

Delivery service and its impact on increasing the company's sales**خدمة التوصيل وأثرها في زيادة مبيعات المؤسسة****Dr. DJEBLI Moahammed EL Amine¹, BAHLOUL Omar², LACHAAR Kkheira Salima³**¹University of Mustapha Stambouli- Mascara (Algeria) Mohamed.djebli@univ-mascara.dz²University of Mustapha Stambouli- Mascara (Algeria) omar.bahloul@univ-mascara.dz³University of Mustapha Stambouli- Mascara (Algeria) khayralachar794@gmail.com**Received:** 18/10/2022**Accepted:** 27/12/2022**Published:** 31/12/2022**Abstract:**

Amid acute global competition, companies constantly strive to enhance innovative and far efficient marketing schemes. Furthermore, they endeavor to extend and upgrade their services in the interest of attracting customers and boost commercial deals with them. Thus, raising their sales. The ultimate goal of the present study is to shed light on the impact of the delivery service on increasing the sales of the company, from the customers' perspective. 50 questionnaires were distributed to users of the delivery service. Subsequently, the data was analyzed using the Statistical Package Program for Social Sciences (SPSS). Based on the software's interpretation, our results demonstrated that there is a strong correlation, and a positive impact between delivery service and sales increase which is estimated at 53.8%.

Keywords: Delivery service, Increase sales, Sales men, Marketing. Customers**JEL Classification Codes :** L87 ,M31 ,E24 ,P46 ,D10**ملخص:**

تسعى المؤسسات في ظل المنافسة العالمية الشديدة إلى تطوير خططها التسويقية بشكل مستمر، وابتكار طرق وأساليب أكثر فاعلية وتنوع خدماتها والتميز فيها من أجل استقطاب الزبائن وتنشيط معاملاتها وبالتالي رفع حجم مبيعاتها. حيث تهدف هذه الدراسة أساساً إلى إبراز أثر خدمة التوصيل في زيادة مبيعات المؤسسة، وذلك من وجهة نظر العملاء، حيث تم توزيع 50 استبيان لعينة من مستخدمي خدمة التوصيل وتم تحليلها بواسطة برنامج الحزمة الإحصائية للعلوم الاجتماعية (spss)، وانطلاقاً من مخرجات البرنامج توصلت الدراسة في الأخير إلى وجود علاقة قوية و أثر إيجابي لخدمة التوصيل على زيادة مبيعات المؤسسة قدر بنسبة 53,8%.

كلمات مفتاحية: خدمة التوصيل، زيادة المبيعات، رجال البيع، التسويق. العملاء

تصنيفات JEL: D10 ,P46 ,E24 ,M31 ,L87

I- INTRODUCTION:

Contemporary technological developments have generated various cutting-edge marketing approaches. These latter are implemented by many leading companies with the intention of promoting their products and the persistence of their sales in the market. Moreover, the companies seek to maintain customer satisfaction through several marketing strategies that meet the needs and desires of the consumer. It is worth mentioning that interesting presentation, a detailed account of both features and advantages are vital components in drawing the target consumer's attention. Therefore, this would render the consumers convinced.

A successful marketing process coupled with increasing sales hinges on interactive patterns among the elements of the promotional mix and those of marketing mix. Therefore, the companies' increased profit and increased sales are determined by marketing and promotional processes. The delivery service is one of the factors that may affect the sales of the company. On the one hand, it allows expanding the scope of sales operations. On the other hand, it meets the various desires of different consumers based on the abundance of goods and the presence of wider consumer segments. Hence, the delivery service saves the customer time and effort.

1- THE PROBLEM OF THE STUDY: this manuscript addresses the following problem:

Does the delivery service contribute in increasing the sales of the enterprise?

2- SUB-QUESTIONS: From this main question, it is possible to generate the following questions:

- What is the delivery service?
- What is the importance of the delivery service?
- What is Sales Management?
- How is sales management organized?

3- STUDY HYPOTHESIS: through a field study the following hypothesis will be refuted or asserted:

- There is a statistically significant effect of the delivery service on the increase in the sales of the enterprise.

4- REASONS FOR CHOOSING A TOPIC: There are a number of reasons why we chose this topic, which we can summarize as follows:

- Very few studies have investigated the correlation between delivery service and the increase in sales to the enterprise.

- Broadening the current knowledge related to the subject within the framework of specialization.
- Providing a literature for my fellow researchers for further investigation.

