

# Digital Reputation in the University Of Palestine: An Analytical Perspective of Employees' Point Of View

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**Abstract:** This study aims to identify the digital reputation at the University of Palestine: an analytical perspective of the employees' point of view, where the researchers used the descriptive and analytical approach, through a questionnaire distributed to a sample of employees at the University of Palestine, where the size of the study population is (234) employees, and the size of The sample is (117) employees, of whom (90) employees responded. The study provided a theoretical framework for what the writers and researchers presented about the study variables, as well as a practical analytical framework for the opinions of employees at the University of Palestine. The digital reputation was expressed as an independent variable through its four indicators (feeling about the organization (satisfaction), admiration and respect, and trust, and social responsibility). The study found a set of results, the most important of which are: the existence of a high degree of digital reputation at the University of Palestine from the viewpoint of employees, and the absence of differences in the opinions of the study sample about digital reputation according to demographic variables. The study presented a set of recommendations, the most important of which are: The need for universities to enhance their digital reputation and raise its level.

**Keywords:** Digital Reputation, Universities, University Of Palestine.

## Introduction

Companies in this era are racing to reach the largest possible number of customers to raise the value of their returns and profits and raise their brand, as a large number of these companies adopt expanding their marketing channels through the use of digital technology (Gregurec & Grd, 2012). The Internet was led by imposing new rules in the field of business, the most important of which is betting on the customer as the only way to excel, so institutions have worked to earn his loyalty, by creating value for him, to ensure that his needs and desires are constantly renewed, which will not be achieved of course unless these institutions are able to The optimal investment for information technology, by establishing electronic transactions in its organization as the job that is most in contact with customers, and the most in line with and adapted to information technology, in order to achieve for this institution its objectives efficiently and effectively, as information technology is a link between the organization and its environment, and because Internet marketing in particular, and information technology In general, it requires the availability of a certain physical and knowledge infrastructure (Saadi, 2006).

## Problem Statement

The digital reputation is of great importance, especially with the emergence of new global variables, the increase in competition, freedom of global trade and the information and communication revolution, which has prompted companies to search for ways that contribute to improving their performance and increasing the efficiency and effectiveness of their activities, in addition to improving their competitiveness (Shalash et al., 2011). As educational institutions seek to achieve sustainability by reaching a high degree of utilization of their material, human and technological potential, and the study problem is summarized in answering the following questions:

**Q1-:** What is the level of digital reputation at the University of Palestine?

**Q2-:** Are there statistically significant differences in the digital reputation at the University of Palestine according to demographic variables?

## Research Objectives

1. Knowing the level of the digital reputation of the University of Palestine.
2. Identify the most important differences in digital reputation from the employees' point of view, according to demographic variables?
3. Coming up with results and recommendations that contribute to developing the digital reputation of the University of Palestine.

## Research Importance

### Scientific (Theoretical) Importance:

1. Contribute to highlighting your digital reputation.

2. Enriching the Arab academic arena with new research participations in the field of enhancing digital reputation.
3. Shedding light on the extent to which universities operating in Palestine keep pace with modern administrative systems, concepts and models, and in particular their interest in enhancing their digital reputation.

#### **Practical (Applied) Importance:**

1. Promote awareness of the importance of the digital reputation of the University of Palestine.
2. Detecting the most important strengths and weaknesses in the study variables.
3. Providing recommendations and proposals to the university administration towards the importance of digital reputation

#### **Research hypothesis**

**H0<sub>1.2</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the following demographic variables (gender, age group, academic qualification, years of service, and job title).

#### **A group of sub-hypotheses branch out from the main hypothesis as follows:**

**H0<sub>1.1</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the gender variable.

**H0<sub>1.2</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine, due to the age group variable.

**H0<sub>1.3</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the scientific qualification variable.

**H0<sub>1.4</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the variable of years of service.

**H0<sub>1.5</sub>**: There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the job title variable.

#### **Study Model and Variables**

**The Independent Variable:** digital reputation and it consists of (4) main indicators, which are (feeling about the organization (satisfaction), admiration and respect, trust, social responsibility).

**Demographic Variables:** Gender, Age Group, Educational Qualification, Years Of Service, And Job Title.

#### **Research Limits and Scope**

The scope of the study shall be as follows:

1. **Human Limit:** The study was conducted on employees at the University of Palestine in question, who responded by filling out the questionnaire.
2. **Institutional Limit:** The study was conducted on the University of Palestine.
3. **Spatial Limit:** The study was conducted in Gaza Strip, State of Palestine.
4. **Time Limit:** The study was conducted in the year (2020).

#### **Literature Review**

- Study of (Bhat, 2019) aimed at evaluating nine digital repositories for free access, which was selected from the DOAR directory. Preservation and management of rights, services, feedback, and 120 questionnaires were distributed to collect information, and researchers used the descriptive analytical approach, where the study reached conclusions, the most important of which is that most of the warehouses were built by faculty members, and the Eprints program is the most used program in creating warehouses.
- Study of (Al-Haji and Al-saber, 2019) aimed at introducing the digital contents of the scientific periodicals of the International University of Africa, the most important disciplines that deal with them, and identifying the main societies and their basic components, and their objective trends with reference to the most important languages of authorship and the type of authors from Male and female, and the amount of intellectual production that is part of the university's cultural and civilizational history, the researchers used the bibliometric method: the use of statistical and mathematical methods in analyzing data related to books, periodicals, periodicals articles, authors, publishers, and other elements of documentary communication, and the descriptive and analytical method. The study found that the Arabic language is the first language of authorship for all the studied periodicals, as most of the articles came in Arabic, with a weak percentage for English and French, and the Journal of African Studies brought in subjects in the French language, among the studied periodicals, as well as the Journal of Educational Studies, one article only. And that there are no languages other than Arabic, English and French, and there is a great advantage for male authors over females.
- Study of (Al Yami, 2018) aimed at reviewing the most prominent digital repositories (LOR) in the Kingdom of Saudi Arabia, and also sought to identify the most prominent opportunities available to these warehouses in order to ensure the quality of e-learning content, and the survey method was used in this study (Descriptive) analytical, and the study population consisted of

all faculty members in Saudi universities. The study found that the idea of digital repositories LOR was not clear among many employees in education and training institutions with an average of 1.54, while the difficulty of using some of the digital repositories LOR came in fifth place with an average of 1.61, and in the sixth place the effort required to develop electronic content in these warehouses with an average of about 1.67. In seventh place came the difficulty of searching for LOR digital repositories and locating them with an average of 1.72, while in the eighth place came the restrictions and conditions for utilizing the contents of digital LOR repositories with an average of 1.74, and the ninth and last place and the great cost required to develop electronic content in these warehouses with an average of 1.80.

