

قيمة الزبون وأثرها في تحسين سمعة المنظمة – بحث تطبيقي في مديرية بلدية الحلة\*

## Customer Value and its Impact on Improving the Organization's Reputation - Applied Research in Hilla Municipality Directorate

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### المخلص

ظهرت الحاجة الملحة إلى معرفة أهمية قيمة الزبون في المنظمات الربحية أو غير الربحية كافة وتحديد مدى الإفادة منها في إدارة البيانات والمعلومات وكيفية إتخاذ التدابير اللازمة للحفاظ على الزبون واكتساب ولائه، ومن الإشكالات التي تتعرض لها المنظمات الخدمية ومنها مديرية بلدية الحلة في محافظة بابل وتنتقل مشكلة البحث من تباين طبيعة الخدمات وتنوع متطلبات الإيفاء بحاجات الزبون (المواطن) وصعوبة كسب رضاه، فضلاً عن التحديات التي تواجهها مديرية بلدية الحلة وخاصةً عند عدم تعاون الزبائن (المواطنين) مع موظفي البلدية في المحافظة على بيئة مدينة الحلة، ومن هنا جاءت أهمية البحث في مدى الإفادة من تأثير قيمة الزبون في تحسين سمعة المنظمة بوجه عام في المنظمات الخدمية وبوجه خاص في (مديرية بلدية الحلة)، كونها تؤدي إلى إعادة النظر في الحفاظ على الزبون عن طريق تقديم كل متطلباته وقياس مدى تأثير أبعاد قيمة الزبون في تحسين سمعة البلدية، لذا جرى إعداد مجموعة من الأسئلة المتعلقة بمتغيرات البحث والمتمثلة ب فقرات الاستبيان البالغ عددها (40) فقرة موزعة على المواطنين في مدينة الحلة حيث بلغ عددهم (80) مواطن حسب نتائج الاستبيانات الصالحة للأساليب الإحصائية لبرنامج (SPSS) و (Excel) والأدوات الإحصائية (الوسط الحسابي، الانحراف المعياري، والتباين، ومعامل الارتباط البسيط، اختبار T، اختبار F، معامل التحديد  $R^2$ ).

توصل البحث إلى مجموعة من الإستنتاجات أهمها: أظهر البحث أن أبعاد قيمة الزبون المحور الأساسي لأي منظمة، إذ تسعى لتحقيق رضا الزبون والبحث عن العوامل المؤثرة في قيمة الزبون.

كما توصل البحث لمجموعة من التوصيات أهمها: تفعيل قسم إدارة علاقات الزبائن في مديرية بلدية الحلة لما له من أهمية في تحسين سمعة المنظمة وكذلك فوائده للزبائن.

**الكلمات المفتاحية:** (قيمة الزبون، سمعة المنظمة، الاحتفاظ بالزبون، رضا الزبون، صورة المنظمة، جودة الخدمات).

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**Abstract:**

The urgent need to know the importance of the value of the customer in all profit or non-profit organizations and to determine the extent of their benefit in managing data and information and how to take the necessary measures to preserve the customer and gain his loyalty, and from the problems faced by service organizations, including the Directorate of the Municipality of Hilla in Babil Governorate, the problem of research begins From the variation in the nature of services, the diversity of the requirements to fulfill the needs of the customer (the citizen) and the difficulty of gaining his satisfaction, in addition to the challenges that the Hilla Municipality Directorate faces, especially when customers (citizens) do not cooperate with the municipality employees in preserving the environment of the city of Hilla, hence the importance of research into the extent of benefit One of the role of the customer's value in improving the reputation of the organization in general in service organizations and in particular in (Hilla Municipality Directorate), as it leads to reconsidering the maintenance of the customer by presenting all his requirements and measuring the extent of the impact of the customer's value dimensions in improving the reputation of the municipality. A group of questions related to the research variables represented in the questionnaire's (40) paragraphs distributed to citizens in the city of Hilla, where their number reached (80) citizens according to the results of the questionnaires. The Case for Statistical Methods for the Program (SPSS) And(Excel) And statistical tools (arithmetic mean, standard deviation, variance, simple correlation coefficient, Test T, Test F, The coefficient of determination R 2).

The research reached a set of conclusions, the most important of which are: The research showed that customer value dimensions are the main focus of any organization, as it seeks to achieve customer satisfaction and searches for factors affecting customer value.

The research also reached a set of recommendations, the most important of which are: Activating the Customer Relationship Management Department in Hilla Municipality because of its importance in improving the reputation of the organization as well as its benefits to customers.

**Key Words:** (customer value, organization reputation, customer retention, customer satisfaction, organization image, service quality).

**Introduction:**

Modern government organizations consider the customer a key to their success in the surrounding environment, as they are characterized by rapid change, and governmental organizations view their customers as part of their components that requires attention to him and investment in building and developing long-term relationships with him, so managing customer relations is the basis for the organization's survival in the world.

This study came about the value of the customer and his role in improving the reputation of the organization, and given the importance of the value of the customer in the survival and continuation of the organization, it was found that it has a great role in improving the reputation of the organization, and it is known that the value is the analysis of the extension of customer relations management with the organization, that is, the organization seeks to measure satisfaction

The customer and his loyalty and the extent of his survival for the longest possible period through the value represented by the profits achieved or the services provided, and our study was concerned with determining the role of the customer in improving the reputation of the organization by adopting a set of dimensions for each of the customer's value (time value, mental value, emotional value, monetary value) , As we were able to measure the extent of its impact on the dimensions of improving the reputation of the organization consisting of (confidence, service quality, creativity, and attractiveness), on this basis that the perceived value is the set of economic, service and psychological benefits that the customer expects through a particular offer, and that the lack of clarity of services or Commodities put customers under great pressure on confidence in services, due to the connection to quality assurance and cost, and it becomes a barrier for the customer, which is difficult to evaluate.

