

The Mediating Role of Emotional Intelligence In The Relationship Between Services Quality And Visitors Satisfaction of The Two Holy Mosques

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ABSTRACT: The study aimed to identify the mediating role of emotional intelligence in the relationship between services quality and visitors satisfaction of the two holy mosques, and to achieve the goal of the study, the researchers adopted the descriptive and analytical approach, selecting an easy sample of visitors to the Two Holy Mosques during the period from 17/03/2022 until 15/05/2022. (85) visitors. Distributed to them a questionnaire developed by the researchers. Statistical package (SPSS) and (AMOS) to process the collected data.

The study found a set of results, the most important of which are: the presence of a statistically significant impact on services quality on visitors satisfaction of the two holy mosques with the determination coefficient of (0.502), and also show that emotional intelligence mediates the relationship between services quality and visitors satisfaction of the two holy mosques with an indirect effect of (0.696)..

Keywords: The Mediating Role; Emotional Intelligence; Services Quality; Visitors Satisfaction; The Two Holy Mosques.

INTRODUCTION

Vision 2030 For Kingdom of Saudi Arabia focused on humans as a sustainable competitive advantage in light of global economic conditions and the increasing intensity of competition. Therefore, organizations seek to follow strategies to attract highly qualified human resources, which have characteristics, the most important of which is emotional intelligence because of its impact on raising the efficiency of the performance of employees and increasing their productivity, and this is considered emotional intelligence as one of the most important skills that are worth investing in the effort and time to develop this skill.

The General Presidency for the Affairs of Al-Masjid al-Haram and Al-Masjid a Nabawi in the Kingdom of Saudi Arabia aspires to progress and develop in the ways of providing and displaying its services, diversifying their quality and improving their effectiveness, using methods and techniques that positively affect visitors to the Two Holy Mosques from all parts of the world. Therefore, emotional intelligence and its practices improve the quality of services provided on the one hand and achieve the satisfaction of visitors to the Two Holy Mosques on the other hand. Hence the idea of this study came to identify the mediating role of emotional intelligence for employees in the relationship between the quality of services provided and achieving the satisfaction of visitors to the Two Holy Mosques.

STUDY PROBLEM AND QUESTIONS

Successful organizations seek to be distinguished, effective, and able to achieve their goals in an optimal manner. Therefore, the General Presidency for the Affairs of Al-Masjid al-Haram and Al-Masjid a Nabawi in the Kingdom of Saudi Arabia has several strategic goals, as its second goal is to: Develop a system for human resource development based on attracting, developing, and motivating competencies. Possessed by effective human resources are the skills of emotional intelligence, and given the importance of providing emotional intelligence skills to human resources, the study seeks to search for the satisfaction of visitors to the Two Holy Mosques for the services provided to them by employees in the Two Holy Mosques. The two Holy Mosques may be due to the low level of emotional intelligence of employees and the quality of the services provided, so this study attempts to identify the possibility of a solution by answering the following main question: Can the

quality of the services provided affect the satisfaction of visitors to the Two Holy Mosques considering mediating emotional intelligence for employees? The following sub-questions are derived from it:

1. Is there a statistically significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques?
2. Does Emotional Intelligence mediate the relationship between Services Quality And Visitors Satisfaction of The Two Holy Mosques?

SIGNIFICANCE OF THE STUDY

This study derives its importance from two aspects:

1. **Scientific importance:** The study contributes to bridging a research gap due to the lack of studies that deal with the subject of the study to the knowledge of the researchers - through exposure to the relationships between the quality of services provided and the satisfaction of those visiting the Two Holy Mosques considering enhancing the emotional intelligence of employees in the Two Holy Mosques, an issue that previous studies did not fully address. Its dimensions were also exposed in this study. In addition, the study may contribute from a scientific point of view to providing a scientific reference on the relationships of emotional intelligence, the quality of the services provided, and the satisfaction of those visiting the Two Holy Mosques, to contribute to supporting the Arabic library and help researchers to develop knowledge in this field.
2. **Practical importance:** The practical importance of this study is that it provides data and information for decision-makers in the General Presidency of the Two Holy Mosques that may help them to rationalize their decisions, in addition, the study highlights the importance of emotional intelligence on the quality of services provided and the satisfaction of visitors to the Two Holy Mosques.

