

The Mediating Role of The Service Provider Selection on The Relationship Between Internet Service Criteria and Institution Performance

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Abstract

Internet connection issues affect company performance. An organization's performance may be affected by ISP selection. The provider selection procedure also involves considerations. Bad Internet service is often caused by bad provider performance, which is attributable to supplier selection. Thus, a sound scientific procedure is needed to provide the optimum selection process. ISP selection and organization performance literature is lacking. This study examines Internet service provider criteria, provider selection, and institution performance. The study also examines how selection affects the Iraqi Martyrs Foundation's performance. This study investigates the mediating role played by provider selection in the relationship between Internet service provider criteria and organization performance. The study included developing a survey questionnaire to collect data from relevant stakeholders (technicians, engineers, managers, administrators, buyers, and users) and analyzing it using structural equation modeling. The results showed that quality, reliability, responsiveness, and experience influence Internet service provider selection. Along with the supplier selection process's direct impact on organizational performance. The results also showed that the provider selection process fully mediates the association between service quality, reliability, responsiveness, and organizational performance. The provider selection procedure partially mediated the experience factor-organization performance link. The developed model can help increase the performance of the IMF by setting a straightforward approach to the supplier selection process.

Keywords: Internet Service Provider Selection, Qualitative and Quantitative Criteria, Institution's Performance, Structural Equations Modeling, Decision-Making.

INTRODUCTION

Provider selection has been demonstrated to affect organizational effectiveness and performance by improving performance and increasing the value of institutions (Mutuku et al., 2021). Organizations have a significant desire to establish relationships with suppliers and providers, indicating their recognition of the impact of the procurement process on their performance (Humphreys et al., 2004; Westhuizen & Ntshingila, 2020). Kannan & Tan (2006) assert that the supplier/provider and buyer connection is crucial in the supply chain since it has a direct impact on the buyer's performance. The literature has not extensively addressed the impact of supplier/provider selection on institutional performance (Koufteros, 2012; Westhuizen & Ntshingila, 2020). As a result, selecting the Internet service provider has become critical, as doing so wrongly exposes institutions to a variety of risks and obstacles (Setyono & Sarno, 2019).

The process of choosing an Internet service provider is determined by several factors, including quality of service, security, reliability, prices, responsiveness and experience, etc., which will play a role in selecting an ISP. The six factors mentioned above were chosen for study due to their widespread global usage in recent times, allowing innovative concepts to be developed through research (Naji et al., 2023). As a result, selecting a service provider can be difficult and is equivalent to a decision-making issue where choosing the best service depends on a variety of factors and their contributing traits (Ramkumar and Jenamani, 2012; Ojiaku and Osarenkhoe, 2018; Supriya, 2020). Although some studies investigated the process of selecting suppliers and the performance of the organization (Westhuizen & Ntshingila, 2020; Mutuku et al., 2021), there are clear shortcomings concerning the Internet sector, choosing the service provider, and the organization's performance. This shows that it is essential for business managers and researchers to know the need for a framework to study the factors to consider when choosing the right ISP that can be used to ensure practical usage depending on their needs

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(Ramarao et al., 2011; Dheeraj et al., 2018). This problem arises in IMF, as there is no organized process for selecting suppliers, and the selection process is based on the personal opinions of the decision maker. Therefore, the problem may worsen if the decision maker leaves, affecting the organization's performance in the long term (Wongsurawat & Jermstittiparsert, 2020).

Many researchers emphasize the direct and indirect effects that supplier selection may have on organizational performance, whether positive or negative (LIAO et al., 2010; Koufteros, 2012; Setyono & Sarno, 2020). This research will investigate the mediating role of the Internet service provider selection process in the relationship between provider selection criteria and organization performance. In addition to studying the direct effects of provider selection factors on the selection process and the organization's performance. Finally, the direct impact of the Internet service provider selection process on the organization's performance will be examined.

LITERATURE REVIEW

Internet Service Provider Selection

Internet services are considered today as a need for work and daily activities, not as a source of entertainment or a luxury only (Abdallah & Adel, 2020; Aziz et al., 2023). The process of selecting an Internet service provider falls within the framework of supply chain management, which is represented by one of its most essential components, which is supplier selection (Sarkis & Talluri, 2002; Amani & Sarkodie, 2022). Supplier selection is the procedure used by organizations to identify, evaluate, and choose suppliers with whom to enter into contracts (Westhuizen & Ntshingila, 2020). Choosing a supplier is a challenging procedure since various criteria must be considered both throughout the decision-making process and during the actual choosing process (Weber et al., 1991; Seok Lee, 2017).

