The impact of marketing strategy in increasing profitability of service companies
Case Study "AlgeriaTelecom"

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Abstract:

The research aimed to determine the impact and relationship of the dimensions of the marketing strategy on the profitability of service companies .the study relied on three independent variables: company, competition, and consumers, and a dependent variable is the profitability of service enterprises. We used the descriptive analytical approach. we distributed a questionnaire to a non-random sample of 34 employees of Algeria Telecom. we used the spss program to analyze the data and answer the study hypotheses.

The study found that there is a relationship and a positive impact for all dimensions of the marketing strategy on the profitability of service organizations

Keywords: Marketing strategy; profitability ; service companies; competition; consumers .

Jel Classification Codes: M31, D41, L21

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1. INTRODUCTION

Marketing strategy is a substantial driving force that differentiates the success of many businesses by conceptualizing and implementing a good marketing strategy with clear demarcation about how, when and where the business will compete and by choosing the best marketing strategy decision options. A good marketing strategy ensures the use of limited resources to the point of optimum utilisation to achieve a firm's marketing objectives. Any marketing strategy can be divided into two basic activities; marketing strategy planning and choice of decisions and marketing strategy decision implementation. Thus it becomes necessary for the management to decide the nature of resources available and their usage before charting out a marketing plan.

Marketing strategy, its importance is of a special kind because it is associated with the most important function, as it entails analyzing and diagnosing the situation in which the enterprise has consumers and competitors, As well as setting goals, positioning and defining the marketing plan ,From all the above, we note the place of strategy in the marketing function at the enterprise level, which has become living in an environment characterized by Daily complexity and instability, unity of competition and sudden and sometimes unexpected changes, something that forces it to face such circumstances with very modern

means such as strategy, something that can help it reach effectiveness in its performance at the level of all levels in which the enterprise exists, especially the marketing function .

The choice of the appropriate marketing strategy through a range of available alternatives also depends on the information obtained, the chosen strategy must be in line with its available capabilities and able to seize opportunities and avoid threats in order to ensure the survival and continuation of the organization, as well as achieving its marketing goals that they help, and this is what made the latter impact on the profitability of service organizations the marketing strategy contributes to increasing the profitability of organizations By increasing market share and revenue, enhancing customer satisfaction and achieving competitive excellence .

1.2 Research problem

 Is there an effect of the dimensions of the marketing strategy on increasing the profitability of company" Algeria Telecom"?

1.3 Hypotheses of the study

To answer these questions, the following hypotheses were put forward:

H_1: there is a relationship and influence between the dimensions of marketing strategy and the profitability of service companies.

$H_{1.1}$:There is a relationship and influence of the dimension of the organization on the profitability of service companies .

$H_{1.2}$:There is a relationship and influence of the dimension of competition on the profitability of service companies .

$H_{1.3}$: There is a relationship and influence of the dimension of consumers on the profitability of service companies .

1.4 Previous Studies

➢ **(Yulia, Y., Bahtera, N., & Evahelda, E, 2019)** The study aims to analyse the internal and external factor owned by the company and to design the marketing strategy for the company. The questionnaire was employed to collect the data. Internal-External analysis and SWOT analysis were used to interpret the acquired information. The study found that the position of RAML as the small and medium-sized enterprise (SME) was in the V quadrant. The results of the study will be useful as an input for the policy maker to ensuring the sustainability of the organization and its product.

➢ **(Slávik Štefan & Zagoršek Branislav, 2016)**, The research seeks to ascertain whether there is any measurable relationship between a business strategy and a business model. An identification of this relationship will deepen knowledge of strategic management of the company and it is a reason for further research on the nature of relationship between a business model and a business strategy.

2. Marketing strategy

2.1 Marketing Strategy Definition

Philip Kotler defines marketing strategy as the process to:"create, communicate, and deliver value to a target market at a profit". (Ellering, 2022)

Noah Kagan told that the definition of marketing strategy starts with a question: "Do

you have a product or service that people want? If you don't have that, nothing else matters" (Ellering, 2022).

Adam Barone, a content strategist, wrote the definition of marketing strategy "A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements." (Barone, 2023)

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers (Marketing strategy, s.d.)

Marketing strategy is "the marketing rationale by which the firm expects to generate value, the consumers who will service it (segmentation and targeting), and the manner in which the company will serve it" (differentiation and positioning). The firm first analyzes the whole market, then splits it into smaller groups, chooses the most promising sectors, and concentrates on customer service and happiness within these segments (Li, F, Larimo, J., & Leonidou, L, 2021).