STUDY OBJECTIVES

The main objective of this study is to primarily identify the direct relationship between services quality and visitors satisfaction, as well as explore the indirect relationship between them through emotional intelligence as a mediating variable. This exploration is conducted on an easy sample of visitors to the Two Holy Mosques during the period from 17/03/2022 until 15/05/2022. To achieve this main objective, the researchers formulated several subsidiary objectives:

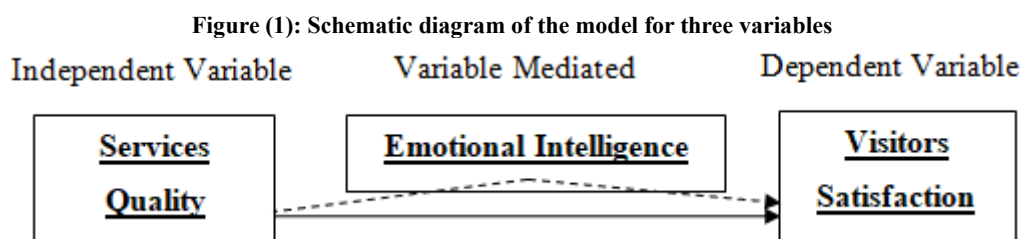
1. Determine the direct relationship between services quality and visitors satisfaction.
2. Examine the relationship between services quality and emotional intelligence.
3. Analyze the connection emotional intelligence and visitors satisfaction of the Two Holy Mosques.
4. Investigate the indirect relationship between services quality, visitors satisfaction, and emotional intelligence as a mediating variable.

Hypotheses of the study:

The study consisted of the following hypotheses:

1. There is a statistically significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques at level ($\alpha \leq 0.05$).
2. Emotional Intelligence mediate the relationship between Services Quality and Visitors Satisfaction of The Two Holy Mosques at level ($\alpha \leq 0.05$).

Study Model



Source: Prepared by the Researchers Regarding Previous Studies, 2022, Riyadh.

Previous Studies

Al-Kharabsheh and Al-Saed (2021) Study

The study aimed to measure the impact of emotional intelligence on the work environment of employees of the King Abdullah II Fund for Development. The results found a high level of importance of emotional intelligence, and the existence of a statistically significant effect of emotional intelligence in the work environment of employees.

Abdullah (2020) Study

The study aimed to identify the relationship between emotional intelligence and employee motivation. The results found a high level of importance of emotional intelligence, and a relationship between emotional intelligence and employee motivation.

Damayanti, et. al. (2018) Study

The study aimed to explore the relationship between work values, emotional intelligence, work environment, and job commitment in the banking industry in Indonesia. The results indicated the significant and positive impact of work values, emotional intelligence, and work environment on job commitment.

Mgnano, et. al. (2016) Study

The study aimed to investigate whether emotional intelligence mediates the relationship between flexible motivation and achievement. The results confirmed the important mediating role that emotional intelligence plays in resilience and achievement motivation.

Islam and Muhammad (2015), Study

The study aimed to showing the importance of service quality in raising external customer satisfaction. The results found an impact of service quality on raising external customer satisfaction.

The current study is distinguished from previous studies in that it attempts to clarify the mediating role of emotional intelligence in the relationship between services quality and visitors satisfaction of the Two Holy Mosques from the point of view of (the visitors of the Two Holy Mosques), as it differed in its objective, human and temporal limits from previous research.

