among other statistical techniques, were employed. The validity and reliability of the data are also utilized, and it is intended that these two factors serve as two crucial prerequisites that must be satisfied before using the given data to begin addressing the research hypotheses.

The results of the descriptive analysis clarified that the number of male respondents was higher than the female with a percentage of 73.5%. Also, the age group of '41-60 yrs.' was the most frequently appearing with a percentage of 48.1% of the sample under study. Furthermore, respondents who obtained a Master's degree were the most frequently appearing than other respondents with a percentage of 41.6%. Additionally, respondents with an income level of '3000-4000' were higher than other respondents with a percentage of 42.1%. Finally, the descriptive analysis proved that respondents, who are married were higher than other respondents with a percentage of 60.8%.

According to the results of the analysis, the SEM analysis showed that the relationship between Marketing Intelligence dimensions (Customer Intelligence, Market Intelligence, Product Intelligence, Competitor Intelligence) and Customer Relationship determinants (Service Quality, Price Perception, Brand Image, and Value Offered) is partially supported. Additionally, the findings revealed that there is a partially significant relationship between Marketing Intelligence determinants (Customer Intelligence, Market Intelligence, Product Intelligence, Competitor Intelligence) and Customer Satisfaction. By testing the third hypothesis, it was concluded that the relationship between Customer Relationship factors (Service Quality, Price Perception, Brand Image, and Value Offered) and the Competitive Advantage dimension (Excellence Efficiency, Excellence Quality, Excellence Innovation, Excellence Responsiveness) is partially supported.

Regarding testing the fourth hypothesis, the results indicated that there is a positive significant relationship between Customer Satisfaction and Competitive Advantage determinants (Excellence Efficiency, Excellence Quality, Excellence Innovation, Excellence Responsiveness). Finally, the findings proved that there is a partially significant relationship between

Marketing Intelligence factors (Customer Intelligence, Market Intelligence, Product Intelligence, Competitor Intelligence) and Competitive Advantage dimension (Excellence Efficiency, Excellence Quality, Excellence Innovation, Excellence Responsiveness).

From the concluded results, the researcher provides some recommendations to decision-makers in the educational sector. The first recommendation is to pay great attention to marketing intelligence as an effective way to attract more customers (students). Marketing intelligence involves gathering and analyzing data about the target market, competitors, and industry trends. By understanding the needs and preferences of potential customers, educational institutions can tailor their marketing strategies to effectively reach and engage with them. Additionally, regularly monitoring and updating marketing intelligence allows institutions to stay ahead of the competition and make informed decisions to attract more students.

Another recommendation provided to decision-makers is to work on offering the excellence of each provided service to be able to achieve a competitive advantage. By focusing on delivering exceptional service quality, decision-makers can differentiate themselves from competitors and attract more customers. This can be achieved through continuous improvement initiatives, training programs for employees, and implementing customer feedback systems to ensure that the provided services consistently meet or exceed customer expectations. By equipping educational institution players with strong product innovation skills, they will be able to stay ahead of the rapidly changing market trends and meet the evolving needs of their target audience. Additionally, fostering a competitive advantage will enable them to differentiate themselves from other institutions and attract more students. Furthermore, enhancing their marketing intelligence will allow them to effectively promote their offerings and reach a wider audience, further enhancing their competitiveness in the education sector.

In addition to the recommendations provided to decision-makers, some recommendations are provided for future research. It was emphasized that the current research focused on examining the relationship

between marketing intelligence and competitive advantage through the mediating role of customer relationship and customer satisfaction through specific dimensions and determinants. Therefore, future studies are advised to look at more factors of the variables of the current study as well as additional factors that may influence competitive advantage. It is also advised to look into other mediators and moderators that could be important in the association between marketing intelligence and competitive advantage. Additionally, the current research conducted empirical research on the Egyptian Private Educational Sector, while more investigation is required to see whether the findings apply to other populations or whether comparable patterns can be found in other cultural contexts. Future research is advised to look at the same relationship for a longer period and on a larger sample size to get more broadly applicable findings, as the current study only looked at the relationship between the variables for a specific period and with a specific sample. This would be useful in evaluating the results' generalizability and figuring out whether the aim and its effects have a consistent link across a longer time span and among a wider population.

