

Effect Strategic Vigilance in Improvement Quality of Service

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ABSTRACT

This study investigates the impact of strategic vigilance on service quality within the Iraqi Ministry of Planning, focusing on middle management officials. A purposive sample of 286 employees was surveyed, with 235 valid responses collected through questionnaires and interviews. The findings revealed a significant positive correlation and influence between strategic vigilance and service quality, indicating that enhanced vigilance contributes directly to improving service delivery. The study recommends establishing direct communication channels with customers to gather feedback, understand their expectations, and develop strategic plans to improve services using artificial intelligence, modern technologies, and the internet.

Keywords: Strategic vigilance, service quality.

INTRODUCTION

The global and Arab business environment is witnessing many threats and challenges related to its ability to survive and compete to achieve excellence and sustainability in the business environment. This matter has produced many disturbances, setbacks and complications in organizations until these organizations found themselves in problems that they are unable to find solutions for. Therefore, most organizations that want to survive have turned to adapting to their environment to support their information sources to increase their ability to acquire the largest possible market share by making changes and improvements in work systems. Here, the importance of the organization's focus on relying on strategic vigilance appears with the aim of monitoring and detecting changes occurring in its environment with the aim of obtaining opportunities and avoiding risks to achieve the organization's goals. Strategic vigilance is a set of methods that work on organizing, analyzing, sharing, retrieving and using knowledge and useful information to maintain the organization's survival and enhance its growth. This is reflected in the organization's ability to provide high-quality services that meet the desires and expectations of customers. This research aims to define the concept of strategic vigilance as one of the modern administrative methods that are relied upon to face challenges and help organizations grow and survive. This research also aims to demonstrate the importance of strategic vigilance in The quality of services provided by organizations is improved, as well as the reality of strategic vigilance in Iraqi service organizations is identified. A number of references and sources were relied upon when collecting data and information. After analysis and study, the research reached a number of results, the most important of which are:

RESEARCH METHODOLOGY

First: The research problem

Many organizations currently face significant challenges in surviving in a rapidly changing business environment. Therefore, it has become essential for organizations to possess analytical and foresight capabilities that can help them improve the quality of their customer service. Strategic vigilance is an effective tool through which organizations can monitor all technological developments, changes in customer behavior, and the movements of competitors. This contributes to improving and enhancing service quality and increasing customer satisfaction.

In addition, there is still a research gap regarding the extent of the impact of applying strategic vigilance practices on service quality and how to benefit from the information extracted from them in improving institutional performance. Therefore, this research aims to answer the problem by raising a number of questions, as follows:

- 1- What is the relationship between strategic vigilance and service quality in institutions?
- 2- How do strategic vigilance practices (competitive, technological, commercial, and environmental) affect the improvement of service quality?

3- Are there statistically significant differences in the impact of strategic vigilance on service quality according to organizational variables?

4- What are the challenges facing organizations in implementing strategic vigilance to improve service quality?

Second: Research objectives

This research aims to study the impact of strategic vigilance on service quality by achieving a number of objectives, as follows:

1- Analyzing the relationship between strategic vigilance and service quality and knowing its impact on improving and developing the services provided to the customer.

2- Study the impact of the dimensions of strategic vigilance (marketing, competitive, technological and environmental) on the quality of services.

3- Defining the concept of strategic vigilance, its dimensions, and identifying its importance in improving the performance of organizations.

4- Providing recommendations that can help organizations identify how to rely on strategic vigilance to improve service quality and enhance customer satisfaction.

Fourth: The importance of research

The actual importance of this research is demonstrated by studying the impact of strategic vigilance on service quality, as this relationship constitutes an important element that helps organizations achieve a sustainable competitive advantage. This importance is demonstrated by the following:

1- Assisting organizations by providing a clear vision of the role of strategic vigilance in enhancing service quality that meets or exceeds customer expectations.