Therefore, the study aimed at defining the value of the customer, its importance and types, as well as adopting a set of dimensions of customer value to know its role in improving the reputation of the organization, and the study focused on the main parts that achieve customer retention, explaining the concept of the organization's reputation, its importance and the factors affecting it, and knowing the extent of the influence of the role of customer value. In improving the organization's reputation, after selecting a group of residential districts in the city of Hilla to take citizens' opinions about the services provided by the Hilla Municipality Directorate in Babil Governorate.

## Methodology

### **Research Problem:**

The research problem stems from the reality of the services provided by the Municipality of Hilla to the citizens in residential districts (Al-Tayyara district, Al-Seha district, Al-Karamah district, Al-Zahra district, Al-Asstadah district, Al-Shawi district, Al-Jazayer district) and it suffers from its weak levels and this is palpable to everyone according to the indicators of the Ministry Municipalities and public works as well as the variation in the nature of services, the diversity of requirements to meet the needs of the customer (the citizen) and the difficulty of gaining his consent, in addition to the challenges that the Hilla Municipal Directorate faces when the customer does not cooperate with the municipality's workers, as well as the failure to implement the instructions issued by the municipality about maintaining the cleanliness of the city And not to commit legal violations by placing unauthorized banners and many other things, because bearing responsibility falls on the shoulders of both the Municipality of Hilla and the customers (citizens), since the process of improving the reputation of the organization requires the cooperation of the customer with it, so that it can achieve its objectives in providing the best services, and from here it is possible Defining the research problem by asking the following:

-What is the impact of the customer's value on the dimensions of improving the reputation of the organization (Hilla Municipality Directorate)?

**Research Importance:**

Stems the importance of research of the importance of variables search marked with ( the value of the customer and its impact on the dimensions of improving the reputation of the organization ) as it deals with the interpretation side of the theoretical concepts of the value of the customer and the concepts of the reputation of the organization, as well as for the analysis of the results of the side applied and interpreted and indicate the extent of the impact of the value of the customer in improving the reputation of the organization by relying on sample Search Directorate of the Municipality of Hilla , which includes a group of district residential to take the views of citizens about the services provided to them which is (Al-Tayyara district, Al-Seha district, Al-Karamah district, Al-Zahra district, Al-Asstadah district, Al-Shawi district, Al-Jazayer district) , the need to know the beneficiaries on the dimensions of the value of the customer And the effects of its administration on the value of the organization as it is considered a recent topic among the most important titles in the field of municipal administration , due to the absence of studies on this topic .

Acquires this research significance especially, due to the existence of differences between the environment that has the studies earlier and the environment research current, and will contribute to this research also to improve studies and field in this area, and is interested in exploitation optimization services available , including the quality of services directed to what is in favor of the beneficiaries of them, as recognized organizations that the customer would not be feasible in the long term only on the basis of relationships long - term, has become in the light of the experience of organizations to the realities of the most important :

1. The customer not satisfied typically because of the type of service or quality.
2. The facts reveal that the customer is the most effective in increasing profits. Therefore, the customer is an important element in the sustainability and survival of the organization.

**Research Objectives:**

It seeks research to achieve a set of goals in light of the role of the value of the customer in improving the reputation of the organization on as follows:

1. shed light on the concept of the value of the customer and its importance and types as well as for the adoption of a set of dimensions of the value of the customer to see its role in improving the reputation of the organization.
2. Focus on a set of key parts that achieve customer retention.
3. Knowing the concept of the organization's reputation, its importance and the factors affecting it.
4. Statement of the elements of the reputation of the organization as well as for determining the relationship dimensions of the reputation of the organization with the dimensions of the value of the customer.
5. know the extent of the impact of the role of the value of the customer in improving the reputation of the organization and that after selecting a group of district residential in the city of Hilla, to take the views of citizens about the services provided by the Directorate of Municipality of Hilla.

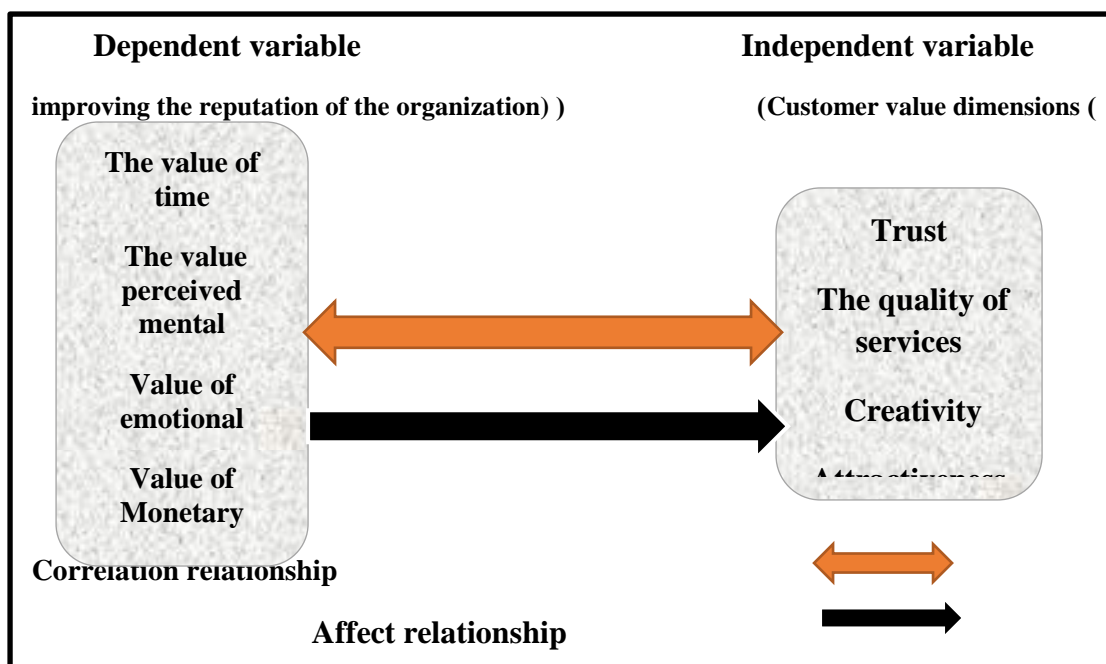
6. Statement of the extent of the impact of the dimensions of the value of the customer in the dimensions of the reputation of the organization of through samples of research (districts residential) in the city of Hilla to the province of Babylon.