5- OBJECTIVES OF THE STUDY: The overall objectives of the study can be highlighted as follows:

- Answering the research problem posed and proves the hypothesis right or wrong.
- Focusing attention on the role of the delivery service in increasing sales in the institution.
- Motivate and encourage researchers in the field of marketing to research this topic due to the lack of studies related to it.

6-SIGNIFICANCE OF THE STUDY: The importance of the study lies in the points stated below:

- Demonstrate the importance of customer-oriented services in the development of their relationship with the institution.
- Explaining the customer's opinion and evaluation of the offered services, and thus decision making relative to purchasing. This is carried out a field study, using a questionnaire destined to a sample of customers.

7- STUDY METHODOLOGY: This phenomenon was investigated by through the agency of descriptive and analytical approaches, because they are consistent with our area of interest. In so doing, various sources of theoretical information is thoroughly examined. Whereas, in the applied aspect, the questionnaire is used for data collection. After that, the data is processed by appropriate statistical methods.

II- THEORETICAL FRAMEWORK:

1- WHAT IS THE DELIVERY SERVICE: The delivery service is among the new services adopted by many institutions. Earlier, such service was restricted to restaurants by delivering meals to customers' homes. Recently, however, the delivery services became inclusive as it includes all the requests and needs of customers. Hence, the customer faces difficulties no more, and it saves him both time and effort. This has led to the emergence of many delivery companies. Subsequently, to intense of competition. Delivery service is among the services prevailed significantly and helped building social and functional relations between the institutions and its customers, particularly after the spread of the Corona pandemic.

1-1- DEFINITION OF DELIVERY SERVICE:

In fact, there is an ever-increasing body of literature defining Delivery Service. Chief among these is Dr. Shaker Hamed, who defined it as the delivery of sales to homes or in certain places by means of transportation and communications, and delivery can occur beyond homes. i.e. From shops to other places such as; factories, schools, universities, or governmental bodies for instance; hospitals and wholesalers. (Ali, 2017, p. 341)

1-2- IMPORTANCE OF THE DELIVERY SERVICE:

Delivery service is among the services that are more beneficial to the customer than to the institution or organization thanks to the multi-plus points which are briefly illustrated as follows: (Pfohl, 2022, p. 58)

- Time-Saving: Buying food online or ordering over the phone helps the customer get over the rush to shops while looking for the convenient products. Moreover, it is needless to waste time in long queues as the client can have the order via phone.
- Effort- Saving: delivery service is vital for weekly purchases, especially when it is physically demanding to move the goods to home. It becomes even harder to move monthly purchased goods when the house is away from the shopping location, or it requires costly transportation. At this point, delivery service helps easing the tasks.
- Multiple choices: delivery service offers you many options to order. Whereas, first-hand shopping offers limited option, and poorer quality.

2- CONCEPTUAL APPROACH TO SALES MANAGEMENT

Sales management is crucial in the organizational structure of the enterprise. In addition, this position is associated with the function of selling as it is considered the backbone in every enterprise striving for prosperity, expansion and confront competition and secure market share. The concept of sales management is remarkably taken into account. Furthermore, an overview on each department's goals is provided. Finally, we will focus on the functions and management of sales forces.

2-1- CONCEPT OF SALES MANAGEMENT

The concept of sales management is not dissimilar from the general concept of defining any department. However, the difference lies in terms of activities and objectives. In general, this concept has received great attention thanks to the role that the department plays in the success of organizations when achieving their sales goals. (Mahmoud Jassim Al-Sumaidai, 2010, p. 18)

In fact, many researchers and experts have offered various definitions of sales management for instance:

It is the application of scientific principles to the sales business, including the management of individuals who carry out sales tasks such as: looking for, and hiring sales representatives. In addition, determining their salaries and pensions. Other tasks include training and supervising agents and encouraging them to increase their efforts. More importantly, sales managers seek to develop various sales policies such as: the policy of preparing the commodity, the pricing policy, policies for choosing sales strategies, boosting sales and keeping the sales business under control.