2- Explain the importance of collecting and analyzing information in the organization's environment about the market, competitors, and the technology used, and how this information can positively impact improving the quality of services provided by the organization.

3- Enhancing research in this area by studying the relationship between strategic vigilance and service quality in a changing business environment, which will enhance academic research in this area.

4- Providing recommendations on how to leverage the dimensions of strategic vigilance to improve the quality of services for organizations.

The theoretical framework of the research

First: Strategic vigilance

1.The Concept of Strategic Vigilance

Organizations in weak market positions often struggle with flexibility and slow responses to early warning signs and environmental signals. This limits their ability to outperform competitors or maintain their current standing. To overcome this, organizations must develop capabilities through investment, cultivating curiosity, encouraging information-seeking, and reducing uncertainty—achieved through strategic vigilance (Lalao & Gannouni, 2019).

Strategic vigilance is an ongoing information-gathering process that enables organizations to detect external opportunities and threats early, allowing them to act proactively. It functions as a “radar” that monitors developments in the environment to support timely and effective decision-making (Alshaer, 2020).

According to Schoemaker & Day (2020), organizations practicing strategic vigilance are more flexible and adaptive, consistently scanning for early signals to stay ahead of competitors. Schoemaker et al. (2013) add that enhancing strategic vigilance requires strong leadership, resources, and adaptable organizational processes that foster coordination, accountability, and an open culture of information sharing.

In conclusion, strategic vigilance is a management approach focused on continuously monitoring internal and external environments to identify opportunities, minimize threats, and enhance adaptability to change.

2.The Importance of Strategic Vigilance

Strategic vigilance is a vital tool for future forecasting in organizations, as it equips decision-makers with timely information that helps predict and reduce the impact of potential social, economic, or environmental crises

(Sewpersadh, 2019). By continuously collecting, analyzing, and evaluating internal and external data, strategic vigilance acts as an early warning system to guide informed decision-making.

Its importance lies in enabling organizations to monitor their environment, assess competitors' strengths, weaknesses, goals, and strategies, and compile this intelligence for use by leadership (Tamboura, 2008). Through this process, organizations can identify opportunities, minimize threats, and adopt best practices that enhance their strategic position in the market (Richet & Guerraoui, 2005).

In essence, organizations with strong strategic vigilance are capable of continuous development, rapid growth, and outperforming competitors by leveraging informed insights and adaptive strategies.

3- Strategic vigilance objectives

All organizations seek to achieve a number of goals through their reliance on strategic vigilance, which are as follows: (Richet X., Guerraoui D., 2005; 182)) (Khalil, 2019; 5)

- Predicting and exploiting available opportunities and reducing and avoiding potential threats and impacts.
- Comparing the organization's performance with competitors and trying to develop it and gain competitive advantages.
- Achieving overall efficiency in the strategic information system adopted by the organization in the commercial and marketing fields.
- Accurate diagnosis and identification of the best practices that serve the organization and its strategy and ensure its ability to compete with competitors in the same field of work.
- Obtaining an objective assessment of the organization's position relative to current and future competitors.
- A thorough analysis of both the organization's technological and technical environments.
- Selecting appropriate projects in the appropriate market and sector.
- Achieving a clear vision of the business and current and future practices of competitors and predicting their future steps.
- Processing the initial information obtained at a high level, thus obtaining accurate information after processing and placing it within a specific framework that can help in making decisions.
- Continuous focus on technological development and innovation, and the purchase and sale of patents.
- Improvement and development of the organization's activity.
- Increasing the organization's profits by increasing its sales volume, developing products, improving quality, and entering new markets to acquire new customers, thus expanding the organization's market share.

