

E-Advertising and Its Impact on Achieving Institutional Excellence in Palestine Technical College

Abdalqader A.Msallam¹, Amal A. Al hila², Samy S. Abu Naser³, Mazen J. Al Shobaki⁴

^{1,2}Department of Management and Financial Business, Palestine Technical College, Dair Al Balah, Palestine

³Department of Information Technology, Al-Azhar University, Gaza, Palestine

⁴Dean of Bait Al-Mqds College for technical Science, Gaza- Palestine

¹Amsllam@gmail.com, ²amal.alhila@gmail.com, ³abunaser@alazhar.edu.ps, ⁴mazen.alshobaki@gmail.com

Abstract: The study aimed to identify the impact of electronic advertising on institutional excellence in Palestine Technical College Dair Al Balah. The study was based on the descriptive analytical method. The study population consisted of the staff of Palestine Technical College in Dair Al Balah, where the researchers used the comprehensive survey method, 70 questionnaires were distributed to the study population and 61 questionnaires were obtained, with a retrieval rate of 87.14%. Arbitrated by a number of specialists in order to obtain the results of the study. The study concluded that there was a statistically significant effect at ($\alpha = 0.05$) between e-advertising (Ad Type, Ad Properties, Ad Duration, Nature of Sites) and Organizational Excellence (Quality of Service, Leadership Excellence) at Palestine Technical College. The study recommended conducting continuous surveys to identify the diverse needs of customers. The college should monitor its facilities to improve service delivery mechanisms. The importance of the senior management in the college to establish specialized courses aimed at introducing employees at all levels of the importance of customer service and excellence in their service. The senior management of the college must adopt strategic objectives based on the needs and desires of customers.

Keywords: Electronic Advertising, Institutional Excellence, Palestine Technical College, Palestine.

1. INTRODUCTION

In recent decades, the countries of the world have witnessed rapid and successive technological developments that have brought about many significant changes that have affected in one way or another the lives of the peoples of these countries. Communities (Abu Naser and Al Shobaki, 2017) and (Al Shobaki and Abu Naser, 2017).

The most important of these developments is the revolution in the field of information and communication technology, which led to the emergence of the Internet (Internet) and the subsequent emergence of Web sites, search engines, e-mail and social sites that made the world appear as a small village and serve individuals and communities in many forms and many (Obeidat, 1995) and (Abu Naser, et al., 2016).

Hence, the Internet has become in all areas and uses of the world has been the development of the first website to browse the Internet in 1994, and since that time the Internet has developed rapidly than any means or technology in human history, and during this period we have seen several revolutions in the field of Internet use of the most important revolution In the companies and within the organizations themselves, the establishment of special sites for each company through which companies display all their commercial activities, industrial products and services they provide to win the customer and thus find marketing outlets for the disposal of their products (Al-Qaisi et al., 2011).

Hence, e-marketing has emerged and its importance has emerged for all companies in general. E-marketing offers three types of transactions: the first is to provide the Internet

service itself, the second is the electronic delivery of services, which means the delivery of service products deals to the customer in the form of digital information, and the third use of the Internet as a channel for the distribution of services. Goods are purchased through the company (Al-Abadi, 2009).

Online advertising is one of the most attractive and popular means of promotion in light of the trend towards e-marketing. A study confirms that direct online advertising is increasing at a rate of (12.5% annually) and its value is estimated at \$ 5.3 billion in 2002 (Suleiman, 2011) and (Al Hila et al., 2017).

Due to the great development in the methods of advertising and increasing its impact on achieving organizational excellence, Palestine Technical College has adopted the method of electronic advertising mainly in many websites.

2. PROBLEM STATEMENT

The study aimed to identify the impact of electronic advertising in achieving institutional excellence in Palestine Technical College- Dair Al Balah has become the use of electronic advertising in various types of great importance in many areas, however, the large number of forms and types constituted an obstacle for companies to know which of these qualities affects institutional excellence.

What is the electronic advertising and its relationship to achieve institutional excellence in Palestine Technical College- Dair Al Balah?

In light of this, the questions below can contribute to the more explicit identification of the problem of the study:

1. Are the characteristics of electronic advertising in Palestine Technical College compatible?
2. What is the level of institutional excellence in Palestine Technical College?
3. What is the impact of electronic advertising in achieving institutional excellence.
4. Do the opinions of respondents at Palestine Technical College differ on electronic advertising and its relation to achieving organizational excellence according to their personal characteristics.