- Study of (Matar, 2018) that dealt with uncovering the role of strategic intelligence in enhancing the organization's reputation in the Ministry of Education and Higher Education in the Gaza Strip from the point of view of school principals, and to achieve the objectives of the study, the descriptive analytical approach was adopted, and the study community was represented in the Ministry of Education and Higher Education in the sector using the random sample. The results showed the interest of the researched organization in strategic intelligence and its elements, with a strong, direct statistical relationship between strategic intelligence and the reputation of the organization at a rate of (76.4%). The following independent variables: future vision, systems thinking (and the rest (26.4%) is due to other factors, and the results indicated that there are no statistically significant differences between the respondents' responses about strategic intelligence due to (gender, age, years of service, academic qualification), There were no statistically significant differences between the respondents' responses about the reputation of the organization due to (gender, age, years of service).
- Study of (Lindsay, Muijs, Band, & Hartas, 2017), which aimed to verify the effectiveness of the electronic registration system in secondary schools in the United Kingdom, and to achieve the goals, the researchers conducted a longitudinal study on a sample of (45) schools before application and after the application of the electronic registration system. The application period extended for four years. The study found that attendance rates increased slightly after the application of electronic registration. And it became clear that there are differences in favor of the residents of the villages, as the difference between the old attendance and the presence after the application was higher.
- The study of (Obaidat, 2017) aimed at identifying the role of the University of Dammam library in bridging the digital divide from the point of view of the beneficiaries. The study used the descriptive analytical approach, and to identify this role, a questionnaire was distributed to collect data on a sample of beneficiaries, as it included (52) variables. It discusses digital information services to measure the extent of the role the library plays in bridging the digital divide, in addition to the role of languages in bridging the information gap between Western and developing countries. The study found that the arithmetic mean of the respondents' answers to the role of the library in providing information services ranged from very high to low. And that the most obstacles faced by the beneficiaries regarding the use of foreign languages.
- Study of (Bin Ghaida, 2017) aimed at identifying the role of institutional digital repositories in making digital contents available to Algerian university libraries on the Internet, and the study used the descriptive and analytical approach, and the study sample consists in selecting an intentional sample representing the best six Algerian institutional repositories according to the global ranking of Webometrics. For digital repositories. The study concluded that the institutional repository of Abu Bakr Belkaid University in Tlemcen topped the list of the best Arab digital repositories for the year 2016. All digital repositories under study belong to university institutions. And that the number of Algerian digital repositories available in the global Webometrics classification is very small compared to the number of Algerian higher education institutions. The category of Applied Sciences, Languages, Arts and Social Sciences is the most covered topics in Algerian repositories.
- Study of (Ahsan and Nabil, 2017), which aimed to identify the role of the availability of institutional digital repositories requirements at the Algerian University and prepare a mechanism for building and implementing the digital repository of the University of Constantine. The study sample consisted of (120) individuals from Constantine teachers. A questionnaire was used to collect data, and a descriptive analytical approach was used. The study found a variety of topics covered by the digital repositories that are the subject of the study, ranging from research sciences, social sciences, law, politics, computer science, and others, but the number of materials remains insufficient to meet the needs of the beneficiaries. The variety of information sources available in the digital repositories in the subject of study are university theses, periodical articles, conference proceedings, e-books, educational materials, and audiovisual materials. University these were the most common types of information sources available in repositories, and the study also found that there is a great shortage in the availability of audiovisual documents.
- Study of (Odeh, 2017) aimed at identifying the trends of Syrian researchers towards sources of free access to information, and the researcher used the descriptive and analytical approach and used the questionnaire as a main tool for collecting information, and the sample of the study consisted of (147) male and female researchers at the University of Damascus. The study found that most of the sources relied upon when referring to the sources of free access are articles and scientific research 86% in addition to books 64% then drafts of articles 41% will be followed directly by university theses, 40% presentations, 37% and conference work. 27% assert here that gray literature (draft articles, university theses, conference works) published on the Internet is frequently used by Syrian researchers, even if it comes in the second degree of use after periodicals and books articles. The types of sources published by researchers differed; 50% published research papers and scientific articles,

38% published their university theses, 7% published conference works, and 5% published presentations. As for the reasons that did not encourage researchers to deposit their research in sources of free access, they were numerous, i.e. 40% of the researchers in the study subject are afraid of their research being stolen and their lack of confidence in intellectual property rights for freely available research, and 25% do not know how to participate, and 20% they believe that the research published through free access sources is not recognized by their scientific institutions, and 10% believe that publishing through free access sources reduces the value of their research, and 5% do not know how the deposit process takes place.

- Study of (Al-Hiyari et al., 2017) which aimed to explain the factors that affect the application of digital warehouse systems and the quality of information at the University of Utara Malaysia from the students' point of view. The study shows the impact of human resources, information quality and management commitment on accounting information systems and information quality. 119 questionnaires were distributed to collect information to test the hypotheses of the study, and the researchers used the descriptive and analytical approach, where the study reached results, the most important of which is the existence of a statistically significant relationship between management commitment, information quality and information system. However, there is no statistically significant relationship with HR. Moreover, the relationship between management commitment and information quality is not considered to be statistically significant with information quality but is considered to be statistically significant with management information system and human resources.
  - Study of (Mousavi, et. Al., 2015) aimed at investigating the effect of various factors on the organization's reputation in managing the Southwestern Power Generation Company. To achieve the goals, the researchers followed the case study method and the descriptive approach, and the study relied on the questionnaire to collect data, It was applied to a sample of (174) employees, and the study reached several results, the most important of which was the presence of a strong effect of leadership style on the reputation of the organization, and a strong impact of empowerment on the organization's reputation, and it was found that the most influential leadership style on the organization's reputation is the transformational leadership style. Deposit by the author is at a rate of (32%), and that deposit is by combining different sources on the Internet or databases at a rate of (32%), filing by mediation is at a rate of (24%), and filing by unspecified methods is at a rate of (12%).
1. Study of (Salih, ET. Al., 2015), Which aimed to determine the strong relationship between talent management and improving the reputation of the organization, and in order to achieve the objectives, a descriptive analytical approach was used, and the study sample consisted of (3150) male and female employees, and a questionnaire was applied to them, and the study reached several conclusions. The most important of which is that talent management has an impact on customers, and this in turn gives the organization a good reputation they have, and this indicates an indirect relationship between talent management and its dimensions (exploration, inspiration, and transformation), and organizational reputation and its dimensions (self-reinforcement, self-verification, and repeat interaction).