Theoretical Framework

Services Quality

Orman and Aldoo J. (2000) & (Omrani, 2022) show that the service provided is an intangible product that provides direct benefits and benefits to the customer (visitors of the Two Holy Mosques “in this study”) as a result of applying or using human or mechanical effort or energy on certain and specific people or things, and the service is not It can be acquired or physically consumed.

According to (Kadurah, 2011: 2) Recent decades have witnessed an important development in the field of services, which has become of great importance in the economies of countries and has generated intense competition between its providers (including the General Presidency for the Affairs of Al-Masjid al-Haram and Al-Masjid a Nabawi). On customer satisfaction (going to the Two Holy Mosques) in order to make visitors happy and achieve their well-being, and for the sake of development and growth, improving the effectiveness of the services provided and customer satisfaction has become an obsession for service and religious institutions (Hueiju & Fang , 2009 : 127).

Emotional Intelligence

Mayer & Salovey (1990) defined emotional intelligence as the individual's ability to monitor his own feelings and emotions and the feelings and emotions of others, and to distinguish between them and to use this information in directing his behavior and emotions. Also (Danie, 2005: 271) defined it as a set of emotional skills that an individual possesses, and necessary for success in professional interactions and in various life situations.

As mentioned in (Ahmed, 2000: 483) and McGee & Wilson (2015) The individual's awareness of emotional intelligence is the individual's ability to perceive, understand and deal with emotions and emotions and regulate feelings so that the individual can influence the feelings of others Goleman (1995), Abraham (2000) & Frye (2006).

Customers (Visitors) Satisfaction

(Al-Sahn, 2002: 71) defines satisfaction as a level of feeling of the individual (visitors of the Two Holy Mosques “in this study”) resulting from the comparison between perceived performance and its expectations, which means that satisfaction is related to the level of perceived service quality and that the degree of saturation determines the level of satisfaction.

According to (Saira, et al, 2020: 136), to provide services that achieve his satisfaction, especially since the information technology revolution enabled the customer to compare services according to his desires and choices, and this is what sparked the desire of many institutions to adopt the services quality as an entry point to achieve their satisfaction.

The reality of the services quality, emotional intelligence and achieving the satisfaction of visitors to the Two Holy Mosques: (Mousa, 2022) indicates that emotional intelligence contributes to increasing the satisfaction of visitors to the Two Holy Mosques. Recently, attention has been paid to emotional intelligence among employees, which ensures the creation of a high-performance, productive and optimistic team that has objective information that could build a positive work environment. A well-developed health work that allows individuals working in the Two Holy Mosques to develop their skills and distinct methods in providing all information related to services to perform rituals in an effective and understandable manner through multiple and available means to help visitors to the Two Holy Mosques understand the steps for performing rituals and spending enjoyable periods in the Two Holy Mosques.

Presentation ,Analysis and discussion of questionnaire data

The Study Population and Sample

The study population:

The study population consists of visitors to the Two Holy Mosques, whom the researchers was unable to enumerate (Sekaran, 1992) & (Suleiman and Nour Al-Daem, 2021).

The study sample:

The sample of the study is intended as a relatively specific number of members of the original community, who are dealt with within the limits of the available time and the available capabilities and begin with their study, then generalize the results to the original community. Provided that you represent the community in the best way (Al-Fadni, 2008).

As for the sampling and analysis unit, it was represented in an easy sample of visitors to the Two Holy Mosques during the period from 17/03/2022 until 15/05/2022, which numbered (85), and the questionnaire was distributed to them, received all and found valid for statistical analysis.

The Study Tool

After conducting a thorough review of the literature pertaining to study variables, the researcher formulated the questionnaire instrument for this study. The questionnaire instrumental sections as follows:

1. Section One: Demographic Variables. The demographic information was collected with closed-ended questions, through (4) factors (Age; Nationality; Gender; and Visit Goal).
2. Section Two: Services Quality: This section measured the Independent Variable; there (5) items. All (5) items were measured on a Likert-type (5) scale.
3. Section Three: Emotional Intelligence: This section measured the Mediator Variable; there are (10) items. All (10) items were measured on a Likert-type (5) scale.
4. Section Four: Visitors Satisfaction: This section measured the Dependent Variable; there are (5) items. All (5) items were measured on a Likert-type (5) scale.