3. RESEARCH IMPORTANCE

The study draws its importance from the following points:

1. Palestine Technical College enables adaptation and interaction with accelerated environmental variables.
2. Understand the vital role that electronic advertising plays in achieving organizational excellence.
3. To clarify the impact of the characteristics of electronic advertising on achieving organizational excellence.
4. The subject of the study is one of the subjects that the researchers seek to study to provide the ideal model that helps Palestine Technical College to classify its capabilities that lead to long-term strategic success.
5. He drew the attention of decision makers at Palestine Technical College to the need to know the electronic advertising and its relationship to achieve institutional excellence, in the light of the results of the study and benefit from it in the applied field.

4. RESEARCH OBJECTIVES

The main objective of this study is to explore the impact of electronic advertising on achieving organizational excellence at Palestine Technical College by achieving the following objectives:

1. Statement of electronic advertising and its relationship to achieve institutional excellence.
2. Determining the nature of the relationship between electronic advertising and achieving institutional excellence.
3. Open the door for decision makers in Palestine Technical College to improve the level of electronic services provided to beneficiaries.
4. Statement of proposals for the successful activation of electronic advertising and its relationship to achieve institutional excellence in Palestine Technical College.

5. RESEARCH HYPOTHESIS

In order to provide an appropriate answer to the research questions raised, the study seeks to test the validity of the following hypotheses:

Ho 1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the electronic ad (type of ad; ad characteristics; duration of the ad; nature of sites where the ad appears) to achieve institutional excellence (quality of

service delivery; cognitive excellence) at Palestine Technical College.

The following sub-hypotheses are derived:

Ho 1-1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the type of electronic advertising on achieving the organizational excellence of Palestine Technical College.

Ho 1-2: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the characteristics of electronic advertising on achieving the institutional excellence of Palestine Technical College.

Ho 1-3: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the duration of the electronic advertisement on the achievement of institutional excellence of Palestine Technical College.

Ho 1-4: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the nature of the sites that appear on the electronic advertising on the achievement of institutional excellence of Palestine Technical College?

6. RESEARCH LIMITS AND SCOPE

1. **Objective limit (Academic):** The study was limited in its objective limit to study the impact of electronic advertising on achieving organizational excellence in Palestine Technical College.
2. **Human Limit:** The study was conducted on a sample of 70 employees of the Palestine Technical College- Dair Al Balah.
3. **Spatial Limit:** The study was conducted in the State of Palestine and was limited to Palestine Technical College.
4. **Time limit:** The study was conducted in the year (2019).

7. RESEARCH TERMINOLOGY

- **Electronic Advertising:** A web-based advertisement aimed at promoting a merchandise, marketing a service or advertising a website.
- **Organizational excellence:** A state of management innovation and organizational excellence that achieves extraordinary high levels of performance and implementation of the productive, marketing, financial and other processes in the organization, resulting in results and achievements that exceed the achievements of competitors, and the satisfaction of customers and all stakeholders in the organization (Al-Selami, 2001). It will be measured through leadership excellence and service excellence.
- **Leadership Excellence:** The ability to motivate individuals to be willing and voluntarily committed to achieving or exceeding organizational goals (Musa & Tulay, 2008)
- **Service Excellence:** All vital internal activities and events that distinguish the institution from other institutions through which the needs, expectations and aspirations of customers are met (Al-Ghalbi, 2009).

8. THEORETICAL FRAMEWORK

Firstly- Electronic Advertising:

The electronic advertising occupies large areas on the Web, and takes multiple patterns and different designs so that it became crowded advertising published in daily newspapers and magazines and became an electronic advertising industry is different wholesale and detailed from the rest of the ads, and has become a global trade led by large professional companies, and reap huge profits. The industry is characterized by flexibility and speed of spread, and the breadth of geographical compared to traditional methods, and uses video clips, sounds, multiple images and changing flashes, making electronic advertising more attractive and influential than other ways, specifically Print and even visual (Al-Qaisi et al., 2011) and (Al Shobaki et al., 2017).

Factors governing the success of electronic advertising:

There are a number of factors that govern the success of e-advertising, achieving its goals, and contribute to its effectiveness. Some of these factors include the following (El-Mahrezi and Fawzy, 2009):

1. The ad should be clear and reflect the content of your message or web page.
2. That appropriate language is used in channeling information, always remembering what up to your customers your words are.
3. Be concise and expressive, so as to ensure that it reaches as many visitors as possible.
4. To leave a good impression on customers.
5. Try to use images and expressive words attached to the ad.
6. Optimize the information contained in your email or website (electronic content).
7. The Declaration must conform to the ethical standards of all religions, customs and traditions.
8. Distribution lists should be used appropriately, with permission.
9. Avoid spam by email.
10. The ad must be displayed in an eye-catching manner.
11. Consideration should be given to the suitability of the nature of the advertised product and whether it is a product (international / global / domestic).
12. Adoption of internationalization rules in advertising worldwide.