2.2 Create a Marketing Strategy

Creating a marketing strategy requires a few steps, a digital marketing resource, offers insight into how to create your strategy. (Carmicheal, 2023)

1. Identify your goals: While sales are the ultimate goal for every company, you should have more short-term goals such as establishing authority, increasing customer engagement, or generating leads. These smaller goals offer measurable benchmarks for the progress of your marketing plan. Think of strategy as the high-level ideology and planning as how you accomplish your goals.

2. Know your clients: Every product or service has an ideal customer, and you should know who they are and where they hang out. If you sell power tools, you'll choose marketing channels where general contractors may see your messaging. Establish who your client is and how your product will improve their lives.

3. Create your message: Now that you know your goals and who you're pitching to, it's time to create your messaging. This is your opportunity to show your potential clients how your product or service will benefit them and why you're the only company that can provide it.

4. Define your budget: How you disperse your messaging may depend on how much you can afford. Will you be purchasing advertising? Hoping for a viral moment on social media organically? Sending out press releases to the media to try to gain coverage? Your budget will dictate what you can afford to do.

5. Determine your channels: Even the best message needs the appropriate venue. Some companies may find more value in creating blog posts for their website. Others may find success with paid ads on social media channels. Find the most appropriate venue for your content.

6. Measure your success: To target your marketing, you need to know whether it is reaching its audience. Determine your metrics and how you'll judge the success of your marketing efforts.

2.3 Marketing strategy analysis tools

✓ **SWOT analysis**

SWOT analysis is a strategy formulation technique that systematically evaluates and identifies numerous elements in order to develop a corporate plan based on logic that maximizes strengths and opportunities while minimizing weaknesses and threats. This procedure entails establishing the precise objectives of the hypothetical firm or project, as well as the internal and external elements that support or hinder the achievement of these objective. (Rizki, et al., 2021, p. 11),Fig.1 shows SWOT analysis ,containing its various components.

Fig .1. SWOT analysis
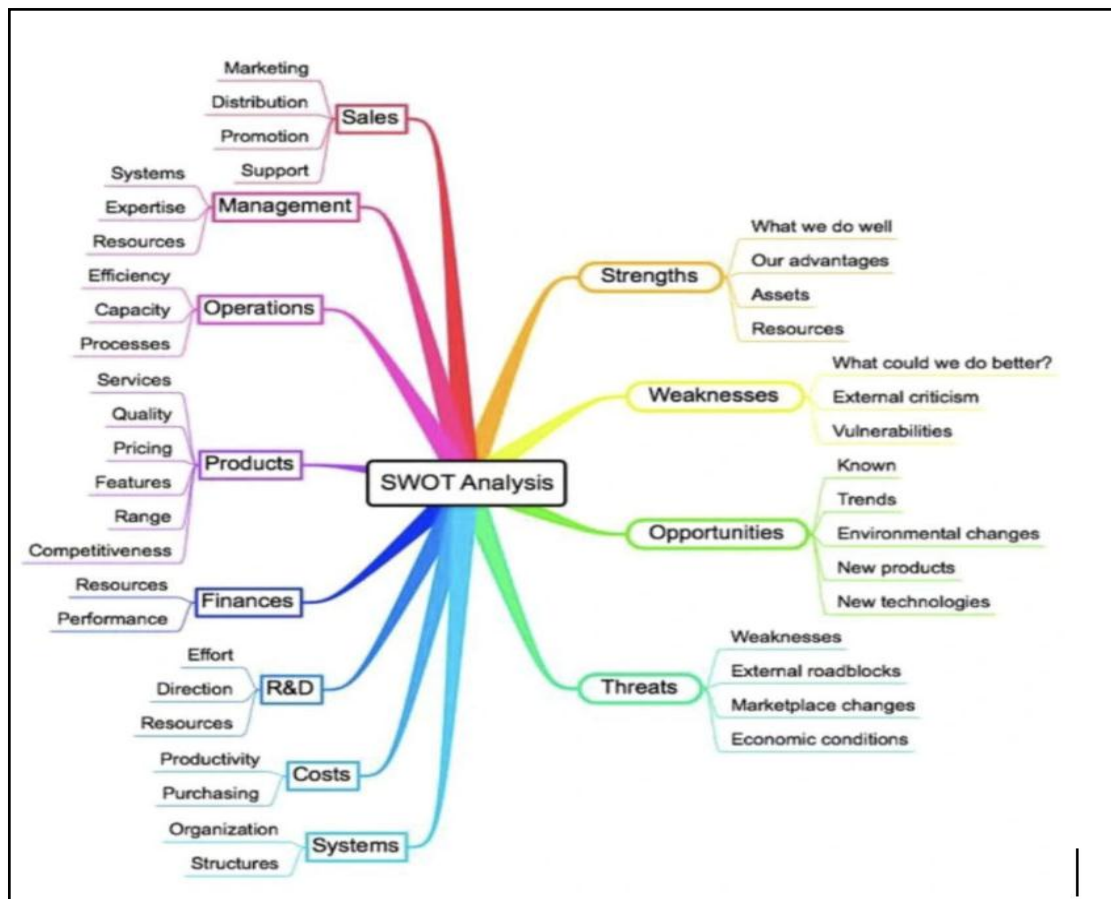
**Source:** (Karin Jesuis, 2023, p2) .