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Appendix

Appendix A

Research Variable Statements

Reference	Statement	Variable
Al-Saqqa (2017)	To investigate the mistakes and issues reported by customers, my university employs all available datacollection methods.	Marketing Intelligence (Customer Intelligence)
	My university keeps in touch with customers to spreadthe word about the company's service and how to sign up for it.	
	Customers are tracked by my university, and their conduct is evaluated to ascertain how they feel aboutthe services offered.	
	In establishing customer demands and requirements for the necessary Internet service, my university gainsfrom the information given to it.	
	My university keeps track of its customers' movements and personal information in order to spot patterns.	
	When conducting marketing activities, my university categorizes its customers and selects the targetaudience.	
	The quantity of new customers that could potentially be attracted is something that my university is attempting to determine.	
	My university examines consumer behavior to gauge how loyal they are to the university.	
	By using the information at its disposal, my universityis attempting to determine the impact of each customerin order to boost earnings.	
	My university used the findings from the informationanalysis to understand the power and factors that influence why people choose to subscribe to internet services.	
Al-Saqqa (2017)	The data in the forecast of the opportunities in the target market is useful to my university.	Marketing Intelligence (Market Intelligence)
	My university uses the data at its disposal to estimatethe market size.	
	My university is working to assemble	

Reference	Statement	Variable
	enough data from its representatives and employees to determinethe market trends.	
	My university researches market technological trendsusing the data supplied to it.	
	The outcomes of the analysis of the informationobtained are being used by my university to determine its market share.	
	My university gains knowledge about market trendsfrom publicly available reports from governmental organizations.	
Al-Saqqa (2017)	A sufficient amount of data was acquired by myuniversity to determine market values.	Marketing Intelligence (Product Intelligence)
	My university uses all available resources to learn about the types and standards of services available in the market.	
	My university is aiming to enhance the presentation ofservices and promote more suitable benefits from the findings of information analysis.	
	By contrasting the features and requirements of services provided by other universities, my university assesses its own offerings.	
	My university uses data at their disposal to understandthe constant and variable expenses of the services offered.	
	My university is expanding its offerings and adding features to its material, taking advantage of the information at their disposal.	
Al-Saqqa (2017)	Through research and data collecting, my university identified their current and potential competitors.	Marketing Intelligence (Competitor intelligence)
	To ascertain the extent of competitors' marketinvestment, my university is gathering data.	
	In order to understand the change in the structures,strategies, and technologies used, my university works to monitor rivals.	
	My university used the reports and information thathad been made public in order to be aware of the goals, strategies, and tactics of rivals.	
	My university uses the information analysis's findingsto forecast how each rival will respond to the company's services.	

Reference	Statement	Variable
	The knowledge gained helps my university avoid surprises from rivals and shortens the response time for the business.	
	My university is estimating the extent of competitors'responses to the company's historical trends and how they will respond going forward.	
	My university is striving to find the markets that its rivals will eventually join by investigating them.	
	My university gains from the knowledge it receives from many sources on how the rivals see themselvesand the university as a whole.	
	My institution was looking at the websites and marketing strategies used by competitors to sell theirservices.	
Al-Saqqa (2017)	In order to better conduct operations, my university wants to improve the coordination and integration among administrative departments.	Competitive Advantage (Excellence Efficiency)
	My university uses all available tactics to increaseoperational efficiency.	
	The use of contemporary technology at my university has sped up the company's completion of operations.	
	The use of contemporary technology at my universityhas sped up the company's completion of operations.	
	My university is making an effort to lower operating and service expenditures.	
	My university is aiming to eliminate elaborate and unnecessary processes and operations by analyzing the activities and operations of the various sections.	
Al-Saqqa (2017)	Employees care about the students at my university and take great care to solve their difficulties.	CompetitiveAdvantage (Excellence Quality)
	The staff at my university completes the tasksefficiently and on schedule.	
	The staff at my university is fully qualified to respond to inquiries from customers.	
	In my university, staff members work to deliverservices as needed.	
	My university has a dedicated department for speaking with subscribers one-on-one and learning their thoughts on the caliber of services offered.	