The electronic advertising has become an important role in the use of the test base for advertising campaigns, audio and video read and read through television and radio, where the concepts and messages advertising can be tested on the Internet before being converted to other advertising means, which is difficult to determine the effectiveness of advertising (Shamia et al., 2018).

Second- Institutional Excellence:

Excellence is a way of life that can happen in a small or large organization, governmental or non-governmental, that provides a service or manufactures a commodity (Ajaif, 2008). To achieve the budget in satisfying the needs of all

parties, whether stakeholders or society as a whole, within a culture of learning, creativity and continuous improvement (Al-Sayed, 2007).

Excellence is also a holistic and indivisible concept, in the sense that the excellence of an organization cannot be portrayed in a particular area while performance is collapsing in other areas. Balance and entanglement are essential features of excellence in different sectors of the organization. It includes two dimensions of modern management: The real is the pursuit of excellence, and the other is that all the actions and decisions issued by the administration and adopted by the systems and events are characterized by excellence, and the two dimensions are complementary and is considered to be two sides of the same coin and not achieved one without the other (Al-Selami, 2001). Key concepts of excellence are a pillar of excellence models, and this list of concepts is not intended to be comprehensive and consistent. Key concepts of excellence include (Arqawi et al., 2018) and (El Talla et al., 2018):

1. **Leadership & Constancy of Purpose:** It reflects the behavior of leaders and is supportive of all methodologies of excellence, as the direction of the values and purpose of the organization is illustrated by their behavior and encourage their employees in the pursuit of excellence.
2. **Customer Driven Excellence:** Each entry point of excellence emphasizes that the customer is the ultimate source of judgment on service excellence and product quality. Understanding the current and future needs of current and potential customers is the best way to achieve and retain customer loyalty. Customer's voice is critical in designing processes or offering services that affect customers.
3. **Strategic Orientation:** All methodologies of excellence emphasize the importance of strategic direction and adoption of strategic development plans in the organization and achieve strategic coordination and integration in all parts of the organization.
4. **Continuous Learning & Improvement:** Continuous learning and improvement are crucial elements of excellence methodologies. Stimulating learning and improvement contribute to creating an environment for creativity and innovation through effective knowledge sharing.
5. **People Focus:** Staff level is an important element of excellence, the success of the Organization depends heavily on the development of the level of knowledge, skills and creativity of its staff, the ability of these staff is best achieved through shared values supported by a culture of trust and empowerment in the organization.
6. **Partnership Development:** Excellence methodologies emphasize that the organization needs to develop a mutually beneficial long-term mutual strategy with a range of external partners, including customers, suppliers and education organizations, to provide lasting

value to partners to achieve long-term partnership success.

7. **Management by Fact:** All approaches to excellence focus on managing operations based on actual facts to design processes to meet customer requirements, optimize processes based on customer feedback and feedback from the processes themselves, and measure the ability of operations to meet customer requirements.
8. **Results Orientation:** By balancing the needs of all key stakeholders and is an important and pivotal part of successful strategy development, excellence is concerned with creating value for all key stakeholders, including customers, employees, suppliers, partners, the public, and the community at large.
9. **Public Responsibility:** All approaches to excellence take responsibility for the public. Ethical behavior and good citizenship are of long-term importance to the interests of the organization (Porter & Tanner, 2004).