Statistical Tests

The data collected from the responses of the study questionnaire were used through Statistical Package for Social Sciences (SPSS Version 26) and (Amos Version 24) for analysis and conclusions. Finally, the researchers used suitable statistical methods that consist of (Factor Analysis, Cronbach Alpha reliability, Skewness Test, Percentage and Frequency of distribution, Arithmetic Mean and Standard Deviation, Correlation Coefficient, Regression Model and Path Analysis).

Factor Analysis

Factor analysis was employed to assess the strength of the questionnaire items using Principal Component Analysis. The study utilized the extracted ratios with the Principal Component Analysis method using SPSS Ver. (26) to build a confirmatory factor analysis model to assess the internal consistency of the questionnaire items. The factor analysis allowed determining the sub-dimensions that measure the main variable, as well as calculating the item saturation ratios. The saturation ratio was set statistically at 0.30 according to statisticians' recommendation (Zaghloul, 2003: 174), which is the ratio adopted in the current study. See Table (1) below.

It is evident from Table (1) that all the questionnaire items achieved sufficient saturation levels for each variable in the study, indicating that the scale items are coherent and consistent. The saturation levels of the independent variable (Services Quality), the mediator variable (Emotional Intelligence), and the dependent variable (Visitors Satisfaction) suggest their ability to influence the Visitors Satisfaction of the Two Holly Mosques in the Kingdom of Saudi Arabia.

Table (1): Saturation Ratios for Study Variables

Variables	Code	Saturation Ratio	Variables	Code	Saturation Ratio
Services Quality	1	0.735	Emotional Intelligence	11	0.808
	2	0.681		12	0.860
	3	0.883		13	0.778
	4	0.807		14	0.756
	5	0.881		15	0.761
Emotional Intelligence	6	0.653	Visitors Satisfaction	16	0.766
	7	0.705		17	0.827
	8	0.704		18	0.811
	9	0.710		19	0.760
	10	0.627		20	0.780

Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

Validity and Reliability

Validity

To test the questionnaire for clarity and to provide a coherent research questionnaire, a review that covers all the research constructs was thoroughly performed by academic reviewers from Imam Mohammad Ibn Saud Islamic University and Experts work at Two Holly Mosques specialized in Business Administration. Some items were added, while others were dropped based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument. The academic reviewers and experts were 5 and the overall percentage of respond was (100%) (Sekaran & Bougie, 2016) & (Suleiman, 2006: 68).

Reliability

Cronbach's alpha was used to determine the internal reliability of the elements comprising the four constructs as suggested by Fornell & Larcker (1981), Bagozzi & Yi (1988), and Hu & Bentler (1999). Reliability should be at a minimum acceptable level of ($\alpha \geq 0.60$) to indicate adequate convergence or internal consistency (Sekaran & Bougie, 2010) & (Malhotra & Dash, 2011). The results are shown in Table (2).

Pointed out that the overall Cronbach Alpha (α) = (0.970). Whereas the High level of Cronbach Alpha (α) related to Emotional Intelligence equaled (0.902). The lowest level of Cronbach Alpha (α) related to Services Quality equaled (0.738). These results are within the acceptable level as suggested by (Malhotra & Dash, 2011).