Second: Quality of service

1- The concept of service quality

Acceptable service quality is the one that meets customer expectations and is able to achieve customer loyalty because the quality of service that achieves customer satisfaction is what will make them continue to deal with the organization and purchase the goods and services provided in the future. We did not find that there is an agreement among researchers on the concept of service quality. Over the past twenty years, and given that economies have become more services-oriented, researchers have come to see that services are the main direction for marketing practice, and because quality in services is one of the factors that help in achieving customer satisfaction and improving future perceptions of the organization, organizations have begun to pay great attention to service quality with the intention of achieving success and gaining loyalty from customers. (Shokouhi, et.al, 2020; 2), and he sees (Devebakan & Aksarayh, 2003; 39) That the quality of service is the intangible product that is created in order to meet the unlimited and difficult to predict needs of individual consumers. It is the method that the organization uses in dealing with customers to ensure the extent of their satisfaction with the products or services that it provides. (Krajewski, et al, 2010; 98), and he added (Gong & Yi, 2018; 5) Service quality consists of two dimensions: functional quality and technical quality. Technical quality refers to the actual quality that the customer receives and actually receives. It represents the outcome of the service delivery process, while functional quality is the methods and procedures followed by the organization when providing service to customers. It refers to the way in which the service provider interacts with customers. It refers to how technical quality is provided to the customer through the psychological interaction between the service provider and the customer. The researcher believes that service quality

is essential to achieving good customer relations and enhancing their loyalty, as it directly affects the organization's reputation and its ability to compete in the market. It refers to the organization's ability to meet and even exceed customer expectations of service by providing highly efficient and reliable services.

2- The importance of service quality

He sees (Poor et al,2013; 35) Quality of service It is considered A key factor in achieving success and sustainability for organizations in competitive markets. There are many reasons why organizations pay great attention to improving the quality of their services, which can be summarized as follows:

-High expectations of Customers: As consumers become more aware and knowledgeable about available services, they become more demanding in terms of quality, requiring organizations to improve their services to meet these expectations.

-Impact of competition: Constant developments in the services offered by competitors lead to changes in the market, requiring companies to take rapid steps to enhance the quality of their services to maintain their competitive position.

-Environmental changes: Political, economic, and social factors play a major role in shaping organizations' strategies, as they must adapt to these changes by improving the quality of their services.

-Interior improvements: Developing internal systems and work methods helps organizations improve their performance, ensuring they provide services that meet customer needs more efficiently.

-Strategic benefits of quality: Improving service quality contributes to increasing an organization's market share, making it more attractive to customers, and enhancing its reputation in the market.

He sees (Heizer et al., 2017; 217-218) There are a number of additional reasons that highlight the importance of service quality:

-Enhancing corporate reputation: Any organization's reputation depends primarily on the quality of the services it provides, which requires developing strategies to ensure continued excellence in this area.

-Legal Responsibility: Companies are legally liable for any defects or damages that may result from services or products that do not conform to standards.

-Global competitiveness: In the context of globalization, maintaining a high level of quality has become essential to ensure competitiveness in global markets, as low-quality products or services negatively impact the performance of organizations and the economy of countries.

Based on the above He mentioned it Investing in quality of service he Not just an option but become strategic necessity for the organization to ensure Grow and survive in an environment Business the Variable and the Fast evolving.

3- Characteristics of service quality

He sees (Rojas & Coluccio, 2021; 82) These characteristics can be summarized as follows:

- Inseparability (inseparability): Which indicates that both the production and consumption processes occur at the same time, so it is not possible to separate the service from its provider, because the time of production of the service is the time of its consumption. Here we see that the customer is in direct contact with the service providers, as it indicates the degree of connection between the service itself and the person who is responsible for providing this service, and the degree of connection is higher when providing services than in providing products, due to the existence of a direct communication relationship between the service provider and the service recipient (the customer).

- Tangibility: The most important thing that distinguishes a service from another service is that the services provided by the organization are intangible to the customer, meaning that there is no physical presence of the service and it is not possible to perceive it through the cognitive senses. Therefore, there is difficulty in the process of selecting and evaluating the service by the customer, and it is also impossible to feel the service, perceive it, or see the service before purchasing it.