9. LITERATURE REVIEW

- Study of (Al-Qaisi et al., 2011) aimed at knowing the impact of electronic advertising on product quality perceptions, in order to better understand how customers perceive the quality of goods advertised online, which benefits the decision maker to determine the type of electronic advertising and the duration. The results of the study concluded that there is a significant effect of the type of electronic advertising on the perceived quality of the goods shown in this advertisement. Al The perceived quality of the commodities shown in this announcement.
- Study of (Krishnamurthy, 2009) which illustrates the high popularity of e-marketing and to analyze marketing activities. Management, Business and Results, Electronic Market Methodology, Market Coverage. One of the most important findings of this study is that the Internet has provided managers with a supportive opportunity in the marketing function. As e-marketing is planned, it is designed to provide managers with more interest in using modern technology to market their products and services. And the need to adjust the standards of e-marketing performance that allows to modify and correct the impact and maximize the chances of success for e-marketing.
- Study of (Rand, 2009) aimed to identify the reality of the application and practice of e-marketing in banks operating in the Gaza Strip from the point of view of administrative levels in the light of marketing practices aimed at knowing the reality of the practice and the benefits to be achieved (for the bank, staff and customers) and what are the difficulties. The most important findings of this study is the existence of the practice of e-marketing in these banks, as well as the availability of elements of the use of e-marketing to a high degree, which confirms the availability of many of the benefits achieved for the bank, staff Career, Customers).

- Study of (morten, 2008) aimed to know the sources that should be sought in order to make the most of the Internet marketing and determine the future prospects for it, where the questionnaires were distributed to 278 advertising companies registered in the Danish Central Register of Business, and 192 companies responded to these Questionnaire. The most important finding of this study is that the use of electronic marketing in advertising agencies has become popular, and these companies have to take responsibility for its comprehensive use, as well as the development of new methods, and pay special attention to public relations through the Internet.
- Study of (Gilmore, 2007) aimed at studying the impact of using the Internet on SMEs for marketing activities after conducting a similar study four years ago in order to see any change that has occurred since then. E-marketing for SMEs. One of the most important findings of this study is that these companies are still using the Internet in its early stages, despite the use of it since 2000 until the date of this study.
- Study of (Aqel, 2005) aimed at developing the standards of excellence at university level in higher education institutions in Jordan. The study presented a model for the development of standards of excellence. The proposed standards of excellence were developed for the university level in higher education institutions in Jordan according to the theoretical aspect: leadership, strategic planning, external focus, information and analysis, faculty, staff, operational effectiveness, results and achievements.

Comment on Previous Studies:

Researchers have reviewed the previous studies and found that there are aspects of agreement in the following aspects: All the previous studies have emphasized the importance of the means used in electronic advertising and marketing communication in the upgrading of institutions and develop their capabilities and seek to gain a competitive advantage in building their marketing strategies and focus on the customer being a. The basis of the marketing process in light of increasing competition and increasing threats and risks facing industrial and service companies. It is necessary to set clear and specific communication objectives to communicate with customers and always strive for innovation and development in the means of communication. The catalog used to achieve customer satisfaction and loyalty is beneficial and profitable to the organization.

This study differs from the previous studies in that it deals with the subject of electronic advertising and its impact on achieving institutional excellence from the point of view of the staff of Palestine Technical College, a relatively recent study in the subject it deals with because of its importance deserves to be taken into account may benefit the Palestine Technical College in achieving Institutional Excellence.

10. THE PRACTICAL FRAMEWORK OF THE STUDY:

Firstly- Study Approach:

The researchers used the descriptive analytical method which attempts to study "electronic advertising and its relationship to achieve institutional excellence in Palestine Technical College _ Dair Al Balah, The descriptive analytical approach tries to compare, interpret and evaluate in the hope of reaching meaningful generalizations that increase the balance of knowledge on the subject. The researchers used two main sources of information:

1. Secondary sources: Where researchers have dealt with the theoretical framework of the study to the sources of secondary data, which is the books and references of Arabic and foreign related, periodicals, articles, reports, researches and previous studies that dealt with the subject of study, research and reading in various Internet sites.
2. Primary sources: To address the analytical aspects, researchers have resorted to the collection of primary data through the questionnaire as a main tool of the study, designed specifically for this purpose.

Second- Study Population and Sample:

The study population is represented by the staff of Palestine Technical College - Dair Al Balah. The researchers used the random sample method, where 70 questionnaires were distributed to the study population and 61 questionnaires were obtained, with a recovery rate of 87.14%.

Third- Study Tool:

A questionnaire was prepared on "electronic advertising and its relationship to achieve institutional excellence in Palestine Technical College _ Dair Al Balah".

The Likert scale was used to measure the respondents' responses to the questionnaire paragraphs according to Table (1):

Table 1: Likert scale scores

Response	Strongly Disagree	Not Agree	Neutral	Agree	Strongly Agree
Class	1	2	3	4	5

The researchers chose Grade 1 for the "strongly disagree" response, so the relative weight in this case is 20% and is proportional to this response.

Fourth- Validity of the questionnaire

The honesty of the questionnaire is intended to measure the questions of the questionnaire what was developed to measure, and the researchers have verified the validity of the questionnaire through the sincerity of the scale.