Reference	Statement	Variable
	My university is actively working to establish the local and international quality systems accreditation.	
	Services centers are thought of being a cozy setting with an appealing appearance for students.	
	My university centers have been set up all over the city.	
Al-Saqqa (2017)	My university is interested in expanding the variety of services offered to customers in line with whatrivals give.	CompetitiveAdvantage (Excellence Innovation)
	The usage of information technology at my universityhas accelerated the growth and variety of the services offered to clients.	
	To keep up with the new Internet offerings, my university is continually changing its systems andtechnologies.	
	To address workplace issues, my university uses the creative admissions and testing suggestions staffmembers submit.	
	The organizational culture at my university supportsthe possibility for initiative and creativity.	
Al-Saqqa (2017)	My university places a lot of emphasis on marketing research to find unmet consumer needs.	Competitive Advantage (Excellence Responsiveness)
	My organization places a strong emphasis on the needs of its customers, and it works to deliver smartand distinctive services that satisfy those needs.	
	My university keeps track of the quick decisions andpays attention to how customers' needs are always changing.	
	My university is interested in customer feedback, suggestions, and preferences for the addition of newservices and enhancements to existing services.	
	My university is aiming to make it possible for customers to get in touch with them and take part inchoosing the services that are most suited to meet their needs.	
Feng and Zhang (2009)	This operator promptly responds to customers'demands.	Customer Relationship (Service Quality)
	This operator's frontline staff members are always willing to assist me.	
	This operator consistently offers high-caliber service.	

Reference	Statement	Variable
	The service offered by this operator is consistently ofhigh quality.	
	In order to better serve its customers, this operator offers customized services.	
	Whenever new services are available, this operatorpromptly gives information.	
Feng and Zhang (2009)	This operator used practical methods to inform us of its policies about product and service pricing.	Customer Relationship (Price Perception)
	The pricing structures for the operator's goods andservices are alluring.	
	This operator offers reasonable calling rates.	
	This operator provides a range of services at flexibleprices that suit my demands.	
	Until the cost of the same service increases dramatically, I will stick with this operator.	
Feng and Zhang (2009)	I think this operator has a good reputation.	Customer Relationship (Brand Image)
	Regarding the operator's social responsibilities, I have a positive impression.	
	Customers received a positive brand experience from the operator.	
Feng and Zhang (2009)	The operator's promotional offers were well investingin.	Customer Relationship (Value Offered)
	Benefiting from the promotional offerings was simple.	
	I was interested in the benefits that this operator isoffering.	
	I have a very good chance of obtaining the suggested compensation.	
Jin et al. (2015)	I was happy with the dining experience at myuniversity.	Customer Satisfaction
	I was pleased with the dining experience at my university.	
	Overall, I was satisfied with the dining experience atmy university.	

الدور الوسيط لعلاقة العملاء ورضا العملاء في العلاقة بين الذكاء التسويقي والميزة التنافسية: بحث تطبيقي في القطاع التعليمي المصري الخاص

د. عائشة طارق نور

ملخص البحث باللغة العربية

تعمل الشركات دائمًا على استخدام استراتيجيات تسويقية مختلفة تساعدها على التفوق على منافسيها في بيئة العمل المعروفة بعدم الاستقرار. تهدف هذه الدراسة إلى فحص مدى تأثير أبعاد الذكاء التسويقي (MI) في تعزيز أبعاد الميزة التنافسية (CA) من خلال الدور الوسيط لعلاقة العملاء (CR) ورضا العملاء (CS). وتم استخدام استبانة موجهة إلى القطاع التعليمي لجمع البيانات. أظهرت النتائج أن هناك دور مدعوم جزئيا للارتباط بين MI و CR. بالإضافة إلى ذلك، يتم دعم الارتباط بين MI و CS جزئيًا، وهو ما يشبه CR و CA. وفي الوقت نفسه، هناك أدلة قوية تثبت العلاقة بين CA و CS. وأخيرا، يتم دعم العلاقة بين MI و CA جزئيا.

الكلمات الدالة: الذكاء التسويقي- علاقة العملاء – رضاء العملاء ـ والميزة التنافسية