- Fading (unable to be stored): Services are by nature unstable, so they cannot be stored in a warehouse, as the service is consumed at the time of its production, and therefore it is not possible to store it. Therefore, the benefit from many services is within a short period, and most services disappear, and some services appear during specific periods, and some services are difficult to obtain during specific periods.

- **Non-transfer of ownership:** Services differ from goods in that the customer can use the service for a specific period only without being able to own it, while the product is the opposite, as it is owned by the customer.

- **Heterogeneity:** It is not possible to assume that organizations that provide services to customers are provided in the same way and at the same level of quality of provision, as it differs from one person to another and from one service provider to another. Therefore, this characteristic is extremely difficult due to the inability in certain times to standardize services, especially those whose provision depends on people, as it is difficult for the service provider to give a pledge that all services are provided in a similar manner at all times, as he cannot guarantee the level of quality of the service, as in the provision of goods, as it is difficult for both (the service provider and the customer) to predict what the services will be before they are provided and obtained.

Third: The relationship between strategic vigilance and service quality

Service quality requires organizations to use the best means and strategies that enable them to achieve a high level of quality, as this goal revolves around meeting expectations. customers and their needs. These methods are part of a strategic approach in the modern business environment, as they depend on a deep understanding of environment External And interact with it Flexibly to meet competition and rapid changes, contributing to improved quality by reducing errors and waste and enhancing technological integration in operational implementation.(Culahovic & Zvonko, 2009; 808), and Strategic vigilance plays a fundamental role in developing institutional performance. Activating its various elements contributes to achieving positive results, which can be identified as follows: (Asim, 2013; 255-261) (Breznik,2016;167-185)

-**Technological vigilance:** It directly affects the improvement of the quality of services. The more institutions rely on modern technologies, the higher the levels of customer satisfaction. The costs, time, and effort required to carry out operations have also decreased, prompting many companies to provide integrated, high-quality services to their customers.

- **Competitive alertness:** It contributes to enhancing the quality of services, as quality is a key factor in gaining a competitive advantage in the market. Excellence cannot be achieved without providing high-level services that meet customer expectations.

Environmental vigilance: It plays a fundamental role in improving institutional performance by monitoring developments in the internal and external environment, which helps organizations improve the quality of services provided.

Marketing vigilance: It focuses on understanding customers' desires and expectations regarding service quality, which helps organizations improve their services and promote them effectively.

Moreover, providing high-quality services represents a major challenge for organizations in the face of increasing competition. This distinction requires prioritizing customers through integrated, vigilant strategies that adapt to the changing business environment. It emphasizes the importance of coordination among different organizations within a competitive environment to ensure the achievement of common interests. (Amasaka, 2004; 2), and (Reguia, 2014; 147), believes that the continuity of institutions depends on their ability to maintain their market position and face the challenges imposed by competition, which are increasing significantly as a result of globalization and expansion in various sectors.

The concept of strategic vigilance cannot be reduced to mere instant reactions. Rather, it focuses on anticipating changes by collecting and analyzing information in innovative ways. It does not rely solely on simple information, but rather requires the integration of knowledge and the analysis of early indicators to determine future scenarios and make informed management decisions based on accurate data. (Almawadieh, 2019; 43).

Accordingly, the researcher believes that strategic vigilance constitutes a fundamental aspect in supporting and improving service quality within institutions, as it provides the necessary information about technological, marketing, environmental, and competitive factors, in addition to other areas such as cultural, social, and legal vigilance. This enables institutions to understand their environment and determine future plans that keep pace with ongoing changes. This complementary relationship between strategic vigilance and service quality contributes to achieving institutions' goals with minimal effort and cost, and with the highest levels of quality. The impact of strategic vigilance on service quality can be summarized in the following points:

- **Stimulating digital transformation:** Encouraging organizations to adopt advanced digital strategies by developing their technological infrastructure, which contributes to enhancing customer satisfaction.

- **Monitoring competitors' trends:** It helps collect and analyze information about competitors' future strategies, prompting organizations to proactively improve their services.