Fifth- Validity of the scale:

1. **Internal consistency results:** The internal consistency is true to the extent to which each paragraph of the questionnaire is consistent with the area to which this paragraph belongs. Researchers have calculated the internal consistency of the questionnaire by calculating the correlation coefficients between each paragraph of the questionnaire fields and the overall score of the same field.

2. **Structure Validity:** Structural validity is a measure of the validity of the instrument, which measures the extent to which the objectives of the tool have been achieved. Table (2) shows that all correlation coefficients in all resolution fields are statistically significant at ($\alpha = 0.05$) level. The correlation coefficient between the degree of each questionnaire and the total questionnaire was (0.761) at the probability value (0.000).

Sixthly- Reliability of the questionnaire

Reliability of the questionnaire is intended to give this questionnaire the same result if the questionnaire was redistributed more than once under the same conditions and conditions, or in other words that the stability of the questionnaire means stability in the results of the questionnaire and not to change significantly if it was redistributed to the sample members several times over time periods Certain. The value of the Alpha-Cronbach coefficient was found to be high (0.950), so the final resolution was usable. Thus, the researchers have confirmed the validity and reliability of the questionnaire of the study, which makes him fully confident in the validity and validity of the questionnaire to analyze the results and answer the questions of the study and test hypotheses.

Analyzing and discussing the results of the study:

The results of the study will be presented and discussed as follows:

Firstly- Characteristics of the study sample according to personal information:

Table 2: Distribution of the study sample

Personal Information		The Number	Relative Weight%
Age	Less than 30 years	7	11.5
	From 30 - 40 years	37	60.7
	From 41 - 50 years	16	26.2
	More than 50 years	1	1.6
	Total	61	100.0
Gender	Male	44	72.1
	Female	17	27.9
	Total	61	100.0
Qualification	Diploma	8	13.1
	Ba	28	45.9
	Postgraduate	25	41.0
	Total	61	100.0
Years of Service	Less than 5 years	8	13.1
	5-10 years	8	13.1
	More than 10 years	45	73.8
	Total	61	100.0

It is clear from the previous table that 11.5% of the study sample are aged 30 years and below, 60.7% aged 31-40 years, 26.2% aged 41-50 years, while 1.6% aged over 50 years. 72.1% of the study sample were males, while the remaining 27.9% were females. It is also clear that 13.1% hold a diploma, 45.9% hold a bachelor's degree, while 41.0% hold a graduate degree. It was found that 13.1% of respondents have years of service less than 5 years and

service years range from 5-10 years, while 73.8% years of service more than 10 years.

Second- Questionnaire Analysis:

• **Analyze paragraphs of the Ad Type field:**

T-Test was used to find out if the average response score reached an average approval score of 3. The results are as follows:

Table 3: Arithmetic mean and probability value (Sig.) for each paragraph of the Ad Type field

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	I prefer that the ad include brief data about the service.	4.17	83.33	11.21	*0.000	1
2.	I prefer to appear on sites other than the college site declared.	4.13	82.62	10.69	*0.000	2
3.	I prefer to have a static (non-mobile) electronic advertising.	3.13	62.67	0.83	0.204	6
4.	I prefer that the electronic advertising contains animation.	3.93	78.69	7.08	*0.000	4
5.	I prefer to have the possibility to interact with electronic advertising.	4.07	81.33	12.05	*0.000	3
6.	I prefer that ads suddenly impose themselves on a web page.	3.33	66.56	2.17	*0.017	5
All Paragraphs		3.79	75.83	12.90	*0.000	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

From Table (3) it was found that the arithmetic mean of all paragraphs is 3.79, ie the relative arithmetic mean of all paragraphs of the field is equal to 75.83%, And that the probability value (.sig) is 0.000, so field D is statistically significant ($\alpha = 0.05$). This indicates that the average response rate for this area is greater than the average

approval score of 3, this means that there is approval by the respondents to this area.