✓ **The Porter's Five Forces**

Porter's Five Forces model is a critical element of strategic analysis that helps companies decide how to shape the balance of competitive forces to maximize profitability https://www.cascade.app/blog/strategic-analysis. These five forces are:

1. Threat of new entrants.
2. Bargaining power of suppliers.
3. Bargaining power of buyers (customers).

4. Threat of substitutes.
5. Competitive rivalry.

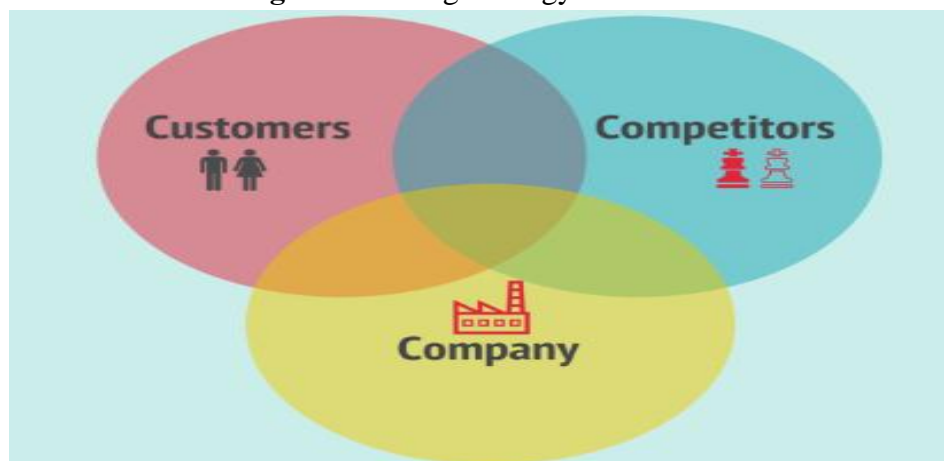**Fig .2.** The Porter's Five Forces
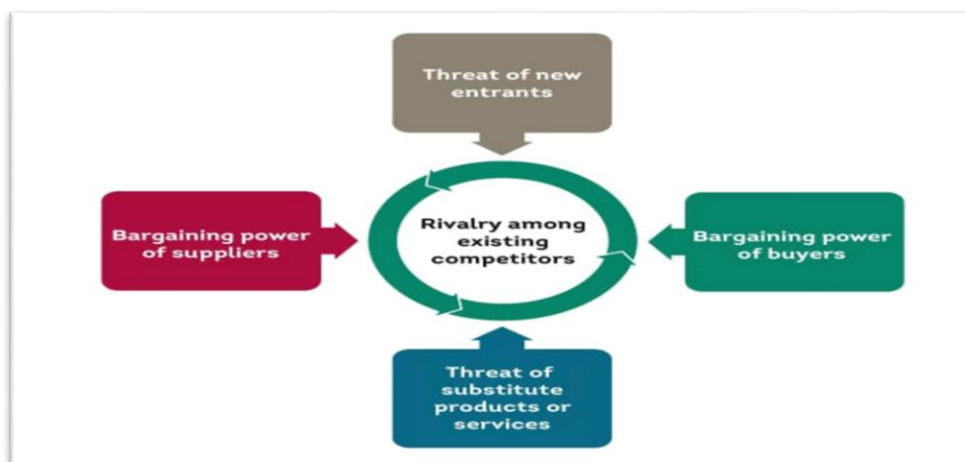
2.4 Marketing Strategy dimensions

The marketing strategy deals with the interaction of the three forces known as 3Cs, namely the consumer strategy, the organization corporation, and the competition, and this is indicated in Fig .3.

