



*Faculty of Commerce*  
*Business Administration*  
*Department*

# **Measuring the Role of Satisfaction and Positive Word of Mouth as Mediator Variables on the Relationships between Empowerment and Sustainability**

**An Empirical Study on Private Higher Institutes in Egypt**

*A Thesis Submitted in partial Fulfillment of the Requirements for the  
Doctor of philosophy Degree in Business Administration*

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*I dedicate my dissertation work to my **Husband** and my **two sons Mostafa and Omar**, my beloved mother, my sister, my brother, all my family, and to the memory of my father and prof. Dr. Thabet Edrees.*

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## Abstract

This research aims to measure the relationship between empowerment of students and sustainability of Private higher educational institutes (PHEIs) for Management information system (MIS) in Egypt. A framework was developed to test the relationship through the satisfaction and positive word of mouth as mediating variables. A multi stage area sample of ٢٥% was selected randomly from institutes specialized in management information system in Egypt and was divided equally on the four academic years in each institute. The result showed that there is a significant direct strong impact of the variables students' empowerment, satisfaction, and positive word of mouth on the sustainability of PHEIs. The results also present some direct and indirect relationships between variables within the research framework that might serve PHEIS in to understanding the importance of applying the empowerment strategy for their sustainability. The research provided some the theoretical and managerial implications that might help PHEIS in discovering the factors important for their sustainability. This research was limited to PHEIS specialized in MIS in Egypt it could be directed to students in other majors, or different sectors or countries.

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**Key Words:** Private Higher Educational Institutes (PHEIs), in Management Information System (MIS), Student Empowerment, Student Satisfaction, Student Loyalty, Student Word of mouth (WOM), Sustainability.

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## LIST OF Abbreviation

|                    |                                                               |
|--------------------|---------------------------------------------------------------|
| <b>CFA</b>         | <b>Confirmatory Factor Analysis</b>                           |
| <b>CFI</b>         | <b>Comparative Fit Index</b>                                  |
| <b>EFA</b>         | <b>Exploratory Factor Analysis</b>                            |
| <b>GFI</b>         | <b>Goodness Of Fit Index</b>                                  |
| <b>IFI</b>         | <b>Incremental Fit Index</b>                                  |
| <b>KMO</b>         | <b>Kaiser-Mayer Olkin's Measure of Sampling Adequacy Test</b> |
| <b>PCA</b>         | <b>Principal Component Analysis</b>                           |
| <b>RFI</b>         | <b>Relative Fit Index</b>                                     |
| <b>RMSEA</b>       | <b>Root Mean Square Error Of Approximation</b>                |
| <b>SEM</b>         | <b>Structural Equation Modeling</b>                           |
| <b>SERV-PERVEL</b> | <b>Perceived Value Of A Service Scale</b>                     |
| <b>SERVQUAL</b>    | <b>Service Quality Scale</b>                                  |
| <b>SRMR</b>        | <b>Standardized Root Mean Square Residual</b>                 |
| <b>WOM</b>         | <b>Word-Of-Mouth</b>                                          |

## **Framework of the study**

### **I.I Introduction**

The Importance of education is no longer a controversial issue around the world. Scholars proved that education is the true and solely beginning of the progress in the world. All countries which witnessed progress, including Asian countries, relied on education. Therefore, developed countries considered education as priority within their programs and policies.

Education is considered the only way that can be used to achieve comprehensive plan and face future requirements in the light of scientific development and variable technologies. With no doubt, schools, institutes and universities are the most important organizations in the industry of education worldwide in general and particularly in Egypt.

Egyptian education is a central system subjected under the control of central government in Egypt, this system suffered a long time ago from a lot of problems and challenges which in turn represents a real obstacle in the development of the educational process. That will need updating the process and developing comprehensive plan. Egyptian government succeeded on establishing private universities and higher institutes in major fields needed in job market.

Increasingly, private higher education institutions (PHEIs) are realizing that they could be regarded as a business-like service industry and recently they are beginning to focus more on meeting or even exceeding the needs of their students who are the outcome and the customers of the education system. They affect and are affected by process of education.

Today's students have more opportunities in selecting among appropriate universities / PHEIs for their academic and professional development and they have the tendency to search for universities that

provide a high quality of teaching, and best student services along with affordable costs. They want to be sure when making important investment on their life such as choosing the right university/institute.

With the onset of the newest technologies available to us through mobile applications and social networking sites, both of which have expanded and multiplied, for the need of empowering students through involving them in the services produced by PHEIs in Egypt.

Many business organizations, especially those who are in service sector such as higher educational institutions are trying to identify challenges within a competitive environment regardless of their size and their years of experience. They have to rethink about their organizational processes and strategies, to enhance their successful opportunities hopefully to become student oriented. Increasing student's satisfaction with services provided is important to affect students positive word of mouth. Also, to create value for institutes, service quality should be given a real interest. This value creation could be considered a competitive advantage for institutes and affects their sustainability.

This research aims to define most important problems which face private higher educational institutes in Egypt under the fierce competitions among those institutes, and provides recommendations which might help them to achieve sustainable business and to be able to continue their national mission.

That requires studying and understanding demands of students who join those institutes to gain their support through enabling them to participate with their opinions in order to improve the level of provided service.

In addition, Institutes must work hardly for developing their marketing strategies, providing better services and establishing long term relationship with their students even after their graduation.