Table (2): Reliability of Study Variables

No.	Variable	No. of items	Cronbach's alpha value
1	Services Quality	5	0.738
2	Emotional Intelligence	10	0.902
3	Visitors Satisfaction	5	0.836
4	Questionnaire Overall	20	0.970

Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

constructive validity

After the researchers made sure of the apparent validity of the study tool, he applied it to a sample of the community on which the study is to be conducted (the two holy mosques) with a number of (15) items. This step aimed to identify the degree of internal homogeneity between the statements of the resolution list, using the test of the normal distribution of the resolution data, in order to find out whether the data follow the normal distribution or not. The (Skewness) test was used, which is a necessary test in the case of hypotheses testing because most of the parameter tests require the data distribution should be normal, and table (3) shows the test results (Sekaran & Bougie, 2010).

Table (3) Skewness test to the normal distribution of Variable for the experimental sample

No.	Variable	No. of items	Skewness value	Error
1	Services Quality	5	-0.915	+0.261
2	Emotional Intelligence	10	-0.892	+0.261
3	Visitors Satisfaction	5	-1.181	+0.261
4	Questionnaire Overall	20	-0.780	+0.261

Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

It turns out that the skew coefficient is confined to the range (± 3) and its standard error is (+0.261), meaning that the data follow a normal distribution. And that the themes of the questionnaire follow the normal distribution. And that the skew coefficient is confined to the range (± 3), which is the level adopted in the statistical treatment of this study. This indicates the good correlation between the study variables, which confirms that these variables have the ability to explain the effect among them (Malhotra & Dash, 2011)

Analysis Results & Hypotheses Testing

Characteristics of Study Sample

Table (4) show the demographic variables of the study sample (Age; Nationality; Gender; and Visit Goal).

Table (4): Descriptive of the demographic variables of the study sample

Variables	Categorization	Frequency	Percent
Age	Less than 30 Years	35	41.2%
	From 30 – Less than 40 Years	15	17.6%
	40 Years or greater	35	41.2%
Nationality	Saudis	44	51.8%
	non-Saudis	41	48.2%
Gender	Male	8	9.4%
	Female	77	90.6%
Visit Goal	Umrah	28	32.9%
	visit the Al-Masjid a Nabawi	2	2.4%
	All Answers	55	64.7%

Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

Table (4) shows that 41.2% are under 30 years old and over 40 years old, respectively, and 12.8% are between 30-40 years old. This indicates the distribution of respondents to all age groups. And that 51.8% of Saudis, and 48.2% of non-Saudis, and this indicates that the sample included Saudi and non-Saudi nationals for those visiting the Two Holy Mosques. And that 90.6% of females, and 9.4% of males. This shows the relative increase in the number of females compared to males, and this is due to the strict precautionary measures followed by the health authorities of the Kingdom during the Corona pandemic during the period of distributing the questionnaire. And that 64.7% the goal of their visit is to visit the Holy Prophet, may God bless him and grant him peace, 32.9% goal of their visit is to visit the Umrah, and 2.4% goal of their visit is to visit the

Al-Masjid a Nabawi, and this shows the distribution of respondents on the goal of visiting the Two Holy Mosques well. When examining the demographic characteristics of the study sample, it can be concluded that these results in their entirety provide a reliable indicator of the respondent's eligibility to answer the questions posed in the questionnaire, and then their answers can be relied upon as a basis for extracting the targeted results from the study.

Descriptive Analysis of Study Variables

To determine the level of response of the sample individuals regarding their variables, the category length equation was used, which aims to measure the level of importance of the study variables, as per the following equation (Hair, et al., 2010), (Valentine, et.al., 2014), (Al-Naser, 2018) & (Al-Shehri & Morsy, 2021):

$$\text{Application Range} = (\text{Upper Alternative Limit} - \text{Lower Alternative Limit}) / \text{Number of Levels (High; Moderate; Low)} = (5 - 1) / 3 = 1.33$$

Based on this, the significance decision is as follows:

1. Low significance ranges from 1 - less than 2.33;
2. Moderate significance ranges from 2.33 - up to 3.66;
3. High significance is from 3.67 onwards.