- Supplier Relationship Management: Helps build reliable partnerships with established suppliers, reducing operational costs associated with searching for new suppliers.

- **Business environment analysis:** It enables organizations to study changes in the market and understand new trends, leading to the development of services that better meet customer needs.

Practical framework for research

First: Testing research hypotheses

1. Correlation test:

Testing the first main hypothesis:

Sub-hypotheses of association are tested as follows:

• First sub-hypothesis

(There is a statistically significant correlation between marketing vigilance and service quality in all its dimensions)

The correlation coefficient between the independent variable (marketing vigilance) and the dependent variable (service quality) reached (**0.545) at a significance level of (sig=0.000) and it is less than (0.05) and this indicates the existence of a statistically significant direct correlation between the marketing vigilance dimension and the service quality variable, meaning that the increase in marketing vigilance is met with an increase in service quality by an amount of (0.545**), and it is clear that the highest correlation coefficient between marketing vigilance and the dimensions of the dependent variable, service quality, is represented by the response dimension, with a value of (0.424**) At a significance level of (0.000) which is less than (0.05), the lowest correlation coefficient between marketing vigilance and the dimensions of the dependent variable, service quality, is represented by reliability and its value is (0.361**) At a significance level of (0.000) which is less than (0.05), and thus, through the results, we accept the alternative hypothesis which states (there is a statistically significant correlation between marketing vigilance and service quality in all its dimensions), which indicates that marketing vigilance in the Ministry of Planning has an effective and important role in the service quality variable.

Table No. (1) The correlation between marketing vigilance and service quality

The dependent variable and its dimensions							After the independent variable
Quality of service	Empathy	Safety	Response	tangibility	Reliability		
.545**0	.379**0	.372**0	.424**0	.354**0	.361**0	Correlation Coefficient	Marketing Vigilance
0.000	0.000	0.000	0.000	0.000	0.000	Sig. (2-tailed)	
235	235	235	235	235	235	N	

• Second sub-hypothesis

(There is a statistically significant correlation between technological vigilance and service quality in all its dimensions)

The correlation coefficient between the independent variable (technological vigilance) and the dependent variable (service quality) reached (**0.491) at a significance level of (sig=0.000) and it is less than (0.05) and this indicates the existence of a statistically significant direct correlation between the technological vigilance dimension and the service quality variable, meaning that the increase in technological vigilance is met with an increase in service quality by an amount of (0.491**), and from Table it is clear that the highest correlation coefficient between technological vigilance and the dimensions of the dependent variable, service quality, is represented by the dimension of empathy, with a value of (0.381**) At a significance level of (0.000) which is less than (0.05), the lowest correlation coefficient between technological vigilance and the dimensions of the dependent variable, service quality, is represented by the response and its value is (0.283**) At a significance level of (0.000) which is less than (0.05), and thus, through the results, we accept the alternative hypothesis which states (there is a statistically significant correlation between technological vigilance and service quality in all its dimensions), which indicates that technological vigilance in the Ministry of Planning has an effective and important role in the service quality variable.

Table No. (2) The correlation between technological vigilance and service quality

The dependent variable and its dimensions							After the independent variable
Quality of service	Empathy	Safety	Response	tangibility	Reliability		technological vigilance
.491**0	.381**0	.307**0	.283**0	.377**0	.331**0	Correlation Coefficient	
0.000	0.000	0.000	0.000	0.000	0.000	Sig. (2-tailed)	
235	235	235	235	235	235	N	

- Sub-hypothesis**

(There is a statistically significant correlation between environmental awareness and service quality in all its dimensions)