• **Paragraph analysis of the Ad Properties field:**

The T test was used to determine whether the average response rate reached the average approval score of 3. The results are as follows:

Table 4: Arithmetic mean and probability value (Sig.) for each paragraph of the Ad Properties field

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	I prefer to choose clear promotional phrases in electronic advertising.	4.44	88.85	18.18	*0.000	1
2.	Best choice of easy promotional phrases in electronic advertising.	4.34	86.89	16.02	*0.000	3
3.	The best and atmosphere images highlight the most beautiful features of the service within the electronic advertising.	4.31	86.23	13.79	*0.000	4
4.	I prefer that the colors in the ad match the ad material shown.	4.43	88.52	16.05	*0.000	2
All Paragraphs		4.38	87.62	21.89	*0.000	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

From Table (4) it was found that the arithmetic mean of all paragraphs is 4.38, ie the relative arithmetic mean of all paragraphs of the field is 87.62%, And that the probability value (.sig) is 0.000, so field D is statistically significant ($\alpha = 0.05$). This indicates that the average response rate for this

area is greater than the average approval score of 3, this means that there is approval by the respondents to this area.

• **Analyze paragraphs in the "Ad duration" field:**

The T test was used to determine whether the average response rate reached the average approval score of 3. The results are as follows:

Table 5: Arithmetic mean and probability value (.sig) for each paragraph of the "Ad duration" field

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	I prefer to have a long ad.	2.52	50.49	-3.41	*0.001	2

2.	I prefer to have short ad duration.	4.00	80.00	7.82	*0.000	1
All Paragraphs		3.26	65.25	3.25	*0.001	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

From Table (5) it was found that the arithmetic mean of all paragraphs is 3.26, ie the relative arithmetic mean of all paragraphs of the field is equal to 65.25%, And that the probability value (.Sig) is 0.001, so field D is statistically significant at ($\alpha = 0.05$), This indicates that the average response rate for this area is greater than the average

approval score of 3, This means that there is approval by the respondents to this area.

• **Analyze paragraphs in the "Nature of sites where the electronic ad appears" field:**

The T test was used to determine whether the average response rate reached the average approval score of 3. The results are as follows:

Table 6: Arithmetic mean and probability value (.sig) for each paragraph of the "Nature of sites where an electronic ad appears" field

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	I prefer the emergence of electronic advertising on sites special advertising.	3.89	77.70	7.41	*0.000	2
2.	I prefer the appearance of electronic advertising on social sites.	3.93	78.69	8.36	*0.000	1
3.	I prefer the appearance of electronic advertising in the sites of the quality of the article advertised.	3.82	76.39	7.08	*0.000	3
All Paragraphs		3.88	77.60	10.35	*0.000	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

From Table (6) it was found that the arithmetic mean of all paragraphs is 3.88, ie the relative arithmetic mean of all paragraphs of the field is 77.60%, And that the probability value (.sig) is 0.000, so field is statistically significant ($\alpha = 0.05$), This indicates that the average response rate for this area is greater than the average approval score of 3, This means that there is approval by the respondents to this area.

• **Analyze all paragraphs of "electronic advertising":**

The T test was used to find out if the average response rate reached the average approval score of 3. The results are shown in Table (7).

Table 7: Arithmetic mean and probability value (Sig.) for all "Electronic Advertising" paragraphs

The Field	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)
Electronic Advertising	3.90	77.98	18.07	*0.000

Electronic Advertising	3.90	77.98	18.07	*0.000
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* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table (7) shows that the arithmetic mean is 3.90. And that the probability value (.Sig) is 0.000, so the paragraphs are statistically significant at the significance level ($\alpha = 0.05$), this indicates that the average degree of response has exceeded the average approval level of 3, which means that there is approval by the respondents to the paragraphs of the electronic advertising in general.

• **Analysis of paragraphs of the field of "excellence in service delivery":**

The T test was used to determine whether the average response rate reached the average approval score of 3. The results are as follows:

Table 8: Arithmetic mean and probability value (Sig.) for each paragraph of the "Service Excellence" area

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	The College conducts continuous surveys to identify the diverse needs of clients	3.25	64.92	1.67	*0.050	5
2.	Various service delivery processes are subject to continuous control and improvement	3.56	71.15	4.06	*0.000	2
3.	The college relies on modern technological means in providing its services	3.75	75.08	5.83	*0.000	1
4.	Service delivery procedures are quick and convenient	3.41	68.20	3.23	*0.001	4
5.	The College monitors its facilities to improve service delivery mechanisms	3.48	69.67	3.81	*0.000	3
All Paragraphs		3.49	69.85	4.43	*0.000	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table (8) shows that the mean of all paragraphs is 3.49, that is, the relative average of all paragraphs of the field is

69.85%, and that the probability value (.Sig) is 0.000, so the field is considered statistically at the level of significance (α

= 0.05), which indicates that the average score The response to this area has increased above the average score of 3, meaning that there is approval by the sample.