Table (5): Descriptive analysis of Study Variables

No.	Paragraph/ Variable	Mean	SD
1	The employees of the Two Holy Mosques are interested in building and forming friendly relations with visitors to understand and provide for their most important needs.	4.19	1.018
2	Employees in the Two Holy Mosques have the ability to organize large groups, achieve their goals, and provide services in a satisfactory manner	4.65	0.612
3	The employees of the Two Holy Mosques are interested in developing clear strategic plans to prepare to meet the needs of visitors during peak times, such as the Umrah of Ramadan and Hajj	4.64	0.670
4	Visitors feel that employees in the Two Holy Mosques are trying to diversify, innovate and work sincerity despite life's challenges	4.45	0.681
5	Employees in the Two Holy Mosques provide all information related to services to perform the rituals and others in an effective and understandable manner through multiple and available means to help the pilgrims of the Two Holy Mosques understand the steps for performing the rituals and spending enjoyable periods in the Two Holy Mosques	4.62	0.636
Services Quality		4.51	0.516
6	The employees of the Two Holy Mosques are interested in managing the emotions of visitors to the Two Holy Mosques and treating them in a way that advances the employees of the Two Holy Mosques	4.74	0.515
7	The interest of employees in the Two Holy Mosques in understanding the feelings of visitors and dealing with the feelings that bother them	4.47	0.765
8	The interest of employees in the Two Holy Mosques in enhancing the ability to read others' feelings, needs, and problems and helping them to overcome them	4.48	0.701
9	The employees of the Two Holy Mosques are interested in enhancing confidence in themselves to assume the honesty and responsibility of serving visitors conscientiously	4.71	0.508
10	Employees in the Two Holy Mosques have the ability to manage pressures, tolerance, control of the reaction, and control of impulse	4.59	0.761
11	Employees in the Two Holy Mosques possess the ability to adapt to different cultures, flexibility in dealing with others, and understanding all situations	4.62	0.636
12	Employees in the Two Holy Mosques have the ability to control negative emotions and show feelings of satisfaction even while working under pressure at peak times	4.45	0.646
13	Employees of the Two Holy Mosques are interested in enhancing the skill of sincerity with themselves and visitors to the Two Holy Mosques	4.47	0.683
14	Employees of the Two Holy Mosques enjoy accepting criticism and constantly improving their behavior for the convenience of visitors	4.31	0.859
15	Employees in the Two Holy Mosques have a delicate sense that makes them effectively sympathize with the suffering and problems of those who are going to the Two Holy Mosques	4.28	0.854
Emotional Intelligence		4.51	0.512
16	The employees of the Two Holy Mosques are interested in discovering modern means of accomplishing work in a way that creates satisfaction for visitors	4.60	0.539
17	The employees of the Two Holy Mosques have behavior and activities that go beyond official job duties in order to satisfy the visitors of the Two Holy Mosques	4.31	0.913
18	The employees of the Two Holy Mosques have religious and moral motives that make them dedicated to the comfort of the pilgrims to the Two Holy Mosques	4.62	0.597
19	The employees of the Two Holy Mosques possess high sportsmanship and are ready to accept all transgressions from the visitors of the Two Holy Mosques and bear all the harassment and trouble in order to make the visitors of the Two Holy Mosques happy	4.36	0.857
20	Visitors fully satisfied with the services provided to visitors to the Two Holy Mosques because the employees in the Two Holy Mosques have distinct capabilities to satisfy everyone	4.65	0.649

Visitors Satisfaction	4.45	0.617
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Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

Table (5) shows the arithmetic means of the study variables, with the highest mean being for the variable (Emotional Intelligence), followed by the variable (Services Quality) and the lowest mean for the (Visitors Satisfaction) variable. All of these arithmetic means have a high level of significance. This can be attributed to the fact that the vast majority of the researchers agree that the study variables are important. Decision-makers who play a role in the Two Holy Mosques business planning should consider all of these variables.

Hypotheses Testing

First Hypothesis: There is a statistically significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques at level ($\alpha \leq 0.05$).