Sales managers are also entitled to identifying sales areas, determining the routes of sales representatives, monitoring their transfers, determining sales quotas for each of them, monitoring their performance through submitted reports, and evaluating their outcomes. Moreover, managers set selling costs and prepare the estimated budget for sales. **(Ali Rababaa, 1997, p. 4)**

The Sales Department is also responsible for planning, implementation and control of the personal sales program which is designed to accomplish and achieve the sales objectives of the organization, for example, the executive sales manager can assume a role in designing and developing the overall marketing strategy of the organization. Sales management may contribute to making decisions related to such production lines as well as determining the level of prices at which goods and services should be sold, and the reason for this participation is contributed by the sales department, but this department with its various devices and expertise is as close as possible to the characteristics of the target markets, and it is also able to identify the needs, tastes and possibilities of consumers and determine the specifications most attractive to them, and it is able to determine what is happening in the target market.

This is dependent on the representatives who may play a prominent role in transmitting information to the sales manager, who in turn turns it into inputs to make future decisions about the entire sales activity. **(Obeidat, 2013, p. 18)**

Sales management is like any other department of the organization. Yet, it is specialized in the management of the sales as well as all the issues related to it, whether at the level of sales forces or other actions required by the sales operations. The sales department seeks to achieve its objectives that are part of the larger goal of the organization, and therefore it determines.

the strategic role of personal sales, the required jobs and the appropriate organization of sales management that achieves the fluidity of the business, clarity of points of authority, decision-making and responsibility for all employees and different administrative levels.

2-2- THE IMPORTANCE OF SALES MANAGEMENT:

Most companies attempt to develop and offer their products in accordance with the demand in the market. Companies also seek to maintain their share and existence through the use of effective strategies to increase sales and focus on training and qualifying employees. Thus, they can successfully implement management and organizational plans. Therefore the importance of sales management, is characterized by: **(Mustafa, 2015, p. 106)**

- Reaching target markets through affording appropriate goods, services and means of communication.
- Gaining market share through ensuring sales growth.
- Recovering lost customers.
- Maintaining the market share of the organization.
- Increasing the market share of the organization.
- Managing longstanding and profitable relationship with customers.
- Confronting competition.
- Reaching potential sales
- Reaching financial objectives.
- Finding new internal or external markets.

2-3- OBJECTIVES OF SALES MANAGEMENT:

Sales management can be distinguished by its respective goals that it seeks to achieve, and the success of this department is determined by achieving the goals. Generally, the main objectives can be defined as follows:

- Growth objective: It refers to the added value by the sales business to support the growth of the enterprise, increase its resources, enhance its market potential and improve its value as a whole, such as raising sales, increasing profits, reducing costs and others will support the growth of the organization's business and increase net equity. **(Reza, 2003, p. 22)**
- It also serves to provide one part of all activities and businesses for marketing.
- Consolidate all the data that is required for marketing programs.
- The Sales Department looks into needs and desires of consumers.

- The sales department collects all the methods and tasks used by the sales organizations and then their employees in one group.
- Recognizing what is adequate carry out the work and intellectual activities that help the flow of goods and services from the producer to the consumer. the presence of distinct management skills especially with regard to leadership abilities and the exercise of authority over all employees of (salesmen, employees, administrators) is notable. Consequently, the managerial skills of sales managers provide the ability to make plans and set goals, develop strategy, control and control of the business. Moreover, managers can control design, and coordinate. This is a fundamental task for men through which the sales manager can remove all the differences between his men. Besides, preventing repetition in their work. For the coordination process, it involves a deep understanding of the requirements and desires of customers, directing his sales men in those tracks, and enriching customers with ideas and suggestions. Notwithstanding, achieving future sales success is one of the things that are an area of interest for the satisfaction of the client and the satisfaction of his needs, desires and needs. **(Arafa, 2008, pp. 14-15)**

2-4- SALES MANAGEMENT DUTIES:

The sales manager performs administrative functions in the field of sales which encompass a set of actions dedicated to inducing customers to purchase products or services. In essence, the sales department is made up of three overlapping phases defined by the American Marketing Association as first the stage of developing a strategic program for sales, second; the stage of implementing the sales program, and the third stage is about of evaluating and monitoring the performance of the sales body. Each of these stages has its respective fundamental functions that are required accomplish them properly. These can be briefly discussed as follows: **(Al-Humairi, 2016, p. 50)**

First of all. Setting a strategic sales program:

- Setting yearly sales targets and the upcoming years
- Establish business policies for sales management.
- Determine the amount of demand, and predict sales.
- Contribute to the development of the sales budget.
- Sales organization.
- Sales planning.

- Divide the market into sales areas and assign sales representatives to their respective regions.