### Hypothesis Research Model:

Model research is building the analytical statistical variables research and dimensions that explain the relationship link the moral and the extent of their impact in the samples surveyed include two types of variables, namely:

1. Independent variable (the value of the customer) and includes a set of dimensions are: (the value of time, the value perceived mental, value of emotional, value of Monetary).
2. Dependent variable of (improving the reputation of the organization) includes a set of dimensions are: (trust, the quality of services, creativity, Attractiveness), so we can clarify that in Figure (1) Hypothesis research model below:

**Figure (1) Hypothesis research model**



Source: Prepared by the researcher)(

### Research Hypotheses:

The research hypotheses include the following:

1. The hypothesis is the main first: There is a relationship correlation with significance statistically between the variable independent (the value of the customer) and the changing of (improving the reputation of the organization), and emerge, including hypotheses correlation following:
  - Hypothesis Sub First: There is a relationship correlation with significance statistically between dimension the value of the time and the dimension trust.

- Hypothesis Sub Second: There is a relationship correlation with significance statistically between dimension the value of mental and between dimension the quality of services.
  - Hypothesis Sub Third: There is a relationship correlation with significance statistically between dimension the value of the emotional and between dimension creativity.
  - Hypothesis Sub fourth: there is a relationship correlation with significance statistically between dimension the value of Monetary and between dimension Attractiveness.
2. Hypothesis is the main second: There is a relationship with the effect of significance statistically the value of the customer to improve the reputation of the organization that emerges, including assumptions Sub following:
- Hypothesis Sub First: There is a relationship effect with an indication of statistical dimension value time in dimension trust.
  - Hypothesis Sub Second: There is a relationship effect of indication of statistical dimension value of mental in dimension the quality of services.
  - Hypothesis Sub Third: There is a relationship effect of indication of statistical dimension value emotional in dimension creativity.
  - Hypothesis Sub fourth: There is a relationship with the effect of an indication of statistical dimension value of Monetary in dimension Attractiveness.

### Temporal and Spatial Boundaries:

Can identify three types of boundaries of through the following:

1. Border Temporal: It is a period of starting the preparation side the theoretical study and conduct side applied to the samples surveyed, which start from 1/10/2019 until 31/7/2020.
2. Spatial boundaries: A group of residential districts in the city of Hilla were selected for reasons related to the nature of the research variables of the Hilla Municipality Directorate in Babil Governorate.
3. Human borders: A group of customers were selected to benefit from the services provided by Hilla Municipality

### Research field, Community and Sample:

The municipal sector was chosen as a field for the application of the research, and the application was carried out in the municipality of Hilla in Babil Governorate in order to study the topic of the research marked (Customer Value and its Impact on Improving the Organization's Reputation / applied research) that includes (98) residential districts in which (453684) inhabitants as a community For the research, a group of citizens were selected as (customers), consumers and beneficiaries of the services of the Municipality of Hilla in the Babil Governorate, whose number is (80) citizens as a sample for the research, and they are from the residential districts that fall within the municipality's work program and within its boundaries according to the powers granted to it. And for the purpose of taking their opinions on the services provided to them.



### Theoretical Part

#### **Definition of Customer Value:**

Organizations at the present time rely on the customer segmentation according to the standards of the value provided, represented in the service and the commodity, instead of relying on the classic segmentation such as gender or age. They focus on the needs and desires of the customer in order to continuously improve the services provided, and to improve the relationship between the organization and those targeted for that customer is: "What remains for the longest possible period in dealing with the organization without causing additional costs to convince and satisfy him, and the profits achieved through him are subject to measuring his relationship with the organization in addition to the value of his purchases. The value is: "Analysis of the extension of the customer's relationship with the organization," and this means that the organization seeks to measure The customer's satisfaction, loyalty, and the continuity of his survival for the longest possible period through the value, whether this value represents the profits achieved or the services provided (Fethiye, 2009: 116).

On this basis, the value of the customer is defined as: "the perceived value of a set of economic, service and psychological benefits that the customer expects through a specific offer." This means that the value represents the difference between the expected customer's evaluation of the cost of economic benefits with a competitive offer of the available alternatives (Karim, 2010: 181).

The customer value was also defined as: "the systematic efforts undertaken by the organization to ascertain the extent to which its customers are satisfied with the services it provides to them." The concept shows the existence of systematic methods that may be based on market share, production rates, and customer numbers, which are measures to verify How satisfied the customer is with the service provided to him (Abu Bakr, 2013: 13).

Scientific studies and research have dealt with many definitions of the value of the customer, which are: "a personal evaluation of the customer for the comparison between the benefits they receive and the sacrifices they make", or it is: "a mental perception to judge the economic, functional and psychological potentials that customers attribute from the marketer's offer." It is clear from the concepts that the value Customer means rationality, cognitive perception, judgment and equilibrium with awareness of the value of something, as awareness and perception lead to allowing computed predictions to be made regarding the customer (the beneficiary of the service) (Rihova, 2014: 3).

Although there is great information about the concept of customer value, this concept is still being activated traditionally as it is believed (Kotler) The value of the customer between quality and price, as it is in most organizations, can be expressed through (the value of the commodity, the value of the service). It is clear that Kotler has relied on the organization's scope and not the customer's point of view at least not completely dependent on the customer taking into account the sacrifices made either. It was by the customer or the organization, so the value of the customer was defined as: "a retailer's background in order to survive in today's competitive market", and this concept means that the value is the life of the organization from the consumer or the

beneficiary in exchange for the enjoyment of the good or service, in addition to It is the ability of the organization to perform daily tasks (Nabi, 2015: 175).