Fig .3. Marketing Strategy dimensions

marketing strategies are based on the means by which the organization can effectively distinguish itself from its competitors and take advantage of its distinct strengths to provide better value to its customers. a good marketing strategy should be characterized by :

- Define and define the market clearly and accurately .

- Good documentation between the forces related to the market and the needs of the market .

- Outstanding performance and commensurate with the competition (الصميدعي و ردينة ، 2011 . صفحة 37)

The steps involved in the process of planning and implementing a strong marketing strategy are: (S.K. Aggarwal, 2018)

1. Customer Analysis

A good marketing strategy can only be charted out when the firm understands their customers. First the company needs to know who they are targeting. It is neither logical nor wise to create a marketing campaign for all. One must have a specific target audience that can relate to the marketing message and are the most likely users to the products and services offered. The behavioural patterns, culture and segmentation of the target customers must be understood in depth.

2.Company Analysis

You can stand out of the crowd and reach out to your target customer if you have a completive advantage. Your company can achieve it through cost leadership strategies and product differentiation strategies.

Estimate the value of the product to potential buyers. This value gives you an upper bound for pricing.

Investigate your competitors' pricing strategies. How do their products and prices compare to your company?

Set prices and take into account all these inputs. (https://www.marketingtutor.net/, s.d.)

3.Competitive Analysis

Analysing the competition helps to understand the pain points of the customers with respect to available product or services in the market. Competitors must be studied thoroughly along with their USPs, marketing strategies, strengths and weaknesses in order to offering a value proposition that has not been offered in the market yet.

2.5 Development Strategies for Services Sector Companies

The algorithms and stages in the development of strategies are determined individually for each company. In general, the approaches to strategy development are the same for both the service sector and manufacturing companies.

However, in the case of service organizations we can talk about some specific approaches to strategic management features of strategy development for service companies could be identified as follows :

1. In developing a strategy, one should focus additionally on analyzing "entry barriers" on the way into the industry.

2. Formulating a "strategic services concept "

3. It is important that the strategic efforts of a service company should focus on increasing the value of services provided. The value of services is directly related to the level of customer satisfaction. (Volkova, 2015 , p. 281).

3. Study Methodology

We used the descriptive-analytical method in some parts of the study to form a theoretical base derived from various references, and the descriptive method is considered appropriate to determine facts and definitions of various concepts related to the study .

The approach of a case study of the impact of marketing strategy in increasing the profitability of service companies in Algeria Telcom -El bayadh, mainly related to the

analysis of marketing strategy demention and marketing services and drawing conclusions by (spss) program that serve the purposes of this study.

3.1 Rechearch model

We prepared the study model based on previous literature and research.

Fig.4. : Rechearch model
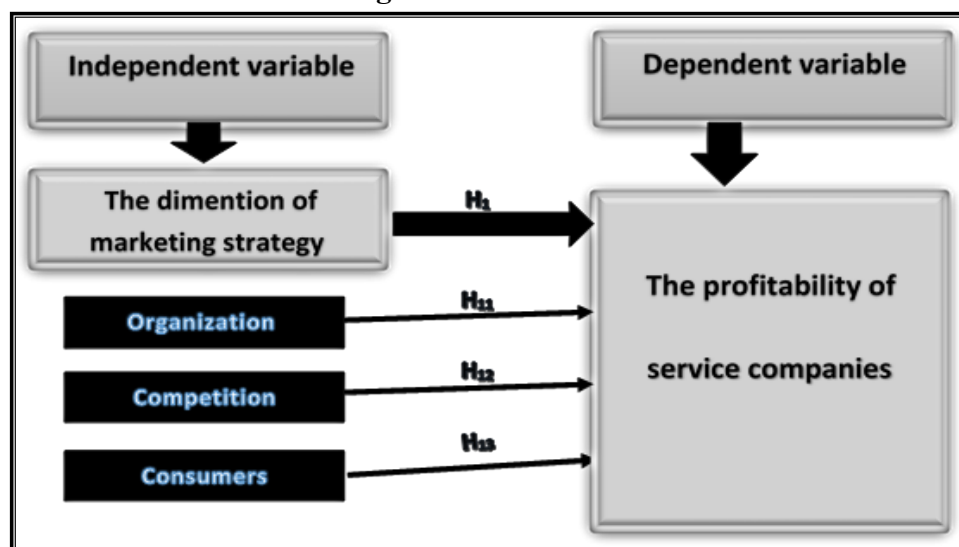
Source: Prepared by the researchers.