### **Commentary on Previous Studies**

After reviewing the previous Arab and foreign studies, areas of benefit from previous studies appeared, and through the following:

1. She contributed to the formulation of the study problem, and to delve into the study's dimensions and effects, which led to the development of the study and its construction on a solid practical basis.
2. The study methodology, the study hypotheses, and its questions were determined, and the appropriate methodology was chosen that contribute to achieving the main study objective of the research.
3. Determine the independent variables and their dimensions, and the dependent variable for the research and link them.
4. Drawing on previous studies in the general framework of the research, and helped in determining the general structure of the research.
5. She contributed to determining the statistical methods that are suitable for the analysis of the study, and their contribution to preparing the questionnaire.
6. She had a role in anticipating results, understanding the final dimensions, and coming up with scientific and practical recommendations for the research.

### **Theoretical Framework**

In order to enhance knowledge of a concept, you must first and foremost define which concept you are trying to advance with. Academic studies have tended to work quickly on the concept of company reputation, to define it in many ways. Where there is still a large divergence of views, but one scholar provides a new definition that brings together all the basic elements of reputation and defines company reputation as "a collective assessment of the attractiveness of the company to a certain group of stakeholders related to a reference group of companies with which the company competes for resources." This definition defines how reputation creates value and provides standards by which it can be measured.

The institutional reputation in our time includes the commercial assets that any company owns, and adds market value to the company's shares in addition to that, over time, it forms a competitive advantage that attracts investors and develops the loyalty of customers and employees alike.

Globally, there are many factors that contribute to establishing corporate reputation, such as the quality of products and services, employee participation, and environmental awareness. They are essential pillars in shaping culture and corporate identity.

### First - Digital Reputation

Business Dictionary defines reputation management as the activities that an individual or organization undertakes to maintain the framework that it established for its entity in the eyes of the public, which is the process of determining what others say about you or your business, and taking practical steps to ensure that the consensus image of others is consistent with the intended goals. Achieve it, knowing that many people and organizations use various social media to monitor reputation (Ali, 2015: 103).

Digital reputation management deals with the same concept, except that it is concerned with digital content, and digital reputation management is defined as a process in which continuous research is practiced, and information about personal, professional, commercial, or industrial reputation is practiced, present as electronic content in all media on the network. The Internet (Bhat, 2019). The term digital reputation management in the business field from the perspective of an information technology and systems expert refers to the management of companies and institutions for their reputation on the Internet through some tools and strategies that enable them to stay in constant contact with those mentioned, whether negative or positive, and employ any mention of them in their interest (Obaidat, 2017).

Perhaps the previous definitions clarify that digital reputation management is not a process limited to individuals, but extends to include companies and institutions, but rather it represents a great importance to those entities due to their close relationship with marketing the products of these institutions of all kinds. Brick Marketing, a company specializing in improving search results, divides the definition of digital reputation management into three different categories according to the size of the organization and the date of its establishment as follows (Brick Marketing, 2014: 8):

1. **Reputation Building:** This type of reputation management has to do with building the reputation for a newly established business and includes building a good reputation to keep that organization running.
2. **Reputation Maintenance:** it means managing the reputation just to maintain the good image of the organization in the eyes of the public, meaning that maintenance is intended for companies that have been established and have a good reputation already.
3. **Recovery And Restoration Of Reputation:** it means managing the reputation in the event that the institution gets a bad reputation for any reason, with the aim of recovering its reputation and concealing the bad reputation through good marketing and self-promotion, and the company also states that managing the reputation on the Internet is a process that takes some time to bear fruit and includes many From different strategies.

I found that there are terms synonymous with the term digital reputation management, and some call it online reputation management, web reputation management and digital reputation management. I agree that these terms are synonymous with digital reputation management, while I also found that some call it digital reputation monitoring, and I do not agree with that, as digital reputation management is more comprehensive and considers monitoring a process (PRSA, 2014: 9-10).

### The Importance of Digital Reputation

The reputation enjoyed by the company or institution is considered a strategic wealth of great value, as a good reputation is a great aid to organizations in their quest to achieve outstanding performance and maintain the sustainability of this performance, in a referendum of more than 20,000 people in the United States. The results speak for themselves as over 60%. Of the respondents say that they “will definitely buy a product or service” from companies that have been classified as having a strong reputation. Reaching a good digital institutional reputation in the community is one of the most important factors for the success of the institution. It also depends on the appreciation of other institutions, which is reflected in their dealings And the extent to which it is welcomed, as a good person in society who plays a positive role, which is reflected in the satisfaction of its employees and their feeling of what we can call job satisfaction. What is the image that we would like others to see in us (Brick Marketing, 2014: 12).

The formation of the institution’s good digital reputation comes through a clear strategic vision that translates into interim plans, with specific goals that can be measured, as well as the absorption of all its employees, far from random or individual or seasonal efforts or reactions as a result of a crisis here or there. It is also done through serious and continuous work on the ground, and striving to raise the level of services and products that those dealing with the organization feel (Al Shobaki et al., 2019: 15). The actions taken by institutions and the information they provide to stakeholders have an important impact on their reputation, and just as important for reputation management is how this information is communicated. When evaluating stakeholders, their evaluation is not only limited to the way the organization behaved, but also the way in which it communicated these actions or actions (Al Shobaki et al., 2020: 20-22). That is, the process by which information about an institution is disclosed affects how that information is viewed, and thus the reputation of the digital institution is affected, and some managers and institutions can build trust and understanding with stakeholders as a result of speaking, dress, body language and other behaviors. Symbolism, while others breed distrust and misunderstanding.