Regarding the Internet sector, many studies examined many quantitative and qualitative factors that have a role in the process of choosing an Internet service provider in many countries (Madden et al., 1999; Tam & Tummala, 2001; Song-zheng et al., 2007; Paramaporn et al., 2014; Joudeh & Dandis, 2018; Durmaz, 2022). In the study by Ghorbani et al. (2014) several Internet service criteria were investigated, such as Tangibles, Responsiveness, Reliability, Empathy, and Assurance. The results indicated that tangible criteria, reliability, and responsiveness were essential in the Internet sector. Joudeh & Dandis (2018) discussed the factors of Service Quality, Prices, Employees, Physical Evidence, and Customer Satisfaction. The results indicated that service quality has a direct impact on customer loyalty towards the service provider, and providing high-quality service has a positive effect on customer satisfaction. The study of Khan (2017) Factors such as cost, bandwidth, quality of service, security, and reliability were investigated. The questionnaire results indicated that choosing an Internet service provider is affected by price, bandwidth/speed, reliability/security, and quality of service, respectively. Although many studies have examined the criteria for choosing an Internet service provider, there is difficulty in determining specific factors for the selection process because the selection process is based on customer requirements, and thus a trade-off is sometimes made between the selection criteria (Suzari, 2013). In a comprehensive literature review by (Naji et al., 2023), which examined the criteria repeatedly discussed in the literature for choosing an ISP during the period 2001–2022, criteria such as quality of service, security, reliability, price, responsiveness, and experience were found to be among the ten most frequently mentioned criteria in the literature, as shown in Table 1

Table 1. Repeated ISP Selection Criteria for the Period 2001-2022

Criteria	No. of frequent	Rank
Quality of service	38	1
Reliability	38	1
Performance	35	3
Security	23	4
Price	22	5
Expertise	17	6
Connection speed	13	7
Responsiveness	10	8
Stability	8	9
Customer Loyalty	7	10

Institution Performance

In this context, performance refers to the outcome or output that can be attained by an organization, process, team, or individual (Mahfouz, 2019). Performance evaluation is essential to efficient management and is becoming more important in public service management. The management and performance assessment literature acknowledges that performance encompasses multiple dimensions (Pedroso & Gomes, 2020). The organizational performance factors examined in this study encompass internal or operational performance (Abusa & Gibson, 2012). An integrated approach to organizational performance leads to performance improvement, enhancing the organization's sustainability, overall capabilities, and effectiveness while delivering greater value to customers and stakeholders (Pambreni et al., 2019).

Performance can be evaluated using several metrics, such as financial and non-financial indicators. Financial performance measurements encompass several metrics, such as profit rate, return on assets, return on investment, return on sales, and return on stock. Non-financial performance measurements encompass many indicators, such as product quality, total quality management, marketing effectiveness, and other similar metrics (Singh & Misra, 2021).

Hypotheses Development

This research study summarizes eight essential factors for selecting an ISP on the theoretical basis of previously available literature.

Quality of Service

Choosing an Internet service provider depends on service quality (Alptekin & Alptekin, 2009). Quality of service is considered one of the main factors in the Internet sector that impact consumer satisfaction (Paramaporn et al., 2014). According to Kariuki et al. (2018), when investigating the factors that affect the relationship between suppliers and customers, the service quality factor must be considered when carrying out the supplier selection process. Concerning the performance evaluation process, according to Kroll et al. (1999) An increase in the quality of service provided will enhance the organization's performance. In addition, the increasing links between quality and institutional performance indicate that service quality is one of the most essential aspects in generating competitive advantage in the long term (Ramayah & Samat, 2011). Accordingly, the following hypothesis was proposed.

Hypothesis 1. Quality of service has a significant impact on provider selection.

Hypothesis 2. Quality of service has a significant impact on an institution's performance.

Security

When using an Internet service, customers should feel safe (Thaichon et al., 2014; Goode et al., 2015). Many researchers, such as Roca et al. (2009); Thaichon & Jebarajakirthy (2016) emphasize that there are various warnings regarding the improper use of consumer personal information. Consumers need to feel secure regarding the online services provided; thus, providing security for customer interactions should be a top consideration for Internet service criteria (Khan, 2017). The relationship between sustainable ISP choice and security factors has been mentioned in the study of (Hajiheydari et al., 2017). In terms of performance, the link between security and performance, particularly in current systems, is intriguing. Security and performance investigations are rarely explored in the literature (Wolter & Reinecke, 2010). Software architects may enhance operating systems by including security requirements (Venckauskas et al., 2016). Based on the above, the following hypotheses were proposed.

Hypothesis 3. Security has a significant impact on provider selection.