Secondly. Execution of sales programs:

- Supervising the implementation of sales programs.
- Hiring and training salesmen.
- Determining wages of the employees and creating motivational plans for sales representatives.

Thirdly. Evaluation and monitoring of the performance of the sales organism: through

- Observing the behavior and skills of employees.
- Sales analysis.
- Analysis of sales costs.

On the other hand, it works on hiring salesmen and improving their training alongside other tasks relative to human resources concerned with sales management. The most prominent tasks associated with this activity are the following: **(al-Turkistani, 2018, p. 37)**

- **Hiring salesmen:** The department describes the position. In addition, it determines the required qualifications for workers in the field of sale. Furthermore, it establishes the necessary conditions of employment that provide highly-skilled profiles capable of achieving the objectives of the department. Besides, it determines the sources of obtaining salesmen, and then set into motion the recruitment procedures for salesmen.
- **Salesmen Training:** This includes the process of identifying the necessary training programs for working salesmen that help provide them with the necessary sales skills, determining the number of salesmen who need training, and supervising the application of training schedule.
- **Setting instrumental and moral motivations:** This means paying attention to the aspects of material and moral motivations for assigned salesmen, determining the methods of encouragement and motivation. In addition to participating in the development of the rewarding system, the compensation system for sales representatives and determining the method of compensation proper to the nature of the sales.
- **Evaluating the output of salesmen:** This is carried out through the contribution in patterning models to evaluate the salesmen main qualities; effectiveness, efficiency, ability and objectivity to conclude a rational assessment on the salesman's performance who successfully raise sales. The assessment also include the salesmen

subjected to evaluate the performance of salesmen, based on 3 stages, which are as follows: (Al-Snour, 2013, p. 429)

- Analysis of the level of sales of each salesman: by geographical region, type of product or type of customer, where the results are compared with the target quotas to determine the efficiency of the salesman.
- Cost analysis: This means analyzing sales activities such as price expenses, accommodation and administrative expenses.
- Behavior analysis: This includes the efforts of the salesman, time management, successful communication with clients, and problems-solving

III. FIELD STUDY:

The general framework of the field study is determined by necessary methodological steps to ensure proper analysis of the study's trends by selecting the most appropriate sample for the study, in addition to describing the tool used in data collection to test the hypotheses in the study.

1- DETERMINATION OF THE POPULATION AND THE SAMPLE OF THE STUDY:

1-1-STUDY COMMUNITY: The suggested study community consists of customers who are accustomed to online shopping at Mascara city. Furthermore, a great attention is given to have had experience with delivery service.

1-2- STUDY SAMPLE: The sample represents a group of clients at Mascara. The sample is different in terms of gender, and educational qualification. The sample is estimated at 50 individuals. 50 forms were submitted; five of which were invalid.

2- MODEL AND RESEARCH TOOLS USED IN THE STUDY:

2-1- APPROACH: Due to the nature of our research, the descriptive analytical approach was adopted. The variables require clear determination, data collection, data analysis and drawing conclusions.

For this study, we analyzed the data collected from:

- Secondary data sources: through access to Arabic and foreign books, scientific theses and university theses, articles of national and foreign economic journals, official websites.
- Primary data sources: based on the data collected from the questionnaire addressed to the sample of individuals participating in the delivery or delivery service.

2-2- STUDY MODEL AND VARIABLES: The study variables are as follows:

- Independent variable: includes delivery service
- Variable Link: Gender, educational level, occupation, age and location
- Dependent variable: includes increasing the sales of the enterprise.

3- SAMPLE QUESTIONNAIRE: The form was designed based on the two variables, to be filled out by the respondent, intending for his opinion on the correlation between the delivery service and the increase in the sales of the institution. This is achieved through answering all the questions of the questionnaire, which were divided as follows:

- **The first Section:** personal questions for the participants.
- **The second section:** encompasses 20 questions relative to the subject of study. It is divided into two sections. The first part consists of 10 questions that determine the extent to which individuals use e-marketing through the axis of the marketing aspect of the commodity. The second part consists of 10 questions that determine the extent of customer satisfaction with delivery services specified in the axis Inclusion of delivery service as a modern means of approaching the customer.