The correlation coefficient between the independent variable (environmental vigilance) and the dependent variable (service quality) reached (**0.475) at a significance level of (sig=0.000) and it is less than (0.05) and this indicates the existence of a statistically significant direct correlation between the environmental vigilance dimension and the service quality variable, meaning that the increase in environmental vigilance is met with an increase in service quality by an amount of (0.475**), and from Table it is clear that the highest correlation coefficient between environmental vigilance and the dimensions of the dependent variable, service quality, is represented by the dimension of empathy, with a value of (0.370**) At a significance level of (0.000), which is less than (0.05), the lowest correlation coefficient between environmental vigilance and the dimensions of the dependent variable, service quality, is represented by safety, with a value of (0.316**) At a significance level of (0.000) which is less than (0.05), and thus, through the results, we accept the alternative hypothesis which states (there is a statistically significant correlation between environmental vigilance and service quality in all its dimensions), which indicates that environmental vigilance in the Ministry of Planning has an effective and important role in the service quality variable.

Table No. (3) The correlation between environmental awareness and service quality

The dependent variable and its dimensions							After the independent variable
Quality of service	Empathy	Safety	Response	tangibility	Reliability		Environmental vigilance
.475**0	.370**0	.316**0	.326**0	.356**0	.359**0	Correlation Coefficient	
0.000	0.000	0.000	0.000	0.000	0.000	Sig. (2-tailed)	
235	235	235	235	235	235	N	

- Sub-hypothesis**

(There is a statistically significant correlation between competitive vigilance and service quality in all its dimensions)

The correlation coefficient between the independent variable (competitive vigilance) and the dependent variable (service quality) reached (**0.456) at a significance level of (sig=0.000) and it is less than (0.05) and this indicates the existence of a statistically significant direct correlation between the competitive vigilance dimension and the service quality variable, meaning that the increase in competitive vigilance is met with an increase in service quality by an amount of (0.456**), and from Table it is clear that the highest correlation coefficient between competitive vigilance and the dimensions of the dependent variable, service quality, is represented by the security dimension, with a value of (0.256**) At a significance level of (0.000) which is less than (0.05), the lowest correlation coefficient between competitive vigilance and the dimensions of the dependent variable service quality is represented by the response and its value is (0.365**) At a significance level of (0.000) which is less than (0.05), and thus, through the results, we accept the alternative hypothesis which states (there is a statistically significant correlation between competitive vigilance and service quality in all its dimensions), which indicates that competitive vigilance in the Ministry of Planning has an effective and important role in the service quality variable.

Table No. (4) The correlation between competitive vigilance and service quality

The dependent variable and its dimensions							After the independent variable competitive alertness
Quality of service	Empathy	Safety	Response	tangibility	Reliability		
.456**0	.332**0	.256**0	.365**0	.269**0	.328**0	Correlation Coefficient	
0.000	0.000	0.000	0.000	0.000	0.000	Sig. (2-tailed)	
235	235	235	235	235	235	N	

From the above, it is possible to test the correlation between strategic vigilance and service quality, as the main correlation hypothesis states that:

(There is a statistically significant correlation between strategic vigilance and service quality)

From Table No. (48), it is clear that the correlation coefficient between the independent variable (strategic vigilance) and the dependent variable (service quality) reached (0.686**) at a significant level (sig=0.000) and it is less than (0.05) and this indicates the existence of a statistically significant direct correlation between the strategic vigilance variable and the service quality variable, meaning that the increase in strategic vigilance is met with an increase in service quality by an amount of (0.686**), and therefore, through the results, we accept the alternative hypothesis that states (there is a statistically significant correlation between strategic vigilance and service quality), which indicates that the impact of strategic vigilance in the Ministry of Planning has an effective and important role in the service quality variable.

Table No. (5) The correlation between strategic vigilance and service quality

Correlations				
			strategic vigilance	Quality of service
Spearman's rho	strategic vigilance	Correlation Coefficient	1,000	.686**
		Sig. (2-tailed)	.	.000
		N	235	235
	Quality of service	Correlation Coefficient	.686**	1,000
		Sig. (2-tailed)	.000	.
		N	235	235
**. Correlation is significant at the 0.01 level (2-tailed).				