Hypothesis 4. Security has a significant impact on institution performance.

Reliability

The ability of an ISP to fulfill obligations and provide correct information about services is referred to as reliability (Alnsour et al., 2014; Hajiheydari et al., 2017). According to Quach et al. (2016), one of the things customers should consider when choosing an ISP is reliability. Important measurements and value gains suggest that reliability can impact an institution's performance and success. Moreover, increasing quality may lead to enhanced operational performance (Cook & Verma, 2002; Prajogo & Sohal, 2003). According to Currell & Jeukendrup (2008), many aspects affect performance and must be considered when evaluating performance, such as reliability. So, the following hypotheses were proposed.

Hypothesis 5. Reliability has a significant impact on provider selection.

Hypothesis 6. Reliability has a significant impact on institution performance.

Prices

The price factor is considered one of the most critical factors that affect the buyer's decision (Amin & Razmi, 2009). Ojiaku & Osarenkhoe (2018) considered that the price factor is essential for retaining customers and acquiring new ones when choosing an Internet service provider. Studies have shown that price is an important factor used by organizations in the decision to select an Internet service provider (Rajput & Bakar, 2012). In terms of performance, performance is often affected by pricing issues (Lu & Shao, 2016). Decision-makers must take into account the fact that clients may not accept expensive services, even with how high quality they are (Ingenbleek et al., 2013). So, the following hypotheses were proposed.

Hypothesis 7. Prices have a significant impact on provider selection.

Hypothesis 8. Prices have a significant impact on an institution's performance.

Responsiveness

Responsiveness is defined as the capacity of a company's personnel to deliver prompt services to consumers (Alnsour et al., 2014). According to Md Yusof et al. (2022), the responsiveness component is considered one of the most significant service quality measures. The consumer can observe the provider's honesty by their responsiveness. Therefore, establishing a favorable and reliable line of communication with a service provider is contingent upon their level of response (Goode et al., 2015). In terms of performance, promptly responding to client requests improves work performance, while being responsive allows a company to gain a competitive edge (Sardana et al., 2016). Timely response to consumer requests improves corporate efficiency (Lii & Kuo, 2016). Based on the above, the following hypotheses were proposed.

Hypothesis 9. Responsiveness has a significant impact on provider selection.

Hypothesis 10. Responsiveness has a significant impact on an institution's performance.

Experience

Prior experience affects preferences, attitudes, behavior, and intentions when choosing a supplier (Wang et al., 2012). Clients should be fully aware of the experience of ISPs during the selection process (Ojiaku & Osarenkhoe, 2018). Regarding operational performance, the previous experience factor shows high validity in various areas for performance indicators (Grabner et al., 2006). According to Ou et al. (2023), there is a literature gap regarding the impact of the experience criteria on the institution's performance. Based on the above, the following hypotheses were proposed.

Hypothesis 11. Experience has a significant impact on provider selection.

Hypothesis 12. Experience has a significant impact on an institution's performance.

Provider Selection and Institution Performance

Organizations clearly understand that the procurement process has a significant impact on their performance, as evidenced by their intense interest in fostering relationships with suppliers and providers (Humphreys et al.,

2004; Westhuizen & Ntshingila, 2020). Evidence has demonstrated that provider selection influences organizational effectiveness and performance by improving performance and adding value to institutions (Mutuku et al., 2021). Many institutions have become rather fussy about their suppliers due to the increasing emphasis on establishing long-term relationships driven by competitive pressures. According to Hsu et al. (2006), who argue that providers are crucial to creating a competitive advantage that improves institution performance; providers have played vital roles in firm strategy.

Since suppliers' abilities contribute to enhancing an organization's capabilities and performance, companies have grown incredibly reliant on them (Koufteros, 2012). The literature hasn't given the suppliers' selection process and affected institutions' performance enough attention (Koufteros, 2012; Westhuizen & Ntshingila, 2020). Based on the above, the following hypotheses were proposed.

Hypothesis 13: Provider selection has a significant impact on Institution performance.

The Mediating Role Of The Provider Selection Process Between ISP Criteria And Institution Performance

Services provider selection criteria are crucial for organizations because they enable them to carry out the procurement process with integrity, ensuring effectiveness and excellent performance (Ogohi, 2014). To help develop an organization's performance, service provider selection criteria also ensure that the organization's interests are achieved without putting the service provider or consumer at risk (Theuri & Odhiambo, 2015; Mutuku et al., 2021). Organizations must often consider several critical factors to choose a service provider, including quality, price, reliability, security, responsiveness, and expertise (Kim, 2009; Ojiaku & Osarenkhoe, 2018; Westhuizen & Ntshingila, 2020). By using these criteria to select suppliers, the performance of purchasing organizations is expected to improve, and the ability of organizations to gain a competitive advantage is expected to increase (Vonderembse & Tracey, 1999; Westhuizen & Ntshingila, 2020). While studies have explored the direct effect of Internet service criteria on institutional performance, no study has examined whether the provider service selection process mediates the relationship between Internet service criteria and institutional performance.