Customer value was defined as: "A strategic approach that is concerned with creating value by developing appropriate relationships that are compatible with the main customers and customer parts, which makes it able to unify its strategies with information technology to create long-term profits between customers and stakeholders" (Abdul Razzaq, 2016: 37).

It can be said through the previous definitions that the value of the customer is: "A comparison process that the customer makes between the service provided or the commodity with the cost that he bears because of his decision-making." Moreover, there is a relationship between the customer's satisfaction and the value provided such as the service and the commodity that leads to the success of the organization. The customer's intentions to adhere to a long period over time increase with the existence of a coincidence between the customer's satisfaction through organized services or goods and the perceived or expected costs to him, and then deliberate by making the decision to convert or not to another organization.

### **Customer Value Importance:**

The importance of customer value can be determined as follows:

1. Customer Satisfaction: Customer satisfaction is the basis for the continuation and survival of any organization and is the same as its preoccupation, as it is an essential element in evaluating goods or services of good quality or achieving his demands, desires and satisfying his needs. (Houari, 2013: 128).
2. Customer retention: It is the pursuit of understanding the customer's needs, fulfilling promises, maintaining distinguished relationships with customers, and being able to prevent these customers from turning into competing organizations. This is done by relying on achieving the customer's value, noting that the value is equal to the difference between the total benefits and the total costs (Omar, 2018: 4)
3. Economic benefits to the organization: they are the returns and market share that grows through repurchase and increase the share of the customer's portfolio through cross-purchases in addition to ensuring that returns are achieved from the value of the customer's life (Hawari, 2013: 17).
4. Total benefits to the customer: It is a group of benefits that benefit the customer from purchasing goods or services, which is the material, personal, service benefit, or mental standing of the organization, taking into account the sacrifices made by the customer to obtain the service or commodity such as: cash cost, psychological cost, time cost and the cost of effort (Kazem, 2018: 345).
5. Customer loyalty: it means "the biased behavioral response that is expressed continuously despite the existence of one or more alternatives and is a function of psychological operations," or it is "the obligation to buy back or re-acquire the preferred product or service continuously in the future despite the influence of marketing factors and efforts." It means that customer loyalty requires several conditions, including: (Abdul Rasoul, 2019: 12)

-The response by the customer to purchase goods or accept the service.

-Express the level of services continuously.



**Customer Value Dimensions:**

There are a set of dimensions by which the customer's value in the organization can be measured, including the following:

1. **Time value:** It refers to the value of lost time to obtain the good or service. Some customers consider time to be higher than the monetary value, and this appears clearly among customers who do not want the period of obtaining the service or commodity to be more than the time specified for them (Abu Fazaa, 2015: 24).
2. **Perceived (mental) value:** it is an impression or image drawn in the customer's mind to collect information about the service or commodity mixed with feelings and ideas, attitudes and experiences with the organization, as it was stored in the customer's memory and turned into a positive or negative meaning, and then recovered to build the mental image in the customer's imagination, especially Upon hearing the name of the organization, the customer uses his imagination to form his preferences in the current image of the service or commodity (Shippar, 2014: 72).
3. **Emotional value (satisfaction):** It is the psychological state in which the customer expresses his feelings towards the good or service, especially after purchasing the product and acquiring the service, as it translates a temporary feeling about the difference between the customer's expectation and the organization's performance. Judging the service is done by anticipating the customer's feeling in addition to the customer's satisfaction The final evaluation of the performance of the service in the field of expected performance of the service and accordingly, others are tested and their expectations are determined, their feelings about the quality of the actual service are determined, and the judgment is satisfied or dissatisfied with that service or commodity (Kazem, 2018: 340).
4. **Monetary value:** This dimension is one of the most important drivers of creating customer value in the organization and generating returns in the market, as it has identified two methods through which tangibles are converted into financial value, and the exchange in customer management relationships takes the form of a single transaction or a long-term relationship, in the first case It is terminated when the deal is completed and the negotiation becomes full of mistrust between the two parties, the organization and the customer. In the second, the relationship is based on the loyalty of the customer, as it is defined as: "The measure of the customer's return and his desire to participate in the performance of the organization's activities." Some depend on the customer's loyalty as a rule. Equalization with confidence in the price of the commodity, and it is not the basis for gaining the customer, but the rule is confidence, as it is the most important in achieving the organization's policy and profitability throughout life (Najm, 2012: 91).

**Concept of Organization Reputation:**

In the early nineties, the term reputation became a stop point in public relations, because reputation determines the ability of the organization in actions and activities presented in the competitive market in general, and its potential to build internal and external relations that depend on the mental image of others, as reputation in public relations is defined as: "The cumulative effect of many actions and activities" (Al-Dulaimi, 2019: 30).

Reputation is the basis for the planner and designer of communicative programs in the organizations to formulate goals that increase the effectiveness of the implementation of their work, and it has a direct impact on the desire of the masses to continue and stay for the longest possible period with the organization, as it is related to the efficiency and effectiveness of the organization in implementing its strategic activities, as reputation is defined as: A source of positive strength for business organizations and a reflection of the strategic vision applied by the organization, as it is formed as a result of the interaction between the experiences, knowledge, impressions, beliefs and feelings that customers form about the organization's actions over a long period of time "(Ferjani, 2019: 171).

The organization's reputation has also been defined as: "One of the main pillars upon which the entity of the organization is based, through the appropriate image and the appropriate climate that led to the demand of customers to deal with it" (Al-Tamimi, 2019: 20).

It is prepared on the basis of the clarity of the important objectives of any organization that seeks to highlight the successes in its work, and this enables it to determine the appropriate means to achieve the established goals, as it is linked to the mental image of the organization among the customers and its workers, which consists of its activities, whether it is goods or services, in addition to its link to the component period For this image, and the reputation of the organization was known as: "a competitive platform that cannot be easily duplicated from the character of the organization.(Haci, 2016: 8).