### Digital Reputation Dimensions:

The researchers listed these dimensions as follows (Matar, 2018):

1. **Feeling about the Organization (Satisfaction):** It is a state of feeling joy and pleasure between the organization, the public and other organizations at the level of business and common services.
2. **Admiration and Respect:** resulting from the mutual interests between the two parties: It depends on the success of the organization in persuading the public and other organizations to make joint efforts and provide benefit to the two parties, and establish the idea that mutual benefit guarantees the organization to obtain a return for the goods and services it provides.

3. **Trust:** It is not a goal that the organization seeks to achieve, but it is a reflection of a reality that is rooted and evident in the life of the organization and its behavior with its employees and with the audience that deals with it.
4. **Social Responsibility:** It is strengthened by the organization's adoption of social responsibility programs and its interest in facing problems and contributing to the development of society, in order to improve the quality of life of the workforce and their families and their well-being as well as the population of its community (Zinedine, 2017).

**University Of Palestine**

The University of Palestine is an academic institution of the Palestinian higher education institutions established in order to serve the children of the Palestinian people at home and abroad in particular, and Arab and foreign students in general. It also provides support and assistance to students to ensure a high level of creativity and distinction, and is interested in scientific and cognitive research and communication with world civilizations and sciences, to consolidate the values of good citizenship, cooperation and respect for others in a way that achieves the well-being and happiness of humanity (up.edu.ps/ar).

**Methodology and Procedures:**

**First: Methodology Of The Study:** The study used the descriptive and analytical approach that depends on description, analysis and comparison with the aim of describing what is an object, and its interpretation by shedding light on the problem of the study to be investigated and understanding its conditions, and collecting information that increases the clarification of the circumstances surrounding the problem.

**The researchers used two primary sources of information:**

1. **Secondary Sources:** where researchers have tended to address the theoretical framework of the research to secondary data sources, which are related Arab and foreign books and references, periodicals, articles and reports, and previous research and studies that dealt with the subject of study, research and reading in various websites on the Internet.
2. **Primary Sources:** To address the analytical aspects of the subject of the study, researchers resorted to collecting primary data through a questionnaire as a main tool for research, designed specifically for this purpose.

**Second: The Study Population:** the study community is defined as all the vocabulary of the phenomenon that the researcher studies, and based on the study problem and its objectives, the study population is represented by the employees of the University of Palestine in the Gaza Strip, whose number is (234) employees (Personnel Affairs, University of Palestine).

**Third: The Study Sample:** The simple random sampling method was used to collect data by distributing the questionnaire to (50%) of the employees, i.e. (117) employees, of whom (90) employees responded, or (77%). The following table shows the distribution of respondents according to the study variables:

**Table 1:** Distribution of respondents according to personal and organizational data

Gender	Male		Female		Total
	71		19		
Age Group	Less than 30 years old	30 - less than 40 years old	40- Less than 50 years old	50 years or more	90
	26	22	32	10	
Qualification	PhD		M.A.	Bachelor's degree or less	90
	38		25	7527	
Years Of Service	Less than 5 years	5- Less than 10 years old	10 - less than 15 years old	15 years and over	90
	40	21	20	9	
Job Title	Academic		Administrative		90
	62		28		

**Study Tool:** A questionnaire on “digital reputation” was prepared. It consists of two main parts:

**The First Section:** which is the personal data of the respondents (Gender, Age Group, Academic Qualification, Years of Service, and Job Title).

**Section Two:** Digital Reputation Scale

The scale consists of (20) items, measuring 4 sub-dimensions of digital reputation, and the following table explains that:

**Table 2:** Distribution of the paragraphs of the questionnaire on the different fields

#	Dimensions	Number of Paragraphs
1.	Feeling about Organization (Satisfaction)	5
2.	Admiration and respect	5
3.	Confidence	5
4.	Social Responsibility	5

<b>The overall score for digital reputation</b>	20
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**Correcting the Scale:** Each paragraph is answered according to a five-point scale consisting of alternatives: Strongly agree, agree, neutral, disagree, strongly disagree, and this scale has been given the following grades respectively (5, 4, 3, 2, 1).

The second stage: the legalization stage: It included a validity and consistency account for the test.

- Referees' Validity:** The scale was presented in its current form to a number of specialized referees, including business administration professors, in order to identify the suitability of the questionnaire phrases and their representation of the aspects included in them, and the scale was modified based on the observations provided.
- The Validation Of The Construct, Using The Internal Consistency Method:** the scale was applied to a survey sample of (32) of the original community members for the research, and the correlation coefficients for each paragraph were calculated in the domain to which they belong, as well as the correlation coefficients between the domains with each other, and all the paragraphs obtained a significant level 0.05 This indicates that the scale has a high degree of validity for internal consistency.

**Results of the Internal Consistency of the Scale**

**Table 3:** The correlation coefficient between each paragraph of each dimension and the overall degree of the dimension

Paragraph	R	Sig.	Paragraph	R	Sig.	Paragraph	R	Sig.	Paragraph	R	Sig.
<b>Feeling about Organization (Satisfaction)</b>			<b>Admiration and Respect</b>			<b>Confidence</b>			<b>Social Responsibility</b>		
1	0.843	0.000	1	0.638	0.000	1	0.820	0.000	1	0.464	0.007
2	0.823	0.000	2	0.808	0.000	2	0.772	0.000	2	0.777	0.000
3	0.915	0.000	3	0.752	0.000	3	0.883	0.000	3	0.901	0.000
4	0.734	0.000	4	0.817	0.000	4	0.756	0.000	4	0.787	0.000
5	0.408	0.021	5	0.839	0.000	5	0.842	0.000	5	0.786	0.000

**Stability Of The Scale:** The researchers verified the stability of the scale on a pilot sample of (32) individuals. The stability of the scale was calculated using the two half-segmentation methods and Cronbach's Alpha.