• Analysis of the paragraphs of the field of "leadership excellence":

Table 9: Arithmetic mean and probability value (Sig.) for each paragraph of the "Leadership Excellence" field

No.	Item	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)	Ranking
1.	The senior management at the college emphasizes the commitment to the content of leadership excellence compared to competitors	3.57	71.48	4.68	*0.000	3
2.	Planning for future needs is undertaken by senior management	3.65	73.00	5.99	*0.000	2
3.	The College's senior management adopts strategic objectives based on the needs and desires of clients	3.52	70.49	4.27	*0.000	4
4.	The senior management in the college is interested in establishing specialized courses aimed at introducing employees at all levels of the importance of customer service and excellence in their service	3.41	68.20	2.63	*0.005	5
5.	The senior management of the college continuously strives to achieve a good competitive position	3.72	74.43	6.16	*0.000	1
All Paragraphs		3.57	71.38	5.25	*0.000	

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table (9) shows that the arithmetic mean of all paragraphs is 3.57, that is, the relative arithmetic mean of all paragraphs of the field is 71.38%, and that the probability value (.Sig) is 0.000, so the field is considered statistically significance at the level of ($\alpha = 0.05$). The response to this area has increased above the average score of 3, meaning that there is approval by the sample.

• Analysis of all paragraphs of "institutional excellence":

The T test was used to find out if the average response rate reached the average approval score of 3. The results are shown in Table (10).

Table 10: Arithmetic mean and probability value (Sig.) for all paragraphs of "Institutional Excellence"

The Field	SMA	Relative Arithmetic Mean	Test Value	Probability Value (Sig.)
Institutional Excellence	3.53	70.62	5.04	*0.000

* The arithmetic mean is statistically significant at the level of significance ($\alpha \leq 0.05$).

Table (10) shows that the mean is 3.53, that is, the relative average is 70.62%, and the probability value (.Sig) is 0.000. So paragraphs are statistically significant at the level of significance ($\alpha = 0.05$). This indicates that the average response rate has exceeded the average approval score of 3, which means that there is an approval by the respondents on all paragraphs of institutional excellence in general.

The T test was used to find out if the average response rate reached the average approval score of 3. The results are shown in Table (9).

TEST HYPOTHESES OF THE STUDY:

Ho 1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the electronic ad (type of ad; ad characteristics; duration of the ad; nature of sites where the ad appears) to achieve institutional excellence (quality of service delivery; cognitive excellence) at Palestine Technical College.

Table (11) shows that the correlation coefficient is equal to .456, and that the probability value (Sig.) is 0.000 which is less than the indication level ($\alpha = 0.05$).

The duration of the ad; the nature of the sites on which the ad appears) to achieve institutional excellence (quality of service delivery; cognitive excellence) in Palestine Technical College.

Table 11: Correlation coefficient between electronic advertising (ad type, ad characteristics, ad duration, nature of sites on which the ad appears) and achieving organizational excellence (quality of service delivery, leadership excellence) in Palestine Technical College

Hypothesis	Pearson Coefficient Of Correlation	Probability Value (Sig.)
Ho 1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the electronic ad (type of ad; ad characteristics; duration of the ad; nature of sites where the ad appears) To achieve	.456	*0.000

institutional excellence (quality of service delivery; cognitive excellence) at Palestine Technical College.		
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*Correlation is statistically at significance level ($\alpha = 0.05$).

The following sub-hypotheses are derived:

Ho 1-1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the type of electronic advertising on achieving the organizational excellence of Palestine Technical College.

Table (12) shows that the correlation coefficient is .372, and the probability value (Sig.) is 0.002 which is less than the indication level ($\alpha = 0.05$). This indicates a statistically significant relationship between the type of electronic advertising and achieving the institutional excellence of Palestine Technical College at the level of statistical significance ($\alpha = 0.05$).

Table 12: Correlation coefficient between the type of electronic advertising and achieving the institutional excellence of Palestine Technical College

Hypothesis	Pearson Coefficient Of Correlation	Probability Value (Sig.)
Ho 1-1: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the type of electronic advertising on achieving the organizational excellence of Palestine Technical College.	.372	*0.002

*Correlation is statistically at significance level ($\alpha = 0.05$).

The researchers attribute this result to the best appearance of advertising in sites other than the college site announced in addition to the possibility of interaction with electronic advertising, which leads to achieve organizational excellence.

Ho 1-2: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the characteristics of electronic advertising on achieving the institutional excellence of Palestine Technical College.