Purchasing organizations endeavor to ensure access to obtain optimal return on investment, minimize rework, and exclusively accept services of the highest quality. The organization's procurement department is accountable for choosing the service supplier. Hence, the company must develop a decision-making system that will enable the selection of service providers, ensure the completion of all necessary procedures, and attain optimal performance (Kariuki et al., 2018). The information provided above clearly demonstrates that selecting the appropriate service provider is vital for the firm's success. Furthermore, it is crucial to consider the selection process's limitations.

The following hypotheses were put forth to understand better how providers are selected to act as mediators.

Hypothesis 14: Provider selection significantly mediates the relationship between quality of service and institution performance.

Hypothesis 15: Provider selection has a significant mediating role in the relationship between security and institution performance.

Hypothesis 16: Provider selection has a significant mediating role in the relationship between reliability and institution performance.

Hypothesis 17: Provider selection has a significant mediating role in the relationship between prices and institution performance.

Hypothesis 18: Provider selection has a significant mediating role in the relationship between responsiveness and institution performance.

Hypothesis 19: Provider selection has a significant mediating role in the relationship between Experience and institution performance.

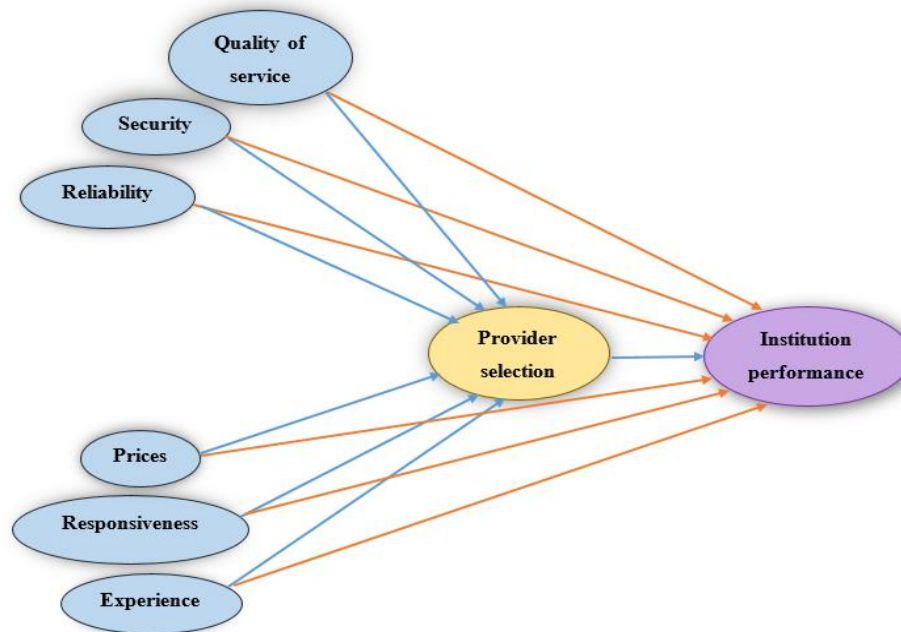


Figure 1: The conceptual framework

METHODOLOGY

Questionnaire Design and Data Collection

The primary data for this study was gathered using a questionnaire instrument. Most questionnaires typically include questions with checkboxes that require checking, facilitating the tabulation and recording of responses, and evaluating the generated data (Mildred, 2017). The questionnaire was created based on validated research in the field of the study conducted by Thaichon et al. (2014), Paramaporn et al. (2014), Joudeh & Dandis (2018), Rachmawati (2020), Durmaz (2022), and Naji et al. (2023). To enhance the utilization of content validity and accuracy, researchers should actively solicit expert guidance during the peer review process, as suggested by Tojib (2006) and Taherdoost (2016). This practice facilitates the generalizability of research findings. A panel comprising nine specialists, including academic scholars and experts in the realm of the Internet and communications, was employed to mediate the questionnaire. Following the completion of semi-structured interviews with experts to validate the contents of the questionnaire, the study structures, the questions' sequencing, and the measurement techniques' applicability were deemed acceptable. The questionnaire is divided into four sections: personal information, criteria for Internet service, selection of provider, and performance of the institution. Experts' opinions were considered and included to ensure the accuracy of the questionnaire questions, including incorrect choices, grammatical errors, ambiguities, and complex wording. The measurement of all variables in this study was conducted using a Likert scale consisting of five points, ranging from "strongly disagree" (1) to "strongly agree" (5) (Chatterjee & Kar, 2018).