3.2 Sample and data collection

In order to test the hypothese of this stady , a survey conducted with managers from , The questionnaire contained 34 statements. To analyze the data, we performed the following statistics:

- The statistical program of the spss 25 was adopted, and the Lekart 5-point scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree).

-Alpha Cronbach to determine the stability factor of the study tool.

- Multicollinearity between the independent variables.

- Regression model and ANOVA parameter to determine the effect of independent variable elements on the dependent variable.

3.3 Reability test :

Table 1. Reability test

Structure	N of items	Crounbach's Alpha coefficients
Consumer	4	0,716
Organization	4	0,770
Competition	4	0,724
profitability of service companies	9	0,872
Total	**21**	0,805

Source: Statistical package for social sciences(spss25).

Crounbach's Alpha test yielded 0.716 for consmuer , 0.770 for entreprise and 0.724 for competition (independent variables), 0.81 for dependent variable,and total 0.805, any

Crounbach's Alpha that is greater than 0.70 is excellent , wich would mean the reability measure of this study is excellent.

3.4 Test hypothesis study

Table 2. Multicollinearity between the independent variables.

Independent variable	Collinearity statistics	
	Variance Inflation Factor (VIF)	**Tolerance**
Consumer	3,415	0,293
Organization	3,485	0,287
Competition	3,499	0,286

Source: Statistical package for social sciences(spss25).

Tolerance and the Variance Inflation Factor (VIF) are two collinearity diagnostic factors that can help to identify multicollinearity among the variables in a regression model , From Table 2, we conclude that the value of VIF is less than 3 and the Tolerance value for all variables is greater than 0.1,This means that there is no problem with high correlation between independent variables.

3.4.1 Descriptives statistics of the questionnaire axes

1.orgaization dimensions

Table 3. orgaization dimensions

Questions	Standard deviation	Mean	Rank
Quest1	0,687	3,76	04
Quest2	0,496	4,44	01
Quest3	0,614	4,29	02
Quest4	0,561	3,85	03
Organization dimensions	**0,3331**	**4,085**	

Source: statistical package for social sciences(spss25).

From the table it can be seen that the order of the phrases is as follows:

- The first place was occupied by the phrase that the company has a system that helps it collect information with a standard deviation of 0.496 and a mean of 4.44,   that is, the sample agree with its content, and this indicates the availability of the directorate with systems that help collect information.

- In second place comes a phrase that the organization relies when formulating a marketing strategy on changes in the field of service marketing with a standard deviation of 0,614 and a mean of 4,29, that is, the sample agree with the content of the phrase, which indicates that the institution under study pays attention to changes in the field of service marketing when formulating its marketing strategies.

- The third place was occupied by a phrase that takes into account the institution when marketing its services to optimize the use of distribution in order to reduce its costs with a standard deviation of 0,561 and an meane of 3,85.that is, the respondents agree that the institution under study is working to reduce costs through the optimal use of distribution when marketing its services.

- The fourth and last place was for the phrase that the enterprise seeks to produce its services at a lower cost to control the market share with a standard deviation of 0,687 and mean of 3,76, a value that is, the sample agree that the enterprise is interested in producing services at lower costs in order to control the market share.

We also note that the total average dimension of the organization reached 4,085, which indicates the organization's keenness to improve its marketing services.

2. competition dimensions

Table 4. competition dimensions

Questions	Standard deviation	Mean	Rank
Quest5	0,506	3,29	04
Quest6	*0,521*	4,23	01
Quest7	1,117	3,94	03
Quest8	1,227	4,11	02
competition dimensions	**0,34006**	**3,8925**	

Source: statistical package for social sciences(spss25)**.**

- The first was occupied by a phrase that the company relies on strategies based on competition through prices with a standard deviation of 0,521 and mean of 4,23 , the sample agree with the content of the phrase.

- In second place comes the phrase that the company is based on new and recent offers compared to its competitors with a standard deviation of 1,227 and mean of 4.11, which means that the respondents agree that the institution under study is interested in New and recent offers compared to its competitors.

- The third place was occupied by a phrase that gives the company an advanced service that supports competition and is characterized by attracting new customers with a standard deviation of 1,117 and an mean of 3.94, that is, the respondents agree that the institution in question provides an advanced service that supports competition and is characterized by attracting new customers.

- The fourth place comes a phrase that the organization compares the services it provides to its customers and the services of competitors with a standard deviation of 0,506 and an mean of 3,29, which represents a neutral opinion, that is, the sample had a neutral opinion about the content of the phrase.