Also, reputation can be distinguished through stakeholder evaluations based on an overview of reputation and evaluations based on specific dimensions, and the result of these evaluations on reputation is poor or very strong, which requires a set of steps that work to enhance the reputation of the organization that may affect the activities and operations of the organization, Therefore, the reputation of the organization was defined as: "a group of complex and multiple factors, which are at the same time factors that affect the increase or decrease of positive or negative perceptions of the organization," meaning that it depends on the organizational ethics and the general performance of the organization (Omair and Salah Al-Din, 2017: 61).

The organization's reputation was defined as: "Distinguishing characteristics from the point of view of external stakeholders or a group of stakeholders that are sources of competitive advantage and the accumulated impression or reactions represent the direction of the organization's credibility or the features that are inferred from its actions" (Al-Baghdadi, 2018: 102).

From the customers' point of view, the organization's reputation is defined as: "The objective of the customers' objective evaluation of the quality of the goods or services provided by the organization." It is also promised as: "the general evaluation by the public of the organization over time resulting from direct experience or experiences with the organization." (Ahmed, 2018: 32).

In general, it can be said that the reputation depends on the mental impression which is used as a means to attract customers, but some organizations do not care about forming a mental image despite its importance in building reputation, and the reputation of the organization is affected by the quality of the workers attracted to work in it, whether the quality of work is industrial or commercial. Organizations should strive to make a good impression on them.

### The Importance of the Organization's Reputation:

Reputation is a tool for evaluating the business and activities of organizations to achieve its strategic goals, including: profitability, competitive advantage, customer value, the organization's value and survival, and its continuity of growth. The importance of the organization's reputation can be determined in the following: (Al-Ziyadi, 2014: 15)

1. It works to attract customers and generate profits.
2. Ease of access to professional service providers such as: advertising, distinguished ads, enhancing the strength of the organization.
3. You place barriers to potential competitors.

The importance of the organization's reputation lies in the following: (Danilo, 2015: 5)

1. It defines expectations about future behavior and products of the organization, and past expectations that are rooted in knowledge stakeholders.
2. Experience directly or indirectly of the organization's work and its effects.
3. Results are evaluated according to quality standards and personal arbitration.

Work on these assessments and redefine their expectations by incorporating newly acquired knowledge.

Also, the task of reputation in business organizations today is to create competitive advantage through various areas, including maximizing profits and addressing risks, as follows: (Omar and Salah El-Din, 2017: 63)

1. Organization's Reputation = Total Image = Performance + Attitude + Communication.
2. Determine the organization's priorities and preferences by conducting extensive research on stakeholders in order to look at their actions.
3. Determine the main factors that directly affect the reputation of the organization and support interest in policies to develop the organization's work mechanism.

### Dimensions of an Organization's Reputation:

The organization's reputation dimensions measure the effectiveness of non-profit organizations in building organizational signals as a model for the organization's reputation, and can be listed as follows:

1. **Trust (confidence):** It is an indication to monitor the outputs directly or when there is no tangible performance and can be measured in quantity and quality, as the stakeholders in non-profit organizations depend on the evaluation signals of the reputation of the organization (Jurgen, 2015: 6).

The organization is able to use innovative and flexible means to face competitors in the market, as it gives it a great opportunity to respond and adapt to the surrounding environmental changes by building strong relationships with stakeholders and target customers. Therefore, organizations have relied on different communication methods with a high degree of confidence characterized by reciprocity based on The foundations of trust, which enhanced its competitiveness and marketing capabilities and also led to lower transaction costs. The greater the percentage of trust between organizations and customers led to an increase in the establishment of strong long-term

relationships. Trust is: “a pivotal element in the process of developing relationships between the organization and its customers, and an important determinant for continuous improvement. Between them, "or it is:" the most acceptable variable as a basis for any human interaction or exchange and the commitment of the other party to his promise in advance in the exchange. Moreover, the structure of trust is a tapestry of credibility and goodwill that the customer perceives about the organization (Hussein, 2015: 412).

Scientific and research studies have proven the customers' tendency and preferences for the brand or the images that refer to the activities of the organization by matching the trust process with the positive attitude and the intention to buy towards the brand or the image that the customer sees about the organization's activities, and this means that there is an interaction between customers and between services or goods and includes the response Emotionally for the image of services or goods by describing it with a set of qualities "familiarity and modernity". In addition, it is related to the personal characteristics of the product, for example (quality or price), which are determined in this image and then result in an increase in trust between the customer and the organization, and trust is also related. With a set of psychological factors surrounding the customer's environment, the organization's environment, and the customer's perceived impression of this environment, the more positive this impression or perception of the customer, the more confidence he has towards the organization (Al-Baghdadi, 2018: 105).

2. **The quality of services:** Quality is a set of characteristics and the overall characteristics of a service or commodity and is able to achieve the satisfaction of the customer's desires and needs and satisfaction, or it is the difference between customers' expectations of the service and their perception of the actual performance of it, and this means that the quality of service represents a set of characteristics that the directed service enjoys. For the customer, and related to (satisfaction, perception, the actual performance of the service directed), all of which are measures of service quality, as they express the organization's external interface, the level of service quality and its delivery to the target customers (Odeh, 2012: 28).

The increase in competition between organizations and with their entry into global markets around the world and with the process of selecting a good or service by the customer has led to concern for the quality of their products, whether these products are commodities or services, and to work on designing them to meet the needs of customers, and to build operational processes that achieve high levels. Of performance and quality (Al-Sayegh and Al-Dhabawi, 2013: 19).

The quality of service has also been defined as: “Consumer judgment regarding discrimination in the quality and specifications of service”, or it is: “evaluation of service performance directed at the customer based on the customer's feelings and the extent of enjoyment”, and on this basis both the customer and the organization are affected by this evaluation, whether positive or negative The final picture of the organization's reputation and customer-oriented service is adopted. (Malik, 2014: 70).