The number of employees in the IMF is 5,800 distributed throughout Iraq (N. R. Nibras, personal communication, Feb 26, 2023). The questionnaire was translated into Arabic and distributed to 361 employees representing the sample size (Krejcie & Morgan, 1970). 305 questionnaires were retrieved, and 25 questionnaires were excluded due to duplication and missing data. The result was 280 analyzable responses. SPSS (version 23) and SmartPLS (version 4) were used for data analysis.

Data Analysis

The Structural Equation Modeling technique is widely used in the context of electronic supplier selection difficulties due to its ability to simultaneously incorporate structural models and measurements in statistical testing (Garg, 2021). Once the measurement model has been validated, the structural equation model identifies

and displays the relationships between the constructs. Structural equation modeling comprehensively depicts the connections between independent and dependent variables (Ho & Raton, 2006). When assessing a structural model, the first factor to evaluate is the overall fit of the model (Jr et al., 2021). The attention is then redirected toward the size, direction, and significance of the estimations of the hypothetical variables, which are represented in the path diagram by arrows with a single head.

The study's proposed structural equation model, which was based on expected correlations between the variables reported and measured, is supported in the final section. The PLS approach was used in the model of this study to test the research hypotheses. PLS-SEM is assessed in two processes. Firstly, the (external) measurement model is evaluated. The second step evaluates the (internal) structural model. The convergent validity of the measurement model is evaluated using composite reliability, item factor loadings, and average variance extracted (AVE) (Zainun et al., 2014). The discriminant validity of the measurement model is evaluated using the Fornel and Larcker and cross-loading criteria (Hair et al., 2011; Kwong-Kay, 2013). To analyze the data with SmartPLS, a conceptual model describing the latent variable with measurement indications and the connection between them was created.

RESULTS AND DISCUSSIONS

Assuming the data were normal, all 280 valid questionnaires were statistically analyzed using SPSS 23. Any sample size larger than 30 is normally distributed (Garg, 2021).

Convergent Validity

Convergent validity refers to how well one measure corresponds with other measurements of the same variable. The validity of the reflected variables must be assessed (Maghsoudi et al., 2018). The outcomes of the measurement model evaluation in terms of factor loadings are in Table 2. According to J. Hair et al. (2021) every component must have a suggested factor loading value of 0.70 or greater. 19 items from this study were eliminated because they failed to meet the 0.7 cutoff (QS4, QS7, SE3, RE1, RE4, PR2, PR4, RS1, RS2, RS3, RS4, RS5, EX2, EX6, PS1, PS2, PS3, PS4, and PS5). The factor loading displays the variation the variable on that particular factor accounts for. If any elements are missing, it's possible that they were eliminated because they couldn't adequately explain a specific factor's variable.

Table 2: Outer loading of elements

	Quality of service	Security	Reliability	Prices	Responsiveness	Experience	Provider selection	Institution performance
QS1	0.894							
QS2	0.906							
QS3	0.903							
QS4	Deleted							
QS5	0.862							
QS6	0.897							
QS7	Deleted							
SE1		0.842						
SE2		0.936						
SE3		Deleted						
SE4		0.882						
SE5		0.853						
RE1			Deleted					
RE2			0.760					
RE3			0.926					
RE4			Deleted					
RE5			0.950					
PR1				0.776				
PR2				Deleted				
PR3				0.798				
PR4				Deleted				
PR5				0.735				
PR6				0.801				
PR7				0.778				
PR8				0.760				
RS1					Deleted			
RS2					Deleted			

RS3	Deleted		
RS4	Deleted		
RS5	Deleted		
RS6	0.895		
RS7	0.861		
EX1		0.827	
EX2		Deleted	
EX3		0.806	
EX4		0.920	
EX5		0.919	
EX6		Deleted	
PS1			Deleted
PS2			Deleted
PS3			Deleted
PS4			Deleted
PS5			Deleted
PS6			0.835
PS7			0.837
PS8			0.890
PS9			0.787
IP1			0.850
IP2			0.834
IP3			0.839
IP4			0.855
IP5			0.918
IP6			0.891
IP7			0.813

Although Cronbach's alpha is the reliability metric that is most frequently employed, composite reliability is favored when analyzing PLS-SEM (Awang, 2012). A measurement model's composite reliability must be at least 0.7 to be regarded as dependable (Kwong-Kay, 2013). However, a composite reliability of 0.6 is also considered adequate to provide dependability. The convergent validity of the measurement models is shown in Table 3.