2- Testing the impact hypotheses

Testing the first main hypothesis:

The sub-hypotheses of influence are tested and then the main hypothesis of influence is tested to confirm the acceptance or rejection of the hypotheses.

- **Testing the first sub-hypothesis**

(There is a significant influence of marketing vigilance on service quality at the aggregate level)

To measure the impact of the marketing vigilance dimension on service quality, we test the first sub-hypothesis. The estimated value of the regression slope (0.370), which means the amount of change in the quality of service when changing one unit in the marketing vigilance dimension within the independent variable of strategic vigilance, and Table No. (59) shows the analysis of variance for the marketing vigilance dimension, as the significance of the estimated model appears as the probability value accompanying the test statistic. FI have reached (sig=0.000) and it is less than the value of the statistical significance level which indicates the acceptance of the first sub-hypothesis, that the value of ($\alpha = 0.05$) The marketing vigilance dimension reached a value of (0.305), which means that the percentage of what was explained by the impact of marketing vigilance alone reached (30.5%), according to the opinions of the research sample members. As for the remaining percentage, which amounted to (69.5%), it represents other variables not included in the research model.

Table No. (6) Analysis of variance for the marketing vigilance dimension in the service quality variable

dependent variable	sig	T	F	R2	regression coefficient		After the independent variable
					β	a	
Quality of service	0.000	15.112	102,249	0.305	0.370	2,182	Marketing Vigilance

- **Testing the second sub-hypothesis**

(There is a significant influence of technological vigilance on service quality at the aggregate level)

To measure the impact of technological vigilance on service quality, we test the second sub-hypothesis. The estimated value of the regression slope (0.379), which means the amount of change in the quality of service when changing one unit in the dimension of technological vigilance within the independent variable of strategic vigilance, and Table No. (60) shows the analysis of variance for the dimension of technological vigilance, as the significance of the estimated model appears as the probability value accompanying the test statistic. FI have reached (sig=0.000) and it is less than the value of the statistical significance level, which indicates the acceptance of the second sub-hypothesis, that the value of ($\alpha = 0.05R2$) The value of technological vigilance dimension reached (0.258), which means that the percentage of what was explained by the impact of technological vigilance alone reached (25.8%) according to the opinions of the research sample members. As for the remaining percentage, which amounted to (74.2%), it represents other variables not included in the research model.

Table No. (7) Analysis of variance for the dimension of technological vigilance in the service quality variable

dependent variable	sig	T	F	R2	regression coefficient		After the independent variable
					β	a	
Quality of service	0.000	14,284	80,815	0.258	0.379	2,179	technological vigilance

- **Testing the third sub-hypothesis**

(There is a significant influence of environmental awareness on service quality at the aggregate level)

To measure the impact of environmental awareness on service quality, we test the third sub-hypothesis. The estimated value of the regression slope (0.349), which means the amount of change in the quality of service when changing one unit in the environmental vigilance dimension within the independent variable of strategic vigilance, and Table No. (61) shows the analysis of variance for the environmental vigilance dimension, as the significance of the estimated model appears as the probability value accompanying the test statistic. FI have reached (sig=0.000) and it is less than the value of the statistical significance level, which indicates the acceptance of the third sub-hypothesis, that the value of ($\alpha = 0.05R2$) The environmental vigilance dimension reached a value of (0.244), which means that the percentage of what was explained by the impact of environmental vigilance alone reached (24.4%), according to the opinions of the research sample members. As for the remaining percentage, which amounted to (75.6%), it represents other variables not included in the research model.