Stability of the form: The stability of the form means that this tool is reliable and valid. It demonstrates the same results if applied several times to the same sample of the study, i.e. there is no significant difference in the results during a specified period of time and under the same circumstances The stability of the form has been verified by testing (**Cronbach's Alpha**) for each variable as shown in the following table:

Table (1): Degree of stability of alpha Krumbach statements

Number	Study Variables	Coefficient of Stability Cronbach's Alpha	Honesty(square root of the coefficient of stability)
The second axis	themarketing aspect of the commodity	0,773	0,879
The third axis	theinclusion of the delivery service as a modern way to get closer to thecustomer	0,842	0,917
	Total	0,725	0,851

Source: Prepared by researchers based on program outputs

From the results in Table 1, it is depicted that the value of the Cronbach's Alpha stability coefficient in the second axis (the marketing aspect of the commodity) is equal to 0.773, which a satisfactory value is being higher than the marginal ratio of 0.6. in similar

fashion, the coefficient of stability of the third axis (the inclusion of the delivery service as a modern means of approaching the customer) is 0.842, which is a satisfactory value, while the level of stability of the questionnaire as a whole was 0.725. These findings are in accordance with the answers to the vocabulary of the samples of the current study.

4- ANALYSIS OF THE PARAGRAPHS OF THE FORM:

4-1- ANALYSIS OF THE PARAGRAPHS OF THE SECOND AXIS: the marketing aspect of the commodity

Table (2): Analysis of the paragraphs of the second axis

Phrase	Number of Sample	Minimum Value	Greater Value	Arithmetic Average	Standard Deviation	Direction of Opinion
many stores display their goods onwebsites	45	1	5	4,11	0,775	Agree
i like Online Shopping when i Don'tHave Time	45	1	5	4,11	1,005	Agree
I find it easy to access the buying sitesand order what I need	45	1	5	3,69	1,125	Agree
Online shopping provided me with manyoptions on request	45	1	5	3,93	0,963	Agree
Productsavailable on the Internet¹ arealways the best in price	45	1	5	2,8	1,1	Neutral
I always visit the buying sites orelectronic spaces to see the various commercial discounts	45	1	5	3,67	1,044	Agree
When I shop online I get to the product Iwant with ease and it pleases	45	1	5	3,49	1,014	Agree
Online shopping provided me with anoportunity to compare many products and choose the best for me	45	1	5	3,96	1,147	Agree
Online Purchase Ads Feature AttentionGrabbing	45	1	5	4,22	0,927	StronglyAgree
I am encouraged to buy on electronicspaces that have a delivery service for the door of the house	45	1	5	4,33	0,953	StronglyAgree

Second Theme: Marketing aspect of the commodity	45	2,5	4,8	3,83	0,57951	Agree
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Source: Prepared by researchers based on program outputs

Results in Table 2 discern that the sample members agree relatively with the marketing dimension of the commodity, where we find that the average overall answers for the dimension have reached 3.83, i.e. at an average level, and a standard deviation of 0.57, which reflects the organization's interest in increasing sales through diversification in marketing mechanisms.

4-2- ANALYSIS OF THE PARAGRAPHS OF THE THIRD AXIS: Inclusion of the delivery service as a modern means of getting closer to the customer

Table (3): Analysis of the paragraphs of the third axis

Phrase	Number of Sample Minimum Value Greater Value	Arithmetic Average	Standard Deviation	Direction of Opinion
I use my shopping for delivery service	45 1 5	4,2	0,757	Strongly Agree
The best stores that have delivery services as opposed to those that are not	45 2 5	4,2	0,944	Strongly Agree
I am attracted by stores that offer free delivery services	45 1 5	4,31	0,996	Strongly Agree
The delivery service helped me save a lot of time and effort	45 2 5	4,36	0,802	Strongly Agree
The availability of the delivery service helped me to choose my order	45 1 5	3,84	1,107	Agree
My order was delivered on time	45 1 5	3,53	1,16	Agree
I received my order in good condition	45 2 5	4,04	0,824	Agree
Delivery workers are polite to talk	45 2 5	3,91	0,925	Agree
I feel they are honest and honest	45 2 5	3,58	0,892	Agree
When I fall short, the situation is rectified to my satisfaction	45 1 5	3,76	1,069	Agree
The third axis: the inclusion of the delivery service as a modern way to get closer to the customer	45 2,5 5	3,97	0,61437	Agree

Source: Prepared by researchers based on program outputs

We note from the results of table 3 that the level of approval of the sample members on the independent variable delivery service was high, which is shown by the total average of the statements of this variable, which amounted to 3.97 and a standard deviation of 0.61. This indicates the absence of a significant discrepancy in the responses of the sample members, which reflects the interest of the institution in gaining the satisfaction of its customers and approaching them through the delivery service.