Table 3: Convergent validity results

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Quality of service (QS)	0.862	0.937	0.798
Security (SE)	0.856	0.897	0.789
Reliability (RE)	0.875	0.984	0.782
Prices (PR)	0.882	0.834	0.627
Responsiveness (RS)	0.854	0.872	0.873
Experience (EX)	0.902	0.907	0.776
Provider selection (PS)	0.917	0.887	0.800
Institution performance (IP)	0.940	0.941	0.759

The results indicate that the overall AVE values are more than 0.5, which is the AVE threshold value (Rahman et al., 2013). Concerning Composite Reliability (CR) and Cronbach's Alpha, all variables have values greater than 0.7, which is the ideal value. As a result, each measurement model met the requirement for convergent validity.

Discernment Validity

Discriminant validity is a statistical measure that evaluates the independence of several regression predictor variables (Hair et al. (2021). It ensures no correlation between the factors used to predict the outcome. In this study, Heterotrait-Monotrait Correlations (HTMT) and criteria were used by Fornell and Larcker to test discriminant validity. From Table 4, it is seen that each variable has an average variance extracted (AVE) value greater than its correlation with the other variable using Fornell and Larcker criteria (Anderson & Gerbing, 1988).

Table 4: Fornell Larcker criterion

	QS	SE	RE	PR	RS	EX	PS	IP
QS	0.893							
SE	0.690	0.888						
RE	0.438	0.467	0.884					
PR	0.438	0.384	0.604	0.792				
RS	0.433	0.527	0.375	0.349	0.875			
EX	0.540	0.677	0.537	0.471	0.774	0.881		
PS	0.440	0.415	0.173	0.242	0.530	0.512	0.895	
IP	0.460	0.512	0.227	0.230	0.537	0.611	0.787	0.871

In response to their finding that the two previous procedures, cross-loading, and the Fornell and Larcker criteria, lacked reliability for assessing discriminant validity, (Henseler et al., 2015) presented the HTMT methodology as a new standard for use in SEM analysis. If the absolute value of the HTMT is greater than 0.85 or 0.90, there is no discriminant validity. Table 5 presents HTMT's conclusion about discriminant validity. The results of the two tables showed that each variable has acceptable discriminant validity.

Table 5: HTMT results

	QS	SE	RE	PR	RS	EX	PS	IP
QS								
SE	0.749							
RE	0.486	0.504						
PR	0.316	0.433	0.705					
RS	0.482	0.597	0.424	0.399				
EX	0.585	0.745	0.579	0.529	0.877			
PS	0.474	0.453	0.167	0.256	0.598	0.559		
IP	0.490	0.553	0.213	0.242	0.600	0.659	0.848	

As demonstrated in Table 5, all latent constructs have HTMT values lower than 0.90. The range of values is 0.167 to 0.877. This means that the latent constructs are entirely distinct.

Assessment of Structural Model

Before assessing the structural model, the first critical phase in SEM analysis is vital to remove collinearity problems in the internal structural model to avoid misleading or biasing the regression findings. According to Yoo et al. (2015) multiple collinearity arises when two or more variables are not independent, which may be assessed by calculating the variance inflation factor (VIF). A (VIF) value of (5) or above indicates a possible collinearity issue (Jr et al., 2021). Table 6 refers to collinearity statistics.

Table 6: Collinearity statistics

Latent Variables	VIF
QS	2.126
SE	2.568
RE	1.996
PR	1.686
RS	2.661
EX	3.804
PS	1.589

Structural equation modeling is the second stage of SEM analysis. Structural equation modeling provides a detailed explanation of the connections between independent and dependent variables (Ho & Raton, 2006). The overall fit of the model is the initial focus of structural model evaluation (Jr et al., 2021). The direction, size, and importance of the fictitious parameter estimations are then highlighted and are denoted in the route diagram by single-headed arrows. The study's model used the PLS approach to test the research hypotheses.

We looked at the direct relationships between service quality, security, reliability, pricing, responsiveness, experience, choice of service provider, and organization performance. The model and structural route used to analyze the direct impacts of the postulated variables are depicted in Figure 2.