The correlation coefficient was calculated between the total of the even and the total of the individual statements for the test and its ranges, and by using the Spearman Brown equation, the overall reliability coefficient was (0.959), and the reliability coefficients were all high, which indicates that the scale has a high degree of stability. The reliability coefficient of the Cronbach alpha was also calculated, and the overall scale reliability coefficient was (0.947), which is a significant and high reliability coefficient, and the reliability was calculated by the Cronbach alpha method for all areas of the scale and the following table illustrates this:

**Table 4:** The scale stability coefficient by the Alpha-Carnbach split method

#	Dimensions	Number of Paragraphs	Correlation Coefficient before Adjustment	Correlation Coefficient after Adjustment	Coefficients of Alpha Cronbach	Significance Level
1.	Feeling about Organization (Satisfaction)	5	0.635	0.779	0.804	0.01
2.	Admiration and Respect	5	0.781	0.862	0.830	0.01
3.	Confidence	5	0.791	0.815	0.869	0.01
4.	Social Responsibility	5	0.831	0.894	0.803	0.01
<b>The Overall Score for Digital Reputation</b>		20	0.921	0.959	0.947	0.01

It is evident from the previous table that the reliability coefficients are all statistically significant, confirming the validity of the scale for application. Thus, the researchers have made sure of the validity and reliability of the study tool, which makes them fully confident of the validity of the questionnaire and its validity to analyze the results, answer the study questions and test its hypotheses.

**Analyzing Data, Testing And Discussing Study Hypotheses**

**Test The Study Hypotheses:**

The statistical description of the study sample according to personal and organizational data

**Table 5:** Distribution of the study sample according to personal and organizational data

Personal And Organizational Data		The Number	Percentage%
Gender	Male	71	78.9
	Female	19	21.1

<b>Total</b>		90	100.0
<b>Age Group</b>	Less than 30 years old	26	28.9
	30 - less than 40 years old	22	24.4
	40- Less than 50 years old	31	35.6
	50 years or more	10	11.1
<b>Total</b>		90	100.0
<b>Qualification</b>	PhD	38	42.2
	M.A.	25	27.8
	Bachelor's degree or less	27	30.0
<b>Total</b>		90	100.0
<b>Years Of Service</b>	Less than 5 years	40	44.4
	5- Less than 10 years old	21	23.3
	10 - less than 15 years old	20	22.3
	15 years and over	9	10.0
<b>Total</b>		90	100.0
<b>Job Title</b>	Academic	62	68.9
	Administrative	28	31.1
<b>Total</b>		90	100.0

It is evident from the previous table that 78.1% of the study sample is male, while 21.1% are females, and this is proportional to the percentage of males employed in the University of Palestine in particular and Palestinian universities in general. It is also clear that 28.9% of the study sample is under the age of 30 years, while we find that 24.4% of those under the age of 40 years, and this reflects the fact that the university is relatively young and newly established, and the rest of the percentage is from the older age groups. It is also clear that 42.2% of the study sample are doctoral degree holders, 27.8% of master's degree holders and 30.0% of bachelor's degree holders or less, and this is consistent with the nature of work of academic institutions and their need for holders of higher qualifications. It is also clear that 67.7% of the study sample is of those with less than 10 years of service. This is consistent with the university as a young and developing university, while 17.9% of new competencies, and the remaining percentage are those with greater years of service. It is also clear that 68.9% of the study sample were from the academic staff, while 31.1% were from the administrative staff, and this reflects the nature of the cadre distribution at the university.

**The Criterion Adopted In the Study** (Ozen et al., 2012):

**Table 6:** clarifies the criterion adopted in the study

SMA	Relative Weight	Degree Of Approval
From 1.79 – 1	From 35.9% -20%	Strongly Disagree
From 2.59 - 1.80	From 51.99% -36%	Disagree
From 3.39 - 2.60	From 67.99% -52%	Medium (neutral)
From 4.19 - 3.40	From 83.99% -68%	Agree
From 4.20 – 5	From 100% - 84%	Strongly Agree

To interpret the results of the study and judge the level of response, the researchers relied on arranging the arithmetic averages at the level of the fields of the questionnaire and the level of the paragraphs in each field. The researchers determined the degree of agreement according to the criterion adopted for the research.

**The Answer to the Study's Questions:**

The result of the first question, which states: What is the level of digital reputation at the University of Palestine?

To answer the question, the researchers used averages, standard deviations, and percentages, according to the following tables:

**1. The First Indicator: Feeling About The Organization (Satisfaction):**

The arithmetic mean, standard deviation, relative weight, and ranking were used to find out the degree of agreement. The results are shown in the following table.

**Table 7:** The arithmetic mean, standard deviation, relative weight, and ranking for each paragraph of the first indicator: feeling about the organization (satisfaction)

#	Paragraph	The Arithmetic	Standard Deviation	Relative Weight	Rank	Degree of Approval
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		Average				
1.	The university provides digital services to all its employees.	3.5698	.92724	71.40%	3	Agree
2.	The university provides its employees with his own username and password.	3.4111	.79173	68.22%	5	Agree
3.	The university sends all instructions to employees via email.	3.6889	.86951	73.78%	2	Agree
4.	The university sends all alerts to employees through mobile and WhatsApp.	3.4778	1.04104	69.56%	4	Agree
5.	The university provides metrics to know the level of employee satisfaction with the university's digital reputation.	4.0222	1.03834	80.44%	1	Agree
<b>Total Marks</b>		3.6339	.72827	72.68%		Agree

From the previous table, the following can be drawn:

- The arithmetic mean of the fifth paragraph, "The University provides measures to identify the level of employee satisfaction with the university's digital reputation" equals 4.02 (overall score out of 5), meaning that the relative weight is 80.44%, and this means that there is a high agreement by the sample members for this paragraph.
- The arithmetic mean of the second paragraph, "I believe that the university provides its employees with a user name and password of his own" equals 3.41, meaning that the relative weight is 68.22%, and this means that there is high approval by the sample members for this paragraph.