We also find that the total mean of the competition dimension was 3.8925, that is, the respondents agree with the content of the dimension phrases, which indicates the interest of the institution under study in comparing its services with those of competitors and working to improve them to attract as many new customers as possible.

3.consumer dimensions

Table 5. consumer dimensions

Questions	Standard deviation	Mean	Rank
Quest1	0,300	4,26	02
Quest2	0,521	4,23	03
Quest3	0,521	4,29	01
Quest4	0,388	24,0	04
Organization demention	**0.2667**	**4.2031**	

Source: statistical package for social sciences(spss25).

The above table shows the order of the phrases according to their mean as follows:

The phrase of the company's specialization with reasonable prices and high quality for the benefit of its customers ranked first with an average of 4.29 and a standard deviation of 0.521, which represents strongly agree, that is, sample study agree with the content of the phrase, which indicates that Etisalat Algeria cares about prices and quality to suit its customers.

In second place comes a phrase that the company conducts a survey on customer behavior with an mean of 4.26 and a standard deviation of 0.3, which Sample study agree, that is, the respondents strongly agree with the content of the phrase, which means that the Directorate is interested in surveys that study the behavior of its customers.

- In the third place we find a phrase that the company relies on a clear strategy to inform the public and recommend customers with an average of 4.23 and a standard deviation of 0.521, which is strongly OK, that is, the researchers find that Etisalat Algeria relies on a clear strategy to inform the public and recommend customers.

- In the last place comes the phrase that the institution seeks to reduce the time needed to solve the problems of its customers by an average of 4.02 and a standard deviation of 0.388, that is, the respondents find that the institution seeks to reduce the time needed to solve the problems of its customers.

Also, through our observation of the above table, we find that the total average of post-consumer phrases has reached 4,2031, a value that falls into the category of strongly approving, that is, the respondents strongly approve of the post-consumer phrases, which indicates that the institution under study cares about the interests of consumers and works to improve services in accordance with the opinion of consumers.

4.the profitability of service companies

Table 6. the profitability of service companies

Questions	Standard deviation	Mean	Rank
Quest13	0,448	3,97	05
Quest14	0,64	4	04
Quest15	0,621	3,68	07
Quest16	0,554	3,88	06
Quest17	0,496	4,32	02

Quest18	0,673	4,05	03
Quest19	0,567	4,41	01
Quest20	0,535	2,94	09
Quest21	0,566	3,73	08
the profitability of service companies	**0,2977**	**3,88**	

Source: statistical package for social sciences(spss25).

Through the table we find that the order of phrases by their average is as follows:

- The first place was occupied by a phrase that company have good economic profitability and poor financial profitability and vice versa with a standard deviation of 0,567 and an mean of 4.41, that is, the respondents strongly agree with its content.

- The second place was occupied by a phrase expressing the financial return on return on equity or private funds with a standard deviation of 0,496 and a mean of 4,32 indicating that the respondents agree to consider that the return on equity or private funds.

- The third place comes the phrase that analyzes financial profitability to adjust the total profitability and the rate of economic asset cycles and structural ratios with a standard deviation of 0,673 and an mean of 4,05 and that the respondents agree with the content of the phrase.

- In the fourth place we find the phrase achieving profitability requires achieving integration between the material and moral elements of the institution with a standard deviation of 0.64 and a mean of 4, and it which indicates that the workers of the institution under study agree that profitability is achieved by integrating the material and moral elements.

- The fifth place was occupied by a phrase that considers profitability as one of the basic goals set by the institution and directs resources to achieve it with a standard deviation of 0,448 and a mean of 3,97, a which indicates that the respondents agree to consider profitability as a basic goal set by the institution and directs resources to achieve it.

- In sixth place, we find a phrase that expresses the economic profitability of achieving efficiency in the use of assets with a standard deviation of 0.554 and a mean of 3.88, a value that falls into the approval category, which indicates that the respondents find that profitability indicates the achievement of efficiency in the use of assets.

- In seventh place comes the phrase improving financial profitability through the net result to private funds with a standard deviation of 0,566 and a mean of 3,73, a value that falls within the approval category, indicating that the respondents agree that the net result to private funds improves financial profitability.

- The eighth place was occupied by a phrase related to the profitability of profit and capital with a standard deviation of 0,621 and an arithmetic average of 3,68, which falls within the approval category, that is, the sample believe that the profitability is related to profit and capital.