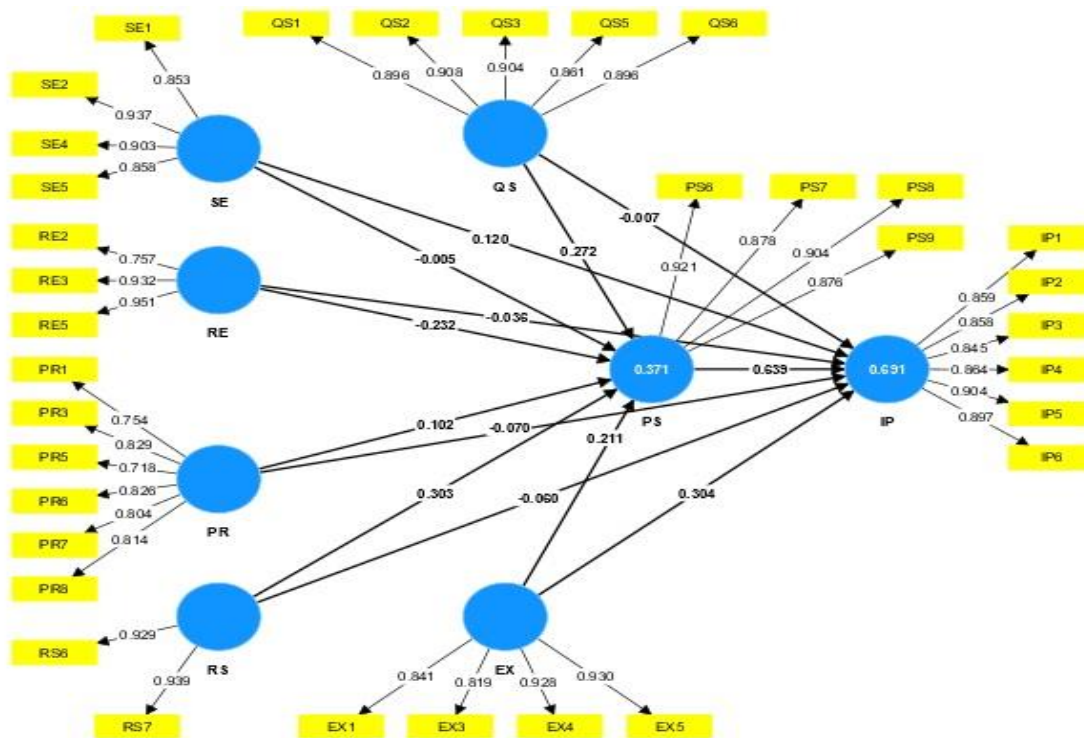


Figure 2: Structural model

The coefficient of determination (R^2) values for provider selection and institution performance were determined. R^2 is a value of the dependent variable's variance extent that all the independent variables may assess (Ramayah et al., 2018). According to (Jr et al., 2021) an R^2 of 0.75 suggests a high level of predictive accuracy, whereas an R^2 of 0.50 indicates a moderate level and an R^2 of 0.25 indicates a poor level. Within this framework, the institution's performance is represented by a (R^2) value of 0.691, while the provider selection is represented by a (R^2) value of 0.371. This indicates a modest level of predictive accuracy for institution performance and poor provider selection.

Concerning the predicted relevance's worth (Q^2), Values greater than zero show the model's predictive usefulness (Vinzi et al., 2010). The value of (Q^2) for provider selection and institution performance was (0.407 and 0.337), respectively, higher than the threshold region, demonstrating the predictive usefulness of the model variables.

For the model's Goodness of Fit (GOF) value, which is determined by:

$$GOF = \sqrt{AVE * R^2}$$

Where $GOF_{small} = 0.1$, $GOF_{medium} = 0.25$, and $GOF_{large} = 0.36$.

For the PLS model to be validated internationally, these values are essential (Wetzels et al., 2009; Akter et al., 2012). The GOF value from the aforementioned calculation was (0.6434), higher than the threshold (0.36). The aforementioned baseline indicates that the model is adequate. The findings of the hypotheses testing are displayed in Table 7.

Table 7: Hypotheses testing results for direct paths

Hypothesis		Path Coefficient	Standard Deviation	T- Value	P- Value	F- Squared	Result
H1	QS→PS	0.272***	0.058	4.650	0.000	0.058	Accepted
H2	QS→IP	-0.007	0.056	0.121	0.903	0.000	Rejected
H3	SE→PS	-0.005	0.075	0.071	0.944	0.000	Rejected
H4	SE→IP	0.120*	0.058	2.073	0.038	0.018	Accepted
H5	RE→PS	-0.232**	0.083	2.810	0.005	0.045	Accepted
H6	RE→IP	-0.036	0.045	0.802	0.422	0.002	Rejected
H7	PR→PS	0.102	0.070	1.470	0.142	0.010	Rejected
H8	PR→IP	-0.070	0.039	1.470	0.142	0.009	Rejected
H9	RS→PS	0.303***	0.090	3.367	0.001	0.058	Accepted
H10	RS→IP	-0.060	0.057	1.046	0.295	0.004	Rejected
H11	EX→PS	0.211*	0.094	2.259	0.024	0.019	Accepted
H12	EX→IP	0.304***	0.065	4.684	0.000	0.079	Accepted
H13	PS→IP	0.639***	0.044	14.370	0.000	0.831	Accepted

