

The Impact of Strategic Intelligence on the Quality of Banking Services
"An field Study in the Jordanian Commercial Banking Sector"

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Al-Zaytoonah University of Jordan, 2020

Abstract

This message is to identify the impact of strategic intelligence on the quality of banking services provided in Jordanian commercial banks, in order to improve the level of workforce in Jordanian commercial banks in a way that contributes to providing a distinct level of services to clients in Jordanian commercial banks, and the study also includes identifying the impact of each From (gender, age group, marital status, educational attainment, number of years of experience, and job level) to strategic intelligence and the quality of banking services provided in Jordanian commercial banks.

The study relies on the descriptive analytical approach, and the questionnaire was used to seek the opinions of the study sample, which amounted to (383) questionnaires, and which consists of managers, heads of people, employees, and technicians in the Jordanian commercial banking sector, and the private ones reached (58) managers, (72) head of division, and (235) (Employee and (18) technicians, where such a number is the study population, and the sampling method was used in the study.

The study included a relationship related to statistics between the dimensions of strategic intelligence (vision, motivation, partnership) and the dimensions of the quality of service provided to clients in the Jordanian commercial banking sector,

as the study demonstrated that the dimensions of strategic intelligence (vision, motivation, partnership) that have a statistical impact on Achieving the quality of banking services provided to clients in the Jordanian commercial banking sector, as it must do so. There are no differences related to the statistical function between the respondents' responses on the impact of strategic intelligence on achieving the highest level of service quality through personal and functional characteristics. (Gender, age group, marital status, educational attainment, number of years of experience, and job level).

The study recommended several of the most important ones: Inviting Jordanian commercial banks to pay attention to strategic intelligence and its dimensions, providing in light of information and communications technology great opportunities for improving performance and creating a competitive advantage in the Jordanian commercial banking sector that enjoys intense competition, and improving the level of strategic intelligence among managers and employees from Through their participation in the training and development programs of banks, especially in the field of improving the quality of service through their participation in taking decisions and setting goals, and enhancing the vision of employees before senior management in the banking sector to serve the oldest highest level of Quality of service.

God grants success