4-3- DISTRIBUTION MODERATION TEST: one sample kolmogorov-smirnov test

- **Zero hypothesis:** does not follow the normal distribution
- **Alternative hypothesis:** tracking normal distribution

Table (4): Kolmogorov-Smirnov Natural Distribution Test

variables	Sig value
Second Axis	0,159
Third Axis	0,2

Source: Prepared by researchers based on program outputs

We conducted the Kologorov-Smirnov test (Kolomogov Samir Nouf) in order to find out whether the study data follows the normal distribution or not, where we test the null hypothesis that the data does not follow the normal distribution against the alternative hypothesis that the data follows the normal distribution, where the value of the Sig for the total study variables is greater than $0,159 > 0,05$ We accept the null hypothesis and conclude that the data follows the normal distribution.

5- TEST THE HYPOTHESES OF THE STUDY:

TESTING THE VALIDITY OF THE SUB-HYPOTHESES OF THE STUDY:

Variance Analysis Test (ANOVA) was adopted to test the hypotheses of the study. we relied on the independent T-test and the Single. In addition, we used the Persson correlation coefficient because the data follows a natural distribution to determine the extent to which there is a correlation between the independent variables and the dependent variable. This is confirmed through the strength and direction of the relationship in addition to the simple regression to study the effect of each independent variable on the dependent variable.

FIRST HYPOTHESIS: There are differences between the average answers

The first sub-hypothesis: There are differences between the average answers depending on the educational level

- **Zero hypothesis:** H0 There are no differences between the average answers depending on the educational level.

- **Alternative hypothesis:** H1 There are differences between the average answers depending on the educational level.

Table (5): Relationship between Average Answers and Educational Qualification

	Source of contrast	Total squares	Degree of freedom	Average squares	F	Sig
the :The first axis marketing aspect of the commodity	between the groups	0.590	2	0,295	0.873	0.425
	Within groups	14.187	42	0.338	-	-
	Total	14.776	44	-	-	-
the :The second axis inclusion of the delivery service as a modern means of approaching the customer	between the groups	2.346	2	1.173	3.454	0.041
	Within groups	14.262	42	0.340	-	-
	Total	16.608	44	-	-	-

Source: Prepared by researchers based on program outputs

Table 5 shows the comparison of averages by means of the "F" test. The findings showed that there is no indication of the two axes of order as the probability of morale taking the values: 0,425 are greater than 0.05. Therefore, null hypothesis (H0) is accepted. Consequently; there are no differences between the averages of the answers depending on the educational level, and 0,041 less than 0.05. Furthermore, we reject the null hypothesis (H0) which states that there are no differences between the averages of the answers depending on the educational level.

Second sub-hypothesis: There are differences between the average answers depending on the profession

- **Zero hypothesis:** H0 There are no differences between the average answers depending on the profession
- **Alternative hypothesis:** H1 There are differences between the average answers depending on the profession.

Table (6): Relationship between Average Answers and Profession

	Source of contrast	Total squares	Degree of freedom	Average squares	F	Sig
Second Theme: The Marketing Aspect of the	between the groups	0.127	2	0.064	0.182	0,834

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Commodity	Within groups	14.649	42	0.349	-	-
	Total	14.776	44	-	-	-
Third Theme: Inclusion service as of the delivery a modern way to get closer to the customer	between the groups	0.897	2	0.449	1.199	0.311
	Within groups	15.711	42	0.374	-	-
	Total	16.608	44	-	-	-

Source: Prepared by researchers based on program outputs

Table 6 shows the value of the test "F". Based on the findings, it is evident that there is no indication of the two axes in order as the probability of significance taking the values respectively; 0,834 and 0,311 is greater than 0.05. Hence, accept the null hypothesis (H0) stating that there are no differences between the average answers depending on the profession is accepted.

Third sub-hypothesis: There are differences between the average answers depending on the place of residence

- **Zero hypothesis:** H0 There are no differences between the average answers depending on the place of residence.
- **Alternative hypothesis:** H1 There are differences between the average answers depending on the place of residence.