In general, it can be said that the arithmetic mean, the first indicator: the feeling about the organization (satisfaction), "is equal to 3.63, meaning that the relative weight is 72.68%, and this means that there is high approval by the sample members on the paragraphs of this dimension, as the university provides measures to identify the level of satisfaction The university sends all instructions to employees via e-mail. The university provides digital services to all its employees. The university also sends all alerts to employees through mobile phones and WhatsApp. The university also provides its employees with a user name and password. It led to feeling about the organization (contentment).

## 2. The Second Indicator: Admiration And Respect:

The mean, standard deviation, relative weight, ranking, and score of approval were used. The results are shown in the following table:

**Table 8:** The arithmetic mean, standard deviation, relative weight, and ranking for each paragraph of the second indicator: liking and respect

#	Paragraph	The Arithmetic Average	Standard Deviation	Relative Weight	Rank	Degree of Approval
1.	The website demonstrates the nature of the educational services you provide.	3.6222	0.80137	72.44%	2	Agree
2.	The university relies on e-learning systems for many academic courses.	3.7191	0.85265	74.38%	1	Medium
3.	The university offers integrated electronic educational programs.	3.3933	1.00700	67.87%	5	Medium
4.	The university provides scientific and computer laboratories that contribute to developing the use of digital technology.	3.4667	0.91431	69.33%	4	Agree
5.	The university provides digital training programs for its employees.	3.5111	0.92705	70.22%	3	Agree
<b>Total Marks</b>		3.5444	0.70190	70.89%		Agree

From the previous table, the following can be drawn:

- The arithmetic mean of the second paragraph, "The University relies on e-learning systems for many academic courses" equals 3.71 (overall score out of 5), meaning that the relative weight is 74.38%, and this means that there is high approval by the sample members for this paragraph.
- The arithmetic mean of the third paragraph, "The University provides integrated electronic educational programs" is equal to 3.39, meaning that the relative weight is 67.87%, and this means that there is an average approval by the sample members for this paragraph.

It can be said that the arithmetic mean of the second indicator: Likelihood and Respect "equals 3.54, meaning that the relative weight is 70.89%, and this means that there is high approval by the sample members for the paragraphs of this dimension.

The researchers attribute this to the fact that the university relies on e-learning systems for many academic courses. The website demonstrates the nature of the educational services it provides. And the university provides digital training programs for its employees. The university also provides scientific and computer laboratories that contribute to developing the use of digital technology. And that the university provides integrated electronic educational programs. All this made the university admired and respected.

**3. The Third Indicator: Confidence:**

The arithmetic mean, standard deviation, relative weight, and ranking were used to find out the degree of agreement. The results are shown in the following table:

**Table 9:** the arithmetic mean, standard deviation, relative weight, and ranking for each paragraph of the third indicator: confidence

#	Paragraph	The Arithmetic Average	Standard Deviation	Relative Weight	Rank	Degree of Approval
1.	The university can establish contact with famous personalities to be employed in building the university's digital reputation	3.1667	0.95105	63.33%	5	Medium
2.	The university has faculty members with electronic skills and abilities.	3.5667	0.86180	71.33%	1	Agree
3.	The university is making a strategic plan for managing digital reputation.	3.4222	0.92381	68.44%	3	Agree
4.	Through the university's pages, sufficient information about the university and its programs is available.	3.5393	0.91771	70.79%	2	Agree
5.	The university offers integrated efforts to positively influence its reputation	3.3708	0.92173	67.42%	4	Medium
<b>Total Marks</b>		3.4141	0.74783	68.28%		Agree

From the previous table, the following can be drawn:

- The arithmetic average for the second paragraph, "There are faculty members with electronic skills and abilities," is equal to 3.56 (overall score out of 5), meaning that the relative weight is 71.33%, and this means that there is high approval by the sample for this paragraph.
- The arithmetic mean of the first paragraph, "The University can achieve some kind of contact with famous personalities to employ them in building the university's digital reputation" is 3.16, meaning that the relative weight is 63.33%, and this means that there is an average approval by the sample members for this paragraph.

In general, it can be said that the arithmetic mean of the third indicator: confidence "equals 3.41, meaning that the relative weight is 68.28%, and this means that there is high agreement by the sample members for the paragraphs of this dimension.

The researchers attribute this to the fact that the university has faculty members with electronic skills and abilities. Through the university's pages, sufficient information about the university and its programs is available. The university is also working on a strategic plan for managing digital reputation. The university also offers integrated efforts to positively influence its reputation. The university can achieve some kind of contact with famous personalities to be employed in building the university's digital reputation. These factors combined have led to a high level of confidence.

**4. Fourth Indicator: Social Responsibility:**

The arithmetic mean, standard deviation, relative weight, and ranking were used to find out the degree of agreement. The results are shown in the following table:

**Table 10:** the arithmetic mean, standard deviation, relative weight, and ranking for each paragraph of the fourth indicator: social responsibility

#	Paragraph	The Arithmetic Average	Standard Deviation	Relative Weight	Rank	Degree of Approval
1.	The university uses digital technology to communicate with society.	3.8333	.81074	76.67%	1	Agree
2.	The university manages the digital reputation through its activities to preserve the framework it created for its being in the public eye.	3.7111	.81067	74.22%	3	Agree

3.	The university enriches the informational content of the private university page to clarify its social responsibility towards the surrounding environment	3.6111	.88298	72.22%	4	Agree
4.	The university monitors the public's opinions on a regular basis regarding the communication services provided by it	3.4831	.94282	69.66%	5	Agree
5.	The university is using its capabilities to sponsor local events to enhance its digital reputation	3.7778	1.38275	75.56%	2	Agree
<b>Total Marks</b>		3.6839	1.13805	73.68%		Agree

From the previous table, the following can be drawn:

- The arithmetic mean of the first paragraph "The University uses digital technology in communicating with the community" equals 3.83 (total score out of 5), meaning that the relative weight is 76.67%, and this means that there is high approval by the sample members for this paragraph.
- The arithmetic mean of the fourth paragraph, "The University periodically monitors the opinions of the public regarding the communication services provided by it." It is equal to 3.48, meaning that the relative weight is 69.66%, and this means that there is a high agreement of the sample members for this paragraph.