3. **Creativity (innovation):** it is a useful creation of an idea, a useful procedure, or a useful process that works in a complex social system. Therefore, creativity is defined as: “a set of

products and responses that are considered creative in creating new and useful ideas for any field,” or it is “an art issued by Human thinking is possible in all areas of human activity, including the arts and sciences and all fields of work in daily life.” Creativity involves deepening cultural knowledge of human resources being a necessary in itself and an enhancement of forms of services and goods, which are sensitive and inclusive of diversity and change (Giedrius, 2013: 45).

Creativity is treated at the present time as essential for organizations, and behind the analysis of creativity there are several reasons, including: (Jurgita, 2015: 235)

- To define and fulfill relationships between the customer and the organization.
- Continuous engagement with society and change.
- Problem solving with creative responses.
- For the positive experience.
- To activate the effectiveness and efficiency of the organization.
- Defining performance evaluation processes in organizations.

Innovation is also defined as: “the originality or unexpected thing for benefit and benefit as appropriate for a specific goal,” which is what is produced by an organization, not a specific individual of inventions and innovations around the basic product to continue to grow and does not depend on the effort of one individual or even a number of individuals It is the result of an organized collective effort (Al-Kaabi, 2016: 126).

Individuals cannot express creative ideas or talk about creativity for a long time without delving into the following issues: (Eaglestone & Holloway, 2017: 11).

-Practice: It is represented by activity or action, and it occurs when an individual strives for a new action resulting from the perceptual awareness of new relationships.

-Self-creation: it is the reconfiguration of a (specific) action that is described as an evolution, but it is in fact a struggle at the roots of the mind, and the ideology of learning about it cannot be disposed of, and the intellectual domination in the fibers of the soul represented by the effectiveness and continuation of the relationships based on that creativity (Al-Mousa, 2015: 33).

-The domain: It is a symbolic system that contains a set of rules for representing thought, for example (music). It is a field in which different styles of music, such as jazz, can be a branch of the fields, as it refers to everything that happens within this field and individuals have the authority to judge whether The work deserves to be established or accepted in the field of music, as the field here contains the creative idea that deserves to be evaluated in addition to the producers, agents, recording posters, radio stations ... etc., and this means that the individual is fully aware of a specific field that results in a contrast Creativity in this field, whether accepted or rejected , the individual can employ the creative idea after determining both creativity, work and specialization in a field to achieve creativity (Zhan, 2017: 12).

4. **Attractiveness:** Organizations seek to attract and maintain individuals to achieve strategic goals, as organizations focus on employing individual factors, including: (age, scientific level, experience in a specific field) as well as organizational factors as they play an important role in attracting talented individuals, they do not depend on factors Employment only, but also related to (work size and work location), being important in improving the organization’s ability to achieve

long-term goals as well as its use of information technology, which contributes to improving work procedures and dealing with the external customer and thus draws the attention of competing organizations in the same field as well as He brought it to the attention of the customer (Linda, 2014: 2).

### Applied Part

#### **Test of Apparent Validity and Reliability:**

The following tests have been conducted:

1. **Apparent honesty:** It is a prerequisite to ensure that the paragraphs of the questionnaire are measured through which the objectives pursued by the study of the research are measured, and it is also called the veracity of the arbitrators, as the questionnaire was presented to a group of arbitrators specialized in administrative and behavioral sciences to measure apparent validity ,so the (alpha Cronbach stability factor), which is the most famous measure of reliability, which is based on the calculation of the internal correlation between answers to questions according to the following equation:

$$\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum_{i=1}^k \sigma_{y_i}^2}{\sigma_x^2} \right)$$

2. **Coefficient of stability of retail mid - term:** according to this test is fragmented paragraphs of the questionnaire into two parts, the first part represents individual questions and the second part represents the questions of marital then calculates the correlation coefficient (r ) between the scores of individual questions and degrees questions of marital and correct correlation coefficient by equation of (Pearson Brown ) in the case of equal reliability coefficient alpha Cronbach of the two groups and equal variation of the two groups both come :

$$\text{Reliability Coefficient} = \frac{2r}{1+r}$$

Based on the standards mentioned previously measured the level of stability and internal consistency of the research variables was measured, which is the first variable (customer value) consisting of the dimensions (time value - perceived value - emotional value - monetary value) and the second variable (improving the reputation of the organization) consisting of the dimensions (Trust - Quality of service - creativity - attractiveness), by using the scale (Alpha-Cronbach) and the half segmentation stability factor according to the research variables, as shown in Table (1) the results of the test of validity and reliability of the research scale (internal consistency of the paragraphs of the questionnaire) depending on the answers of the study sample members (Directorate Hilla municipality) in Babil Governorate according to research variables and the dimensions of each variable.



Table (1) Test of validity and reliability of the research measures

No.	Search variables	Number of paragraphs	Alfa-Cronbach coefficient	Ratio of honesty and consistency (%)
1	Customer value	20	0.84	84 %
2	Time value	5	0.83	83 %
3	Perceived (mental) value	5	0.81	81 %
4	emotional value	5	0.83	83 %
5	Monetary value	5	0.82	82 %
6	The reputation of the organization	20	0.85	85 %
7	Trust	5	0.83	83 %
8	Quality of service	5	0.84	84 %
9	creativity	5	0.84	84 %
10	attractiveness	5	0.83	83%
11	Total	40		90%

Source: Prepared by the researcher using the program (SPSS Ver.21)

We note the interpretation of the results of Table (1) as follows:

1. The result own internal symmetry between the dimensions and the constituent variables of research is acceptable with a high degree too (because the value of coefficient) a correlation alpha Cronbach) are statistically acceptable when they are equal to or a size of (0.75) in the administrative and behavioral research.
2. The reliability coefficients (Alpha Cronbach), the validity and reliability coefficients for the research variables amounting to (0.84,0.85), respectively, are highly acceptable from an administrative and statistical standpoint. The validity and reliability ratio of (84% and 85%) indicates the accuracy of the two research measures.
3. All the correlation coefficients (Alpha Cronbach) for all dimensions of the search variables and the amount (81%, 82%, 83%, 84%, 85%) respectively are high and this is an indication of the accuracy of the two research measures.