Table (13) shows that the correlation coefficient is 0.194, and the probability value (Sig.) is equal to .067 greater than the significance level ($\alpha = 0.05$).

This indicates that there is no statistically significant relationship between the characteristics of electronic advertising and achieving the institutional excellence of Palestine Technical College at the level of statistical significance ($\alpha = 0.05$).

Table 13: Correlation coefficient between the characteristics of electronic advertising and achieving the institutional excellence of Palestine Technical College.

Hypothesis	Pearson Coefficient Of Correlation	Probability Value (Sig.)

Ho 1-2: There is a statistically significant effect at the level of ($\alpha = 0.05$) for the characteristics of electronic advertising on achieving the institutional excellence of Palestine Technical College.	0.194	0.067
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*Correlation D statistically at significance level ($\alpha \leq 0.05$).

The researchers attribute this result to the fact that it is better to choose clear promotional phrases in the electronic advertising in addition to the presence of images highlighting the most beautiful features of the service within the electronic advertising.

Ho 1-3: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the duration of the electronic advertisement on the achievement of institutional excellence of Palestine Technical College.

Table (14) shows that the correlation coefficient is equal to .267, and the probability value (Sig.) is 0.000 which is less than ($\alpha = 0.05$).

This indicates that there is a statistically significant relationship between the duration of the electronic advertisement and achieving the institutional excellence of Palestine Technical College at the level of statistical significance ($\alpha = 0.05$).

Table 14: Correlation coefficient between the duration of the electronic advertisement and achieving the institutional excellence of Palestine Technical College.

Hypothesis	Pearson Coefficient Of Correlation	Probability Value (Sig.)
Ho 1-3: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the duration of the electronic advertisement on the achievement of institutional excellence of Palestine Technical College.	.267	*0.019

*Correlation D statistically at significance level ($\alpha \leq 0.05$).

The researchers attribute this result to the fact that it is better to have ads of short duration.

Ho 1-4: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the nature of the sites that appear on the electronic advertising on the achievement of institutional excellence of Palestine Technical College?

Table (15) shows that the correlation coefficient is equal to .415, and the probability value (Sig.) is 0.000 which is less than ($\alpha = 0.05$). This indicates that there is a statistically significant relationship between the nature of the sites on which the electronic advertisement appears and achieving the institutional excellence of Palestine Technical College at the level of statistical significance ($\alpha = 0.05$).

Table 15: The correlation coefficient between the nature of the sites on which the electronic advertisement appears and achieving the institutional excellence of Palestine Technical College.

Hypothesis	Pearson Coefficient Of Correlation	Probability Value (Sig.)
Ho 1-4: There is a statistically significant impact at the level of ($\alpha = 0.05$) for the nature of the sites that appear on the electronic advertising on the achievement of institutional excellence of Palestine Technical College?	.415	*0.000

*Correlation D statistically at significance level ($\alpha \leq 0.05$).

The researchers attribute this result to the best appearance of electronic advertising on advertising sites in addition to it is better to appear electronic advertising on social sites.

11. RESULTS

Through statistical analysis, several results are shown:

- There is a statistically significant impact at the level of ($\alpha = 0.05$) for electronic advertising (type of ad; ad characteristics; duration of the ad;
- Ad type approval was 75.83%.
- Approval for Ad Properties was 87.62%.
- Ad Approval Duration was 65.25%.
- Approval of the "nature of sites where the electronic ad appears" was 77.60%.
- Approval of the "electronic advertising" in general reached 77.98%.
- 69.85% approval for "Excellence in Service"
- The degree of approval of "Leadership Excellence" was 71.38%.
- The degree of approval of "institutional excellence" in general reached 70.62%.

12. RECOMMENDATIONS

Through statistical analysis, several recommendations are identified, the most important of which are:

- Preferably mobile advertising is not fixed.
- It's best for ads to suddenly impose themselves on a web page.
- There should be a possibility to interact with electronic advertising more.
- Preferably images that highlight the most beautiful features of the service within the electronic advertising.
- Ad duration must be short.

- Electronic advertising is preferred on sites of the type of material advertised.
- The college should conduct continuous surveys to identify the diverse needs of clients.
- Service delivery procedures should be prompt and convenient.
- The College should monitor its facilities to improve service delivery mechanisms.
- The need for senior management in the college to establish specialized courses aimed at introducing employees at all levels of the importance of customer service and excellence in their service.
- The senior management of the college must adopt strategic objectives based on the needs and desires of clients.

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