Table No. (8) Analysis of variance for the environmental vigilance dimension in the service quality variable

dependent variable	sig	T	F	R2	regression coefficient		After the independent variable
					β	a	
Quality of service	0.000	15,883	75,009	0.244	0.349	2,300	Environmental vigilance

- **Testing the fourth sub-hypothesis**

(There is a significant influence of competitive vigilance on service quality at the aggregate level)

To measure the impact of competitive vigilance on service quality, we test the fourth sub-hypothesis. The estimated value of the regression slope (0.331), which means the amount of change in service quality when changing one unit in the competitive vigilance dimension within the independent variable strategic vigilance, and Table No. (62) shows the analysis of variance for the competitive vigilance dimension, as the significance of the estimated model appears to be that the probability value associated with the test statistic FI have reached ($\text{sig}=0.000$) and it is less than the value of the statistical significance level, which indicates the acceptance of the fourth sub-hypothesis, that the value of ($\alpha = 0.05R^2$) The competitive vigilance dimension reached a value of (0.218), which means that the percentage of what was explained by the impact of competitive vigilance alone reached (21.8%), according to the opinions of the research sample members. As for the remaining percentage, which amounted to (78.2%), it represents other variables not included in the research model.

Table No. (9) Analysis of variance for the competitive vigilance dimension in the service quality variable

dependent variable	sig	T	F	R ²	regression coefficient		After the independent variable
					β	a	
Quality of service	0.000	14,878	64,997	0.218	0.331	2,299	competitive alertness

From the above, it is possible to test the relationship of influence of strategic vigilance on service quality, as the main influence hypothesis states:

(There is a significant influence of strategic vigilance on service quality at the aggregate level)

To measure the impact of the strategic vigilance dimension on service quality, we test the main hypothesis. The estimated value of the regression slope (0.685), which means the amount of change in the quality of service when changing one unit in the strategic vigilance variable, and Table No. (63) shows the analysis of variance for the strategic vigilance variable, as the significance of the estimated model appears as the probability value accompanying the test statistic.FI have reached ($\text{sig}=0.000$) which is less than the value of the statistical significance level, which indicates the acceptance of the first main hypothesis, that the value of ($\alpha = 0.05R^2$) The value of strategic vigilance reached (0.490), which means that the percentage explained by the strategic vigilance effect variable alone reached (49%), according to the opinions of the research sample members. As for the remaining percentage, which amounted to (51%), it represents other variables not included in the research model.

Table No. (10) Analysis of variance for the strategic vigilance variable in the service quality variable

dependent variable	sig	T	F	R ²	regression coefficient		independent variable
					β	a	
Quality of service	0.000	6,805	224,206	0.490	0.685	1.111	strategic vigilance

Conclusions

- 1- Organizations adopting the concept of strategic vigilance increases their ability to analyze the internal and external environments, thus increasing their ability to make strategic decisions based on accurate facts about changes in customer tastes or changes in the market, as well as modern technological trends.
- 2- Strategic vigilance contributes to increasing the quality of services provided by the organization through understanding changes in customer tastes and monitoring competitors, which enables it to adjust its strategies to meet needs.
- 3- Strategic vigilance helps organizations develop long-term business development plans to enhance their services, thus enhancing their market share.
- 4- Applying the concept of service quality in any organization has a direct impact on enabling this organization to keep pace with all the changes occurring in its environment.
- 5- Strategic vigilance is a collective process that cannot be carried out by an individual alone. It is continuous, allowing for the exchange of information throughout the organization.
- 6- There is a significant correlation between strategic vigilance and service quality, which is directly reflected in the methods of providing services.

7- There is a relationship impact There is a significant relationship between strategic vigilance and service quality, as strategic vigilance directly affects the organization's improvement of the quality of its services provided.

Recommendations

1- Establish direct communication channels with customers to learn their opinions about the services provided and obtain feedback on their impressions of the organization's services and the extent to which they meet their expectations.

2- Develop strategic plans targeting the review of services with the aim of developing them, relying on artificial intelligence, modern technology, and the Internet.

3- Establishing a research and innovation unit within the organization to continuously study the market and develop future trends and customer expectations regarding the services provided.

4- Motivating and supporting individuals within the organization to present new and innovative ideas, with the creation of an award for the best idea, which creates a spirit of competition among individuals to present the best ideas.

Reviewer

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