#### Statistical tests of the hypotheses of correlation and influence between research variables:

**1. Testing the correlation relationship between the customer's value and improving the reputation of the organization:** Through the analysis of the paragraphs of the questionnaire, the results of both the dimensions of the first variable (customer value) and the dimensions of the second variable (the reputation of the organization) can be tested, so the first main hypothesis and the sub-hypotheses for both variables can be tested as follows:

- a. The first main hypothesis test: The results of Table (2) showed that there is a significant correlation between the first variable (customer value) and the second variable (the organization's reputation). The results of (correlations) which are greater than the significant (0.05) and the result allows acceptance of the first research hypothesis that states (the existence of a statistically significant correlation relationship between the value of the customer and improving the reputation of the organization).

Table (2) Correlation Coefficient

dependent independent	The reputation of the organization
Customer value	.679

Source: Prepared by the researcher, the program (Spss Ver.21)

b. The correlation test of the sub-hypotheses: As for the results of the sub-hypothesis test between the dimensions of the first variable (customer value) and the dimensions of the second variable (the organization's reputation), it must be confirmed that there is a significant relationship between the dimensions (time value, mental value, emotional value, monetary value) and between The dimensions (confidence, service quality, creativity, and attractiveness) or lack of validity. Table (3) has been drawn up, which shows the values of the ranks correlation coefficient.

**Table (3): The correlation relationship between the dimensions of customer value and the dimensions of the reputation of the organization**

Customer value dimensions	Dimensions of the organization's reputation	Correlation
Time value	Trust	0.403
Mental value	Quality of Service	0.343
Emotional value	Creativity	0.414
Monetary value	Attractiveness	0.452

Source: Prepared by the researcher, the program (Spss Ver.21) / (\*) Level of significance (00 0.0) / N=80

The results showed the correlation relationship between the dimensions whose values were (0.403, 0.343, 0.414, 0.452) as in the above table, respectively, with a significant level (0.000), and this indicates the validity of the sub-hypotheses that there is a very strong significant correlation relationship between the dimensions of customer value and the dimensions of reputation the organization.

**2. Test the second main hypothesis: (It is the effect relationship between the value of the customer and the reputation of the organization)** The results showed that there is a very strong and moral influence, which indicates that the dimensions of customer value have a major role in influencing the improvement of the organization's reputation in the municipality of Hilla, and this is a result that provides sufficient support To accept the research hypothesis which is (the effect of the customer's value in improving the reputation of the organization) as in Table(4)below:

**Table (4) Analysis of the effect of customer value in improving the reputation of the organization**

Dependent Independent	The reputation of the organization(Y)				
	A	B	F	R2	Sig
Customer value(X)	.679	.644	66.850	.461	0.000

Source: Prepared by the researcher, the program (Spss Ver.21) / The level of significance (0,000) / N=80

In light of this hypothesis, the influence relationship was formulated for the responsive variable (improving the reputation of the organization), which represents the value of (Y) and the explanatory variable (the value of the customer), which represents (X), and the linear regression equation was:  $(Y = A + BX)$ , and the values for the equation The slope is: (0.644,0.679). The above table shows that the calculated value of (F) amounted to (66,850), with a level of significance (0,000) and with limits of confidence (99%). This means that the value of the customer affects the improvement of the organization's reputation. ( $B = 0.644$ ) This indicates that changing the amount of (1) in the value of the customer will lead to a change in improving the reputation of the organization, and the value of the coefficient of determination ( $R^2$ ) is (461) and this means that its amount (46%) of the variance in improving the reputation of the organization It is a variance interpreted the value of the customer who entered the model and that (0.679) is a variance explained by factors that did not enter the regression model, as the table indicates the significance that appeared by (0,000), which is an assertion of a high and significant impact of the customer's value in improving the reputation of the organization, and this Confirms the validity of the second main hypothesis, and in light of the sub-hypotheses, the linear regression equations were as follows:  $(Y = a + bX_1)$ , or  $(Y = a + bX_2)$ ,  $(Y = a + bX_5)$ .

**Table (6) the effect relationship between the dimensions of customer value and the dimensions of the organization's reputation**

Dimensions	Constants		)R2(	F Computed value	Values (P) Level of significance
	A	B			
Time value → Trust	.123	.479	.162	15.091	0.000
Mental value → Quality of Service	.112	.361	.118	10.413	0.000
Emotional value → Creativity	.099	.399	.171	16.120	0.000
Monetary value → Attractiveness	.090	.401	.204	20.011	0.000
Values (F) Significance level of 0,000		= 80N			

Source: Prepared by the researcher, the program (Spss Ver.21) /(\*) Level of significance (0.000) / N=80

The results showed the effect relationship between the dimensions whose values are (0.162, 0.118, 0.171, 0.204) as in the above table, respectively, with a significant level (0.000), and this indicates the validity of the sub-hypotheses with the existence of a very strong significant impact relationship between the dimensions of customer value and the dimensions of reputation the organization.

**Table (7) classification of the sources of the dimensions of each of the customer value and reputation of the organization**

Customer value dimensions	Sources
Time value	(Abu Fazaa, 2015: 24)
Mental value	(Feb. 2014: 72)
Emotional value	(Yalue, 2019: 5)
Monetary value	(Najm, 2012: 91)
Dimensions of improving the reputation of the organization	Sources
Trust	(Jurgen, 2015: 6).
Quality of service	(Malik, 2014: 70).
creativity	(Giedrius, 2013: 45).
Attractiveness	(Linda, 2014: 2).