- In the ninth and last place we find a phrase that the institution can improve its financial profitability by borrowing 0,535 and an average of 2,94, which indicates the sample's conservative opinion about the content of the phrase.

We also note that the total mean of the axis of profitability of service institutions was 3.88, which is OK, which means that the opinion of the respondents agrees with her statements.

3.4.2 Study hypothesis

H_1: there is a relationship and influence between the dimensions of marketing strategy and the profitability of service companies .

Before studying the hypothesis, we first test the validity of the model by analyzing the variance test and F-Fisher.

Table 7. Analysis Of Variances (ANOVA)

Sourcs of variation	Degree of freedom	Sum of square	Mean of square	F	Signification
Regression	1	34.463	34.463	106,238	0.000
Residual	32	25.627	0.324		
Total	33	60.090			

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

It is clear from the results of table 7 that the value of F was 106.238 and is statistically significant sig = 0.000, which is less than the level of significance $\alpha = 0.05$ and therefore will prove validity of the simple linear regression model and therefore accept the hypothesis In marketing strategy.

Based on the above, it is possible to use the regression method to measure the impact of each independent variable on the dependent variable. Table 8. shows the results of simple linear regression coefficients.

Table 8. regression coefficients

Variables	Standard deviation	coefficients	Signification
Constant	0,186	0,616	0,000
Marketing strategy	0,074	0,758	0,000
R	0.757	R^2	0.573

Statistically significant at the significance level $\alpha \leq 0.05$

Source: Statistical package for social sciences(spss25).

The results of the study hypothesis test showed that there is a statistically significant positive effect at $\alpha = 0.05$ between the dimensions of marketing strategy and the profitability of service companies ,Based on the results of the analysis of regression coefficients, which were all statistically significant and emerged the estimated model:

$$\hat{Y}=0,616+0,758_X$$

$\hat{Y}$: profitability of service companies

X: marketing strategy

The R2 value of 0.573 indicates that the independent variables account for 57.30 % of the estimated regression model, while the remainder is attributed to other variables not included in this model.

$H_{1.1}$:There is a relationship and influence of the dimension of the organization on the profitability of service companies .

Before studying the hypothesis, we first test the validity of the model by analyzing the variance test and F-Fisher

Table 9. Analysis Of Variances (ANOVA)

Sourcs of variation	Degree of freedom	Sum of square	Mean of square	F	Signification
Regression	1	31.212	31.212	85.384	0.000
Residual	32	28.878	0.366		
Total	33	60.090			

Statistically significant at the significance level α ≤0.05

Source: statistical package for social sciences(spss25).

It is clear from the results of table 9 that the value of F was 85.384 and is statistically significant sig = 0.000, which is less than the level of significance α = 0.05 and therefore will prove validity of the simple linear regression model and therefore accept the hypothesis In marketing strategy..

Based on the above, it is possible to use the regression method to measure the impact of each independent variable (organization) on the dependent variable(profitability of service companies) . Table 10 shows the results of simple linear regression coefficients.

Table 10. regression coefficients

Variables	Standard deviation	coefficients	Signification
Constant	0.17	0.977	0,000
Organization	0.071	0,653	0,000
R	0.721	R^2	0.519

Statistically significant at the significance level α ≤0.05

Source: statistical package for social sciences(spss25).

The results of the study hypothesis test showed that there is a statistically significant positive effect at α = 0.05 between the organization dimensions of marketing strategy and the profitability of service companies ,Based on the results of the analysis of regression coefficients, which were all statistically significant and emerged the estimated model:

$$\hat{Y}=0.977+0.653_X$$

$\hat{Y}$: profitability of service companies

X: Organization

The R2 value of 0.519 indicates that the independent variables account for 51.90% of the estimated regression model, while the remainder is attributed to other variables not included in this model.

Table 11.Analysis Of Variances (ANOVA)

Sourcs of variation	Degree of freedom	Sum of square	Mean of square	F	Signification
Regression	5	1.926	0.385	15.276	0.000
Residual	54	1.362	0.025		
Total	59	3.288	0.385		

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

It is clear from the results of table 11 that the value of F was 15.276 and is statistically significant sig = 0.000, which is less than the level of significance α = 0.05 and therefore will prove validity of the simple linear regression model and therefore accept the hypothesis In international business.

Based on the above, it is possible to use the regression method to measure the impact of each independent variable on the dependent variable. Table 12   shows the results of simple linear regression coefficients.

$H_{1.2}$:There is a relationship and influence of the dimension of competition on the profitability of service companies .