It can be said that the arithmetic mean of the fourth indicator: Social Responsibility "is equal to 3.68, meaning that the relative weight is 73.68%, and this means that there is high approval by the sample members for the paragraphs of this dimension.

The researchers attribute this to the fact that the university is using digital technology to communicate with society. The university also uses its capabilities to sponsor local events to enhance its digital reputation. And that the university manages the digital reputation through its activities to preserve the framework it created for its entity in the eyes of the public. The university is also enriching the informational content of the university's private page to clarify its social responsibility towards the surrounding environment. The university periodically monitors the public's opinions regarding the communication services provided by it. These are good indicators of a sense of social responsibility.

**Overall Score on the Digital Reputation Scale:**

The arithmetic mean, standard deviation, relative weight, and ranking were used to find out the degree of agreement. The results are shown in the following table:

**Table 11:** The arithmetic mean, standard deviation, relative weight, and arrangement for each dimension of the scale of "electronic content for digital repositories"

#	Domains	The Arithmetic Average	Standard Deviation	Relative Weight	Rank	Degree Of Approval
1.	Feeling about Organization (Satisfaction)	3.6339	.72827	72.68%	2	Agree
2.	Admiration and Respect	3.5444	.70190	70.89%	3	Agree
3.	Confidence	3.4141	.74783	68.28%	4	Agree
4.	Social Responsibility	3.6839	1.13805	73.68%	1	Agree
<b>The Overall Score for Digital Reputation</b>		3.5691	.68618	71.38%		Agree

From the previous table, the following can be drawn:

- The arithmetic mean of the fourth dimension "social responsibility" equals 3.68 (overall score out of 5), meaning that the relative weight is 73.68%, in the first place, and this means that there is high agreement by the sample members on this dimension.
- The arithmetic mean of the third dimension "confidence" equals 3.41, meaning that the relative weight is 68.28%, and this means that there is high agreement by the sample members for this dimension.

In general, it can be said that the mean of the electronic content scale for digital repositories "equals 3.57, meaning that the relative weight is 71.38%, and this means that there is a high agreement by the sample members on the scale's dimensions."

The researchers attribute this to a sense of social responsibility, as well as a feeling of satisfaction, and the university staff feel admired and respected, which led to the availability of trust, which strengthened the university's employees the importance of electronic content for digital repositories.

**Selection of Assumptions:**

**H0<sub>2</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the following demographic variables (gender, age group, academic qualification, years of service, and job title).

**A group of sub-hypotheses branch out from the main hypothesis as follows:**

**H0<sub>1.1</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the gender variable.

To verify the validity of the hypothesis, the differences between the averages of the sample members according to the gender variable were calculated using the (T) test, and the following table explains that:

**Table 12:** means, standard deviations and the value of "t" attributed to the gender variable

Domains	Gender	The Number	The Average	Standard Deviation	T Value	Significance Level	Indication
Feeling about Organization (Satisfaction)	Male	71	3.6796	.61988	1.153	0.252	Not Sig.
	Female	19	3.4632	1.04361			
Admiration and Respect	Male	71	3.6028	.66208	1.360	0.186	Not Sig.
	Female	19	3.3263	.81707			
Confidence	Male	71	3.4516	.63877	0.921	0.360	Not Sig.
	Female	19	3.2737	1.07333			
Social Responsibility	Male	71	3.6415	.56442	0.680-	0.498	Not Sig.
	Female	19	3.8421	1.26527			
<b>The Overall Score for Digital Reputation</b>	Male	71	3.5939	.53394	0.661	0.510	Not Sig.
	Female	19	3.4763	1.09904			

The previous table indicates that there are no statistically significant differences in the scale dimensions due to the gender variable in all dimensions of digital reputation and the overall degree of the scale.

The researchers noted that 78.9% of employees are males, while 21.1% are females, which is an excellent percentage with the reality of the labor market in Gaza Strip and according to the Ministry of Labor statistics that the percentage of males is always much higher than the percentage of females to the male reality in Gaza Strip.

**H<sub>01,2</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine, due to the age group variable.

To test this hypothesis, the "one-way contrast" test was used, and the following table illustrates that.

**Table 13:** Results of the "single-factor variance" test for the variable of the age group

Domains	Source	Sum of Squares	Degrees Of Freedom	Average of Squares	F Value	Significance Level
Feeling about Organization (Satisfaction)	Between Groups	1.985	3	.662	1.259	.294
	Within Groups	45.219	86	.526		
	<b>Total</b>	47.204	89			
Admiration and Respect	Between Groups	2.703	3	.901	1.883	.138
	Within Groups	41.144	86	.478		
	<b>Total</b>	43.847	89			
Confidence	Between Groups	1.079	3	.360	.635	.594
	Within Groups	48.694	86	.566		
	<b>Total</b>	49.773	89			
Social Responsibility	Between Groups	4.233	3	1.411	1.093	.357
	Within Groups	111.036	86	1.291		
	<b>Total</b>	115.269	89			
<b>The Overall Score for Digital Reputation</b>	Between Groups	1.063	3	.354	.746	.528
	Within Groups	40.843	86	.475		
	<b>Total</b>	41.906	89			

From the results shown in the previous table, the following can be concluded:

It was found that the probability value (Sig.) Corresponding to the "one-way variance" test is higher than the significance level 0.05 for all dimensions and for the overall degree of digital reputation. Thus, it can be concluded that there are no statistically significant differences between the averages of the study sample estimates attributable to the age group variable.

Whereas, 28.9% of employees are in the age group less than 30 years old, 24.4% of 30 - less than 40 years old, 35.6% are from 40 - less than 50 years old, and 11.1% are 50 years or more, so we find that there is no time difference. Large among the age groups, the majority of university employees are between thirty and fifty.

The researchers attribute this to the fact that the university is modern and young, and its keenness to choose competencies from different age groups according to the needs required by the jobs, whether on the administrative or academic levels.

**H0<sub>1.3</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the scientific qualification variable.

To test this hypothesis, the "one-way contrast" test was used, and the following table illustrates that.