*p< 0.05, **p< 0.01, ***p< 0.001

The above results indicate that the quality-of-service factor positively impacted the process of choosing an Internet service provider. Still, it did not impact the organization’s performance (supporting Hypothesis H1 and rejecting Hypothesis H2). Security did not affect the choice of service providers but significantly impacted organization performance (Hypothesis H3 was rejected, and Hypothesis H4 was supported). The reliability factor harmed choosing an Internet service provider but did not affect the organization’s performance (supporting hypothesis H5 and rejecting hypothesis H6). Regarding the price factor, the hypothesis that it impacts the choice of provider or the institution's performance was not supported (hypotheses H7 and H8 were rejected). The results also supported the hypothesis of a direct effect of the response factor on the provider selection process. In contrast, the hypothesis of its direct impact on the organization’s performance was not supported (supporting hypothesis H9 and rejecting hypothesis H10). The experience factor directly impacted the choice of provider and the organization’s performance (supporting hypotheses H11 and H12). Finally, the hypothesis of the direct impact of the Internet service provider selection process on organization performance was supported (supporting Hypothesis H13).

The results also indicated that the responsiveness factor had the highest impact on the provider selection process according to the path coefficient (0.303). While the provider selection process had the highest direct effect on the organization’s performance according to the path coefficient (0.639). Likewise, Table 8 displays the results of testing the mediation hypotheses of the provider selection process in the relationship between Internet service criteria (independent variables) and organization performance (dependent variable).

Table 8: The effect of mediation on constructs

Hypothesis		Indirect effect through Mediation	T-value	P-value	Mediation type	Result
H14	QS→PS→IP	0.174***	4.445	0.000	Full	Accepted
H15	SE→PS→IP	-0.003	0.071	0.944	-	Rejected
H16	RE→PS→IP	-0.149**	2.726	0.006	Full	Accepted
H17	PR→PS→IP	0.065	1.453	0.146	-	Rejected
H18	RS→PS→IP	0.193***	3.252	0.001	Full	Accepted
H19	EX→PS→IP	0.135*	2.284	0.022	Partial	Accepted

*p< 0.05, **p< 0.01, ***p< 0.001

Table 8 above indicates that the mediation analysis of service provider selection (PS) fully mediated the relationship between service quality and institution performance, which supports the hypothesis (H14). In contrast, the mediation hypothesis of service provider selection in the relationship between security and enterprise performance was not supported (Hypothesis H15). This means that another variable may mediate the relationship between the security factor and organizational performance. In addition, the mediation hypothesis of provider choice was fully supported in the relationship between reliability and organization performance (Hypothesis H16), and the results also indicated that provider choice did not mediate the relationship between prices and organization performance (Hypothesis H17 was rejected). The mediating effect of service provider choice was entirely related to responsiveness and organization performance (supporting

Hypothesis H18). Finally, the impact of provider choice on the relationship between experience and organization performance was partially mediated (supporting hypothesis H19).

CONCLUSION

This study examined the correlations between service quality, security, dependability, price, responsiveness, and experience, and organizational success while considering the mediating influence of the ISP choosing process. This was achieved through a poll among 280 public servants at 18 (IMF) sites across Iraq. Structural equation modeling was used to elucidate the relationships between the study variables and evaluate the research hypotheses. The study found that service quality, reliability, responsiveness (the most influential factor), and experience directly and significantly affected the choice of an Internet service provider. Additionally, security factors and experience in choosing the Internet service provider (the most influential factor) directly and significantly affected the organization's performance. The results also demonstrated that selecting an Internet service provider fully mediates the relationship between quality of service, reliability, responsiveness, and the company's performance. Furthermore, selecting an Internet service provider partially mediates the connection between experience and organizational performance.

The study methodologies employed in this research demonstrate coherence, which lends credibility to the outcomes and enriches the knowledge and insights acquired. Consequently, the findings of this study are anticipated to significantly impact the reassessment of the supplier selection process, given its crucial role in enhancing institutional performance in the Internet sector in Iraq and other emerging nations. Additionally, it contributes to determining the course of future studies on Internet service standards, the selection of service providers, and the performance of enterprises. The outcomes obtained from this study are anticipated to contribute substantially to developing efficient solutions in the decision-making process.

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