Before studying the hypothesis, we first test the validity of the model by analyzing the variance test and F-Fisher

Table 12. Analysis Of Variances (ANOVA)

Sourcs of variation	Degree of freedom	Sum of square	Mean of square	F	Signification
Regression	1	27.644	27.644	67.306	0.000
Residual	32	32.446	0.411		
Total	33	60.090			

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

It is clear from the results of table 12 that the value of F was 67.306 and is statistically significant sig = 0.000, which is less than the level of significance α = 0.05 and therefore will prove validity of the simple linear regression model and therefore accept the hypothesis In marketing strategy .

 Based on the above, it is possible to use the regression method to measure the impact of each independent variable (competition) on the dependent variable (profitability of service companies). Table 13 shows the results of simple linear regression coefficients.

Table 13. regression coefficients

Variables	Standard deviation	coefficients	Signification
Constant	0.211	0.79	0,000
Competition	0.08	0,659	0,000
R	0.678	R^2	0.453

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

The results of the study hypothesis test showed that there is a statistically significant positive effect at α = 0.05 between the competition dimensions of marketing strategy and the profitability of service companies ,Based on the results of the analysis of regression coefficients, which were all statistically significant and emerged the estimated model:

$$\hat{Y}=0.79+0.659_X$$

$\hat{Y}$: profitability of service companies

X: competition

The R^2 value of 0.453indicates that the independent variables account for 45.30 % of the estimated regression model, while the remainder is attributed to other variables not included in this model.

$H_{1.3}$:There is a relationship and influence of the dimension of consumers on the profitability of service companies .

Before studying the hypothesis, we first test the validity of the model by analyzing the variance test and F-Fisher.

Table 14. Analysis Of Variances (ANOVA)

Sourcs of variation	Degree of freedom	Sum of square	Mean of square	F	Signification
Regression	1	30.829	30.829	83.230	0.000
Residual	32	29.622	0.37		
Total	33	60.090			

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

It is clear from the results of table 14 that the value of F was 83.230 and is statistically significant sig = 0.000, which is less than the level of significance α = 0.05 and therefore will prove validity of the simple linear regression model and therefore accept the hypothesis In marketing strategy .

Based on the above, it is possible to use the regression method to measure the impact of each independent variable (consumers) on the dependent variable (profitability of service companies). Table 15 shows the results of simple linear regression coefficients.

Table 15. regression coefficients

Variables	Standard deviation	coefficients	Signification
Constant	0.188	0.82	0,000
Consumers	0.072	0,564	0,000
R	0.716	R^2	0.513

Statistically significant at the significance level $\alpha \leq 0.05$

Source: statistical package for social sciences(spss25).

The results of the study hypothesis test showed that there is a statistically significant positive effect at α = 0.05 between the consumers dimensions of marketing strategy and the profitability of service companies ,Based on the results of the analysis of regression coefficients, which were all statistically significant and emerged the estimated model:

$$\hat{Y}=0.82+0.564_X$$

$\hat{Y}$: profitability of service companies

X: consumers

The R^2 value of 0.716 indicates that the independent variables account for 51.30 % of

the estimated regression model, while the remainder is attributed to other variables not included in this model.

4. CONCLUSION

A marketing strategy is a set of steps that you take in order to achieve the marketing goals of your company, in a practical way by using various marketing methods.marketing strategies depend on the marketing plans developed and share with them at multiple points.

The service organization is an organized structure of capabilities and special means where the customer benefits from its services of various forms and types and sells the service directly to him . This expansion allows the service organization to quickly and directly get acquainted with the wishes and tastes of customers in order to improve the quality of the service provided, relying on special marketing strategies to attract customers, develop the service and increase profitability .

Hence, we have addressed this issue of the impact of marketing strategies in increasing the profitability of service organizations.Our proposal includes a set of dimensions that are the basis and pillars of the marketing strategy

The study reached a set of results, the most important of which is that the respondents are aware of the dimensions of the marketing strategy and the extent of its application at the level of service companies .there is a positive impact of the dimensions of the marketing strategy on the profitability of the institution. addressing this issue allowed linking the development and improvement of the level of public services, especially the interest of mail and communications with the ability to benefit from marketing strategies to increase profitability. it also allowed to conclude the form of dimensions of the marketing strategy that would be appropriate for this sector and consistent with its distinctive characteristics and different from the characteristics of physical products.

After all, without a clear marketing strategy, an organization cannot function efficiently. Therefore, the marketing strategy is a crucial element for any service organization looking to grow, developand achieve profitability .

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