To test this hypothesis, simple linear regression analysis and Pearson correlation coefficient were used to examine the relationship between merger and acquisition operations and their dimensions and financial performance in the bank. The strength of the correlation coefficient was evaluated according to the criteria provided by Al-Fatlawi (2017: 33):

- Low correlation: If the correlation coefficient value is less than 0.10.
- Moderate correlation: If the correlation coefficient value falls within the range of 0.10-0.30.
- Strong correlation: If the correlation coefficient value is greater than 0.30.

Table (6): Simple linear regression analysis to test the First Hypothesis of the study

Independent Variables	(B)	T-Value Calculate	Sig* (T)	(R)	(R ²)	F-Value Calculate	Sig*(F)
Constant	0.630	1.499	0.138	0.708	0.502	83.552	0.000
Services Quality	0.847	9.141	0.000				
* the impact significant at level ($\alpha \leq 0.05$)							
Visitors Satisfaction of The Two Holy Mosques = 0.630 + 0.847 * Services Quality							

Source: Prepared by the Researchers from Field Study Data, 2022, Riyadh.

It is clear from Table (6) that this model has the validity to test the statistical significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques, where the value of (F) reached (83,552) with a significant level of (0.000) which is less than (0.05), which means that this model Valid for predicting the values of the dependent variable (Visitors Satisfaction of the Two Holy Mosques); It is also clear that the coefficient of determination (R²) reached (0.502), and this means that the effectiveness of the Services Quality explains the amount of (50.2%) of the change in the Visitors Satisfaction of the Two Holy Mosques, which is a high explanatory power according to (Al-Fatlawi, 2017) & (Cohen & Cohen, 1983), and that the percentage (49.8%) is due to other variables that were not The study site, including the random variable; It is also clear that the Services Quality directly affects the Visitors Satisfaction of the Two Holy Mosques at a level of morality (0.000), which requires acceptance of the first hypothesis, which states: There is a statistically significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques at level ($\alpha \leq 0.05$).

Second Hypothesis: Emotional Intelligence mediate the relationship between Services Quality and Visitors Satisfaction of The Two Holy Mosques at level ($\alpha \leq 0.05$):

To test this hypothesis, the researchers uses the path analysis to ensure the indirect effect of Emotional Intelligence on the relationship between Services Quality and Visitors Satisfaction of The Two Holy Mosques. As shown in Table (7).

Table (7): Path analysis test to show the medication hypothesis

SQ on VS through EI	Chi ² Calculated	(χ^2/df)	GFI	CFI	RMSEA	Sig*.	
	0.140	0.140	0.999	1.000	0.000	0.763	
Direct Effect		Indirect Effect		Path		T value	Sig*. T
SQ on EI	0.826	0.696*	SQ on EI		13.419	0.000	
EI on VS	0.843		EI on VS		14.345	0.000	
* Indirect effect is multiplied the values of direct effects to variables							

Source: Prepared by the Researcher from Field Study Data, 2022, Riyadh.

From Table (7) we observe that Services Quality has indirect effect on Visitors Satisfaction of The Two Holy Mosques through Emotional Intelligence. The Chi-Square to degrees of freedom ratio (χ^2/df) is 0.140, which is smaller than 5, indicating a good model fit, whereas the GFI was (0.999) Goodness of Fit Index approaching to one. On the same side the CFI was (1.000) Comparative Fit Index equal to one, indicating good model fit, while The Root Mean Square Error of Approximation (RMAEA) was (0.000) equal to zero, indicating good model fit, as Direct Effect was (0.826) between Services Quality and Emotional Intelligence, (0.843) between Emotional Intelligence and Visitors Satisfaction. Also the Indirect Effect was (0.696) between Services Quality on Visitors Satisfaction of the Two Holly Mosques through Emotional Intelligence. The T value calculated coefficient effect of the first path (Services Quality to Emotional Intelligence) (13.419)