Table (7): The relationship between the average answer and the place of residence

	Source of contrast	Total squares	Degree of freedom	Average squares	F	Sig
Second Theme: The Aspect of the Marketing Commodity	between the groups	0.119	1	0.119	0.349	0.558
	Within groups	14.657	43	0.341	-	-
	Total	14,776	44	-	-	-
Third Theme: Inclusion of service as a the delivery modern way to get closer to the customer	between the groups	0.060	1	0.060	0.157	0.694
	Within groups	16.548	43	0.385	-	
	Total	16.608	44	-	-	-

Source: Prepared by researchers based on program outputs

Table 7 elucidates the value of the "F" test. From the results, it is clear that there is no indication of the two axes in order as the probability of morale taking the values respectively;

0,558 and 0,694 is greater than 0.05. As a result, the null hypothesis (H0) stating that there are no differences between the average answers depending on the place of residence is accepted.

The second hypothesis: There is a correlation between the inclusion of the delivery service as a modern way to get closer to the customer and the marketing aspect of the commodity.

- Null hypothesis: H0 There is no correlation between the inclusion of the delivery service as a modern way to get closer to the customer and the marketing aspect of the commodity.
- Alternative hypothesis: H1 There is a correlation between the inclusion of the delivery service as a modern way to get closer to the customer and the marketing aspect of the commodity.

Table (8): Correlation between the inclusion of the delivery service as a modern means of approaching the customer and the marketing aspect of the commodity

		delivery service as a modern way to get closer to the customer	The marketing aspect of goods
Inclusion of delivery way service as a modern to get closer to the customer	Pearsan correlation coefficient	0,57	1
	Sig	0.000	-
	Number of sample	45	45
marketing aspect of The goods	Pearsan correlation coefficient	1	0,57
	Sig	-	0.000
	Number of sample	45	45

Source: Prepared by researchers based on program outputs

Based on Table 8, it is clear that the value of the Bursan correlation coefficient is positive (0.570) at a significant level of 0.05. This indicates the existence of a direct strong correlation between the inclusion of the delivery service as a modern means of approaching the customer and the marketing aspect of the commodity. The Sig value is equal to 0.000, which are less than 0 05. Therefore, the null hypothesis is rejected. On the other hand, the alternative hypothesis which states that there is a correlation between the second and third axes is accepted. Simple Linear Regression:

Table (9): Simple Linear Regression Table

Correlation coefficient	Determination coefficient	Adjusted Selection Coefficient	Estimation Error
(R)	(R²)	(Adjusted R²)	
0.570	0.325	0,0309	0,048171

Source: Prepared by researchers based on program outputs

The above table shows the following results:

- Correlation coefficient (R): Its value is 0.570 which is a strong direct value.
- Determination coefficient (R²): its value is 0.325 meaning that independent variables (delivery service) explain 32% of the dependent variable increase sales.
- Adjusted coefficient 0.309=Adjusted R² 30% of changes in sales increases were explained by the delivery service.
- The estimation error is estimated at 0.481 the lower the indication of the presence of the lowest error in the form.

Test the main hypothesis:

- **Zero hypothesis** H0: There is no effect between the delivery service and the increase in sales.
- **Alternative hypothesis** H1: There is an effect between the delivery service and the increase in sales.

Table (10): Results of ANOVA Variance Analysis

Variance Analysis Results	F	Sig.
Regression	20.681	0.000

Source: Prepared by researchers based on program outputs

The findings in the ANOVA table suggest that the value of sig is equal to 0.000 which is below the moral level of 0.05. Consequently, the null hypothesis is rejected, whereas the alternative hypothesis is accepted as a result of our acceptance of the alternative hypothesis which states the significance of the regression. Thus, there is an effect of the delivery service on the increase in sales.

As a result of our acceptance of the alternative hypothesis which states that the significance of regression is a coefficient of at least one of the three coefficients that can be moral and can determine who caused the morale by the following table:

Table (11): Coefficients Table of Transactions

prototype	B	T	Sig
Constant	1,695	3,568	0,001
Third Theme :Inclusion of the delivery service as a modern way to get closer to the customer	0,538	4,548	0

Source: Prepared by researchers based on program outputs

It is clear from the above table that the coefficients are significant. the significance is determined by the dissimilarity of analysis of regression which is given the value of the Sig to test the significance of the independent coefficient, we find in the case of the constant (Constante) the value of sig less than 0.05 so it is significant, as well as in the case of the inclusion of the delivery service, the value of sig is less than 0.05 and therefore the coefficient is significant. Thus, it is possible to draw the equation of linear regression:

- Y dependent variable increase sales
- X Independent Variable Delivery Service

the regression line section is 1,695, which represents the letter A of the straight line equation $Y=a + bX$, the slope of the regression line b in the table is .5380 for the polarized independent variable.

$$Y=1,695+0,538X$$

IV- CONCLUSION:

The main achievement of this study can be summarized as discerning the relationship between the delivery service and its impact on increasing the sales of the enterprise. The latter can be fulfilled through a combination of methods, including the relative importance of complementary services, in which is delivery service is considered a vital component. The performance of such service is dependent on the institution's progressive refinement to meet the customers' satisfaction and transcend their expectations. This service is becoming vital as it is gaining momentum in the global economies. In this article we addressed the progress of delivery service. Indeed, such service became integrated in modern human life. Moreover, it yielded into a strategy to earn both; the customer's satisfaction and loyalty. Hence the role of sales management in improving the institution's performance is embodied through its supervision of the development of sales policies, and policies for sales methods. In addition, it depends on training salesmen and enhancing their performance to fulfill the process of direct communication with customers. Therefore, this allows getting closer to customers and identifies their needs, at this point its scheme is incorporated with the marketing department in meeting those desirable needs in form and content. On this basis, we conclude that the success of any institution and its gain of the customer's loyalty require the presence of

effective sales management. This in turn is contingent on the presence of competent salesmen to make considerable contribution in the marketing of its services to satisfy the needs and desires of customers. In fact, as a final remark, it is also vital to mention that it was among the ultimate goals of the present study. The key findings upon correlative theoretical and applied aspects of the study are concluded as follows:

RESULTS OF THE THEORETICAL STUDY: The delivery service is part of the complementary services that support the core service, thanks to which the organization can excel in order to satisfy the needs and desires of customers and achieve their satisfaction.

The Sales Department is the responsible body for carrying out the planning, implementation and control of the personal sales program designed to accomplish and achieve the sales goals of the organization.

Sales management plays a key role in attracting customers and building a long relationship with them by choosing qualified salesmen who are trained in three major areas; customer management, customer influence, and customer compelling. These three elements would ensure the purchase of the enterprise's products.

Sales force management involves acquiring, training, supervising and evaluating salesmen whose primary objective is to improve performance.

The Sales Department, in coordination with the Marketing Department, identifies the target market segments, promotes goods and services, prepares individuals to make a purchase decision, as well as studies market opportunities, sales processes and budget setting. The Marketing Department seeks to ensure that there is a match between supply and demand in a way that satisfies the needs and desires of individuals which is lucrative to the organization.

The shift from traditional marketing to digital marketing has urged for the use of internet in advertising, as it saves efforts and time while carrying out marketing operations. In addition, it has led to launching new markets, and identifying the needs and desires of consumers and companies. Thus, it is useful in making adequate plans and policies.

Organizations mix a set of elements to provide the response they want to meet in the market desires and achieve their goals. These elements are known as the marketing mix.

RESULTS OF THE APPLIED STUDY: The online marketing activities carried out by various organizations contribute to increasing their sales.

Various means of the sale contributes to an increase in the sales of the enterprise.

The inclusion of the delivery service allows getting closer to the customer and gaining his satisfaction. Thus, increasing his loyalty to the organization.

Proof of validity of the first main hypothesis of the study is that the delivery service has a strong relationship and a positive effect on the increase in sales of the enterprise, where the value of the correlation coefficient was estimated at 0.570, which is a high value. This means that this relationship is direct and strong. While the value of the determination coefficient was 0.325, which is an acceptable value as well it indicates the percentage of the impact of the presence of the delivery service in directing consumer behavior in a way that ensures an increase in the sales of the enterprise.

RECOMMENDATIONS: Although the present study contributes to a better understanding, further investigations are needed in the following elements:

Persistent development of customer service and strive for uniqueness.

Institutions have to adopt new services that will bring them closer to customers.

The organization has to measure the expectations of its customers about the services provided to them. In addition, work on transcending these expectations, which enables it to be unique and provide the best for its customers.

Sales management is vital in attracting customers. Thus the organization has to pay special attention to such organism.

Work to improve the performance of the selling forces and personal selling of the enterprise in order to improve its sales and profits.

Keeping up with marketing schemes and adopt modern mechanisms for marketing through online marketing.

Mobilizing customers to deal with electronic tools instead of traditional marketing tools

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