Source: Prepared by the researcher

## Conclusions

It will be displayed and discussed the conclusions that come to research from the side theoretical reality analytical statistical data field that can benefit them in the sample surveyed, as well as all that can benefit them from scholars and researchers, so will be identified in the points following:

1. Showed a side of the theoretical over the interest of researchers and scholars concepts of the value of the customer and its importance in various aspects of life, social and economic, taking into account the value provided from by any organization, whether it be a service or industrial or commercial order to maximize the returns of its investments in light of achieving the satisfaction of the customer and stay in the ocean competitive.
2. Showed the study that the dimensions of the value of the customer's axis fundamental to any organization, as it seeks to achieve the satisfaction of the customer and the search for factors affecting the value of the customer.
3. To be the role of the customer in improving the reputation of the organization based on the base data can manage relationships customer in the Organization classification of customers and potential owners value the larger and who require interest in them than by the organization

through the development of the relationship with them all by selecting channels of communication appropriate and provide services are to their liking and strengthen the relationship to the implementation of the requirements of Customers.

4. Show the through work field that the value of the customer provides assistance to the Organization through enabling departments of service to determine the goals and target the best customers, and manage campaigns to provide services with customers and update the information that shared many of the employees with customers and streamline operations to, for example, receiving requests using mobile devices.

5. Showed the results field after doing interviews personal that the Directorate of the Municipality of Hilla provides services daily to citizens that are on the prejudice with the life of public include raising waste and debris and processed in a scientific and delivery of roads paved and the creation of parks , gardens and carrots moderation and the establishment of community housing and the distribution of blocks of residential on segments of society as well as for this benefit , which owned the organization in increasing opportunities for investment and regulate markets , streets , commercial and gardens and parks and services other.

6. Show of research in fact the field of the Directorate of the Municipality of Hilla , it seeks to improve the quality of service to include cleaning the streets subsidiary as well as on the streets , the main service lift waste from the areas of residential , commercial and industrial and pointed to that lineage statistical from the relationship correlation between the dimensions of the value of the customer ( the value of time, the value of mental , Sentimental value , monetary value ) and between improving the reputation of the organization

7. Showed the results of field and having the effect of a strong and significant between the value of the customer and the improvement of the reputation of the organization of through pay municipal attention as much as possible at the request of the service and provide the information necessary to know and understand the needs of customers and build relationships within the Directorate of Municipality of Hilla

8. The services provided from by the Directorate of Municipality of Hilla to customers is the factor critical in assessing the customer her from here came the role of the customer in improving its reputation, so we research about this relationship than by identifying the services the municipality provided to the people of the city of Hilla to determine their views on the quality of service , and the cost of the service so came the relationship to influence strong very between after the quality of service in improving the reputation of the organization than by giving the municipality the best containers with quality good in places of public and near the homes of citizens to throw waste in, the effect of the value of mental in improving the reputation of the organization came by medium, as the value of emotional affect in improving the reputation of the organization of by dealing staff municipal with customers ( citizens ) to respect and speak polite and decent.

9. Show from during the study that the Directorate of Municipality of Hilla, is interested in communion with the environment external to update the base data and of information to citizens in the city of Hilla, within the area of geographical drawn them.

10. The results in the field work showed that the municipality pays attention to the complaints and opinions of customers as a base on which to build new ideas.

11. showed results in the work field that the municipality commits citizens to pay the collection represented by (drawing off construction, fee adding construction, drawing registration of property) to complete the transaction.

## **Recommendations**

It has been reached from during the study to a set of recommendations that can benefit them from scholars and researchers, as well as all that can benefit them in the sample surveyed (Directorate of Municipality of Hilla), as shown in the following:

1. of the necessity to activate the Department of Management Relations customers in the Directorate of the Municipality of Hilla , and make it the subject of interest in particular to improve the reputation of the organization is its use on the scale and wide, the fact that there is a need to understand the impact and viability of their application to the Directorate , as well as its benefits to customers, and requires the Directorate develop a plan for a long - term commitment organizationally strong investment of Suitable to support its overall organizational strategy in order to develop its relationship with customers .
2. It is necessary to establish a mechanism for the direct implementation of service departments (water, sewage, communications and electricity), depending on the financial capabilities allocated to each department.
3. It is necessary to optimize the financial allocations represented by the investment budget in coordination with the Governorate Office and the Ministry of Housing, Reconstruction and Public Municipalities to develop integrated projects in the center of Hilla.
4. It is necessary to use the system of (GPS) To monitor the work and movement of waste transport vehicles from the intermediate station to the landfill and their movements within the residential and commercial neighborhoods.
5. It is imperative to work on developing financial resources (improving the municipality's collection in accordance with the laws in force), which are: cleaning fees, fees for placing advertisements from citizens, rents for property and shops of the municipality, profession fees, building permits fees, pavement exploitation fees, and the use of these resources to improve services Municipality provided to citizens.
6. It is necessary to equip the Hilla Municipality Directorate with a modern asphalt plant to increase the quantity of asphalt and improve its quality, which will contribute to increasing the street areas that are maintained or finished.
7. The need to pay attention to providing a work environment that encourages the organization to adopt a culture of partnership, as this environment is available through the establishment of development programs for employees to familiarize them with the importance and role of the value of the customer in achieving the reputation of the organization as well as holding continuous meetings and seminars between management and workers, and spreading the spirit of trust between management and workers, as well as taking The opinions of workers in future projects
8. Must be from the development of a program to educate citizens in cooperation with the Directorate of Environment and radio local (media conservative circles service and other) than through campaigns sites to communicate social.
9. The need to adopt the principle of integration sector with departments other in the province when preparing plans for projects or when forwarded for implementation to avoid the occurrence of intersections and conflicts during execution.
10. It is necessary to establish a model sanitary landfill site, by providing an electronic balance in the intermediate stations.
11. It is necessity to create plant modern recycling of waste because it of revenues contribute to the improvement of services.



12. Working on engaging customers and taking their opinions and suggestions envisioned in their minds regarding the nature and specifications of the service they desire, and working to satisfy their needs.

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