**Table 14:** The results of the "one-size-fits-all" test for the scientific qualification variable

Domains	Source	Sum of Squares	Degrees Of Freedom	Average of Squares	F Value	Significance Level
Feeling about Organization (Satisfaction)	Between Groups	3.069	2	1.535	3.025	.054
	Within Groups	44.135	87	.507		
	<b>Total</b>	47.204	89			
Admiration and Respect	Between Groups	2.530	2	1.265	2.664	.075
	Within Groups	41.317	87	.475		
	<b>Total</b>	43.847	89			
Confidence	Between Groups	1.375	2	.687	1.236	.296
	Within Groups	48.398	87	.556		
	<b>Total</b>	49.773	89			
Social Responsibility	Between Groups	.562	2	.281	.213	.808
	Within Groups	114.707	87	1.318		
	<b>Total</b>	115.269	89			
<b>The Overall Score for Digital Reputation</b>	Between Groups	.873	2	.437	.926	.400
	Within Groups	41.032	87	.472		
	<b>Total</b>	41.906	89			

It was found that the probability value (Sig.) Corresponding to the "one-way variance" test is higher than the significance level 0.05 for all dimensions and for the overall degree of digital reputation. Thus, it can be concluded that there are no statistically significant differences between the averages of the study sample estimates attributable to the scientific qualification variable. As 42.2% of the employees are PhD holders and 27.8% are master's holders, and these represent 70% of the university's employees, and this is an excellent percentage that reflects the academics working at the university, while 30.0% are those with a bachelor's degree or less, and these represent employees in The administrative field within the university

The researchers attribute this to the fact that the employees of the University of Palestine are those with higher qualifications and are exposed to the same conditions and all have their responsibilities, and in any case they have a feeling of satisfaction and confidence in the management of the university and they have a sense of their social responsibilities.

**H0<sub>1.4</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the variable of years of service.

To test this hypothesis, the "one-way contrast" test was used, and the following table illustrates that.

**Table 15:** Results of the "single variance" test - years of service variable

Domains	Source	Sum of Squares	Degrees Of Freedom	Average of Squares	F Value	Significance Level
Feeling about Organization (Satisfaction)	Between Groups	3.013	3	1.004	1.954	.127
	Within Groups	44.191	86	.514		
	<b>Total</b>	47.204	89			
Admiration and Respect	Between Groups	3.476	3	1.159	2.468	.067
	Within Groups	40.371	86	.469		
	<b>Total</b>	43.847	89			
Confidence	Between Groups	1.389	3	.463	.823	.485
	Within Groups	48.384	86	.563		
	<b>Total</b>	49.773	89			
Social Responsibility	Between Groups	1.364	3	.455	.343	.794
	Within Groups	113.905	86	1.324		

	<b>Total</b>	115.269	89			
<b>The Overall Score for Digital Reputation</b>	Between Groups	.860	3	.287	.600	.617
	Within Groups	41.046	86	.477		
	<b>Total</b>	41.906	89			

It was found that the probability value (Sig.) Corresponding to the "one-way variance" test is higher than the significance level 0.05 for all dimensions and for the overall degree of digital reputation. Thus, it can be concluded that there are no statistically significant differences between the averages of the study sample estimates attributable to the years of service variable.

The researchers noted that 44.4% of employees have years of service of less than 5 years, 23.3% of those who have years of service from 5- less than 10 years, and that 22.3% of those who have years of service amounted to 10 - less than 15 years, and 10.0% of those who have years of service. Their years of service from 15 years or more.

The researchers attribute this to the fact that the University of Palestine is a modern young university that uses and applies advanced technological standards and tools, and that all university employees have a feeling of satisfaction with their work and that they admire their work and feel a high type of social responsibility.

**H0<sub>1.5</sub>:** There are statistically significant differences at the level of significance ( $\alpha \leq 0.05$ ) between the averages of the respondents' responses about the digital reputation at the University of Palestine due to the job title variable.

To verify the validity of the hypothesis, the differences between the averages of the sample members according to the job title variable were calculated using the (T) test. The following table explains that:

**Table 16:** means, standard deviations, and "t" value attributed to the job title variable

Domains	Job Title	The Number	Average	Standard Deviation	T Value	Significance Level	Indication
Feeling About Organization (Satisfaction)	Academic	62	3.7331	.59575	1.659	0.0106	<b>Not Sig.</b>
	Administrative	28	3.4143	.93481			
Admiration and Respect	Academic	62	3.6379	.63907	1.754	0.086	<b>Not Sig.</b>
	Administrative	28	3.3375	.79799			
Confidence	Academic	62	3.4914	.62086	1.469	0.145	<b>Not Sig.</b>
	Administrative	28	3.2429	.96357			
Social Responsibility	Academic	62	3.6379	.56298	0.568-	0.571	<b>Not Sig.</b>
	Administrative	28	3.7857	.88084			
<b>The Overall Score For Digital Reputation</b>	Academic	62	3.6251	.51355	1.154	0.252	<b>Not Sig.</b>
	Administrative	28	3.4451	.96596			

The previous table indicates that there are no statistically significant differences in the scale dimensions due to the job title variable in all dimensions of digital reputation and the overall degree of the scale.

The researchers noted that 68.9% of the university employees are academics, and 31.1% of the respondents are administrators, and this is an excellent percentage that is consistent with the university's goals and outputs.

The researchers attribute this to the fact that employees at the University of Palestine, whether academics or administrators, feel a sense of belonging to the university, so you find them keen through their sense of satisfaction and confidence in their management and their sense of their social responsibility regardless of their job title, whether academic or administrative.

## Conclusion and Recommendations

### Conclusions

Through the statistical analysis of the questions and hypotheses of the study, the study reached the following results:

- There is a high level of satisfaction with the digital reputation at the University of Palestine, where the overall score for the digital reputation was (71.38%).
- The digital reputation dimensions were ranked as follows (social responsibility, feeling about the organization (satisfaction), liking and respecting, and trusting).
- There were no significant statistical differences in the digital reputation due to the demographic variables.

### Recommendations

In light of the findings of the results, the study came up with a set of recommendations, as follows:

- The necessity for universities to enhance their reputation and raise their level.
- The university provides integrated electronic educational programs.
- The university monitors the public's opinions on a regular basis regarding the services provided by it.

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