which is significant at level ($\alpha \leq 0.05$) while the T value calculated coefficient effect of the second path (Emotional Intelligence to Visitors Satisfaction) (14.345) which is significant at level ($\alpha \leq 0.05$). This result indicates that there is indirect effect of Visitors Satisfaction on the relationship between Services Quality and Visitors Satisfaction as a mediator at the Two Holy Mosques. It is a practical result that contributes to achieving part of the study's objectives. This requires the acceptance of the second hypothesis: Emotional Intelligence mediate the relationship between Services Quality and Visitors Satisfaction of the Two Holy Mosques at level ($\alpha \leq 0.05$).

CONCLUSIONS

This study raised a number of questions, and developed hypotheses related to the study variables. The study results answered the study question and came up the following conclusions:

1. The level of Services Quality in the Two Holy Mosques was found to be high with arithmetic mean (4.51) and standard deviation (0.516).
2. The level of Emotional Intelligence for Employees at the Two Holy Mosques was found to be high with arithmetic mean (4.51) and standard deviation (0.512). This result agreed with Al-Kharabsheh and Al-Saed (2021) & Abdullah (2020).
3. The level of Visitors Satisfaction of the Two Holy Mosques was found to be high with arithmetic mean (4.45) and standard deviation (0.617).
4. There is a statistically significant impact for Services Quality on achieving Visitors Satisfaction of The Two Holy Mosques with a correlation coefficient of (0.502) at the level ($\alpha \leq 0.05$). This result agreed with Islam and Muhammad (2015), which found an impact of service quality on raising external customer satisfaction.
5. The study introduced a model that considers Emotional Intelligence as a mediating variable in the relationship between Services Quality and Visitors Satisfaction. The model exhibited high conformity quality as evidenced by indices such as ratio (χ^2/df), GFI, CFI & RMSEA according to exploratory and confirmatory factor analyses and path analysis.
6. The study found Direct Effect (0.826) between Services Quality and Emotional Intelligence, and Direct Effect (0.843) between Emotional Intelligence and Visitors Satisfaction of the Two Holy Mosques.
7. The Study found Emotional Intelligence mediate the relationship between Services Quality and Visitors Satisfaction of The Two Holy Mosques with an indirect effect of (0.696) at level ($\alpha \leq 0.05$). This result agreed with Mgnano, et. al. (2016), which confirmed the important mediating role that emotional intelligence plays in resilience and achievement motivation.

RECOMMENDATIONS

Based on the results of the study, the researchers suggests the following recommendations:

1. The necessity for the General Presidency of the Two Holy Mosques to improve the process of providing its services and develop the methods of providing them, in order to meet the expectations, aspirations, and aspirations of the visitors of the Two Holy Mosques and thus achieve their satisfaction.
2. The necessity for the General Secretariat of the Two Holy Mosques to continue to raise the level of emotional intelligence, to keep abreast of developments in its dimensions, practices, and skills, and to choose the appropriate ones. Because of its reflection as a mediating variable in achieving Visitors Satisfaction of the Two Holy Mosques.
3. That the General Presidency of the Two Holy Mosques adopts new scientific methods in dealing with visitors to the Two Holy Mosques in order to know their level of satisfaction with the services provided to them and to provide advice and instructions for that.
4. The need for the General Presidency of the Two Holy Mosques to pay attention to achieving Visitors satisfaction, because it is a comprehensive evaluation of the service provided from the point of view of visitors.
5. That the Training Department at the General Presidency of the Two Holy Mosques hold seminars and training courses on the importance of paying attention to Services Quality, Emotional Intelligence, and how to continuously raise the level of their practices and applications.
6. That the General Presidency of the Two Holy Mosques create a high level of integration between (Services Quality) and (Emotional Intelligence) to ensure the optimal application of the strategies set to achieve Visitors Satisfaction in order to develop religious tourism in accordance with Vision (2030).

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