


THE IMPACT OF ELECTRONIC MARKETING MIX ELEMENTS ON CUSTOMER LOYALTY: A FIELD STUDY ON CLIENTS OF TRAVEL AGENCIES IN ALGERIA

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: May, 14th 2024 Accepted: July, 12th 2024</p>	<p>Purpose: This article deals with the impact of the elements of the electronic marketing mix on the loyalty of customers of travel agencies in Algeria. It aims to reveal the extent of the impact of electronic service, electronic pricing, electronic distribution, electronic promotion, privacy, website design, and electronic business security on the loyalty of customers of travel agencies in Algeria, in addition to providing recommendations that can enhance customer loyalty, which contributes to improving the overall performance of travel agencies in Algeria and increasing their sales.</p>
<p>Keywords: Electronic Marketing; Electronic Marketing Mix; Customer Loyalty; Travel Agencies; Algeria.</p> 	<p>Methodology: The descriptive and interpretive approaches were relied upon, as the descriptive approach expresses the phenomenon studied quantitatively and qualitatively. The qualitative expression describes the phenomenon and clarifies its characteristics, while the quantitative expression gives it a numerical description that shows the amount or size of this phenomenon and the degrees of its association with other phenomena. As for the interpretive approach, it was used to explain and analyze the impact of the elements of the electronic marketing mix on customer loyalty to travel agencies in Algeria.</p> <p>Results: The results indicate that the elements of the electronic marketing mix have a positive impact on the loyalty of customers of travel agencies in Algeria, with a positive impact for both electronic service and electronic business security, while the results showed that electronic pricing, electronic distribution, electronic promotion, privacy, and website design have no impact on the loyalty of customers of travel agencies in Algeria.</p> <p>Practical Implications: The study proposes several practical measures for travel agencies in Algeria, including properly exploiting electronic pricing, making adjustments in electronic distribution, developing effective strategies to promote their services electronically, paying great attention to privacy policies and data security, and improving the interface of websites.</p> <p>Originality/Value: This study contributes to the literature by providing a detailed analysis of the impact of e-marketing mix elements on customer loyalty of travel agencies in Algeria, which has been relatively under-researched in this context. The study's unique focus on e-marketing mix elements provides valuable insights and tailored recommendations to enhance customer loyalty of travel agencies in Algeria.</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i8.4892</p>

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**O IMPACTO DOS ELEMENTOS DO MIX DE MARKETING ELETRONICO NA FIDELIZAÇÃO DO
CLIENTE: UM ESTUDO DE CAMPO SOBRE CLIENTES DE AGENCIAS DE VIAGENS NA
ARGELIA****RESUMO**

Objetivo: Este artigo trata do impacto dos elementos do mix de marketing eletrônico na fidelidade dos clientes de agências de viagens na Argélia. Ele visa revelar a extensão do impacto do serviço eletrônico, preços eletrônicos, distribuição eletrônica, promoção eletrônica, privacidade, design de site e segurança de negócios eletrônicos na fidelidade dos clientes de agências de viagens na Argélia, além de fornecer recomendações que podem aumentar a fidelidade do cliente, o que contribui para melhorar o desempenho geral das agências de viagens na Argélia e aumentar suas vendas.

Metodologia: As abordagens descritiva e interpretativa foram utilizadas, pois a abordagem descritiva expressa o fenômeno estudado quantitativa e qualitativamente. A expressão qualitativa descreve o fenômeno e esclarece suas características, enquanto a expressão quantitativa fornece uma descrição numérica que mostra a quantidade ou tamanho desse fenômeno e os graus de sua associação com outros fenômenos. Quanto à abordagem interpretativa, ela foi usada para explicar e analisar o impacto dos elementos do mix de marketing eletrônico na fidelidade do cliente às agências de viagens na Argélia.

Resultados: Os resultados indicam que os elementos do mix de marketing eletrônico têm um impacto positivo na fidelidade dos clientes de agências de viagens na Argélia, com um impacto positivo tanto para o serviço eletrônico quanto para a segurança do negócio eletrônico, enquanto os resultados mostraram que os preços eletrônicos, distribuição eletrônica, promoção eletrônica, privacidade e design do site não têm impacto na fidelidade dos clientes de agências de viagens na Argélia.

Implicações Práticas: O estudo propõe várias medidas práticas para agências de viagens na Argélia, incluindo a exploração adequada dos preços eletrônicos, fazendo ajustes na distribuição eletrônica, desenvolvendo estratégias eficazes para promover seus serviços eletronicamente, prestando grande atenção às políticas de privacidade e segurança de dados e melhorando a interface dos sites.

Originalidade/Valor: Este estudo contribui para a literatura ao fornecer uma análise detalhada do impacto dos elementos do mix de marketing eletrônico na fidelidade do cliente de agências de viagens na Argélia, que tem sido relativamente pouco pesquisado neste contexto. O foco exclusivo do estudo nos elementos do mix de marketing eletrônico fornece insights valiosos e recomendações personalizadas para aumentar a fidelidade do cliente de agências de viagens na Argélia.

Palavras-chave: Marketing Eletrônico, Mix de Marketing Eletrônico, Fidelização de Clientes, Agências de Viagens, Argélia.

**EL IMPACTO DE LOS ELEMENTOS DEL MARKETING ELECTRONICO EN LA FIDELIZACION
DE LOS CLIENTES: UN ESTUDIO DE CAMPO SOBRE CLIENTES DE AGENCIAS DE VIAJES EN
ARGELIA****RESUMEN**

Objetivo: Este artículo trata sobre el impacto de los elementos del mix de marketing electrónico en la lealtad de los clientes de las agencias de viajes en Argelia. Su objetivo es revelar el alcance del impacto del servicio electrónico, la fijación electrónica de precios, la distribución electrónica, la promoción electrónica, la privacidad, el diseño de sitios web y la seguridad del comercio electrónico en la lealtad de los clientes de las agencias de viajes en Argelia, además de brindar recomendaciones que puedan mejorar la lealtad de los clientes, lo que contribuye a mejorar el desempeño general de las agencias de viajes en Argelia y aumentar sus ventas.

Metodología: Se utilizaron los enfoques descriptivo e interpretativo, ya que el enfoque descriptivo expresa el fenómeno estudiado cuantitativa y cualitativamente. La expresión cualitativa describe el fenómeno y aclara sus características, mientras que la expresión cuantitativa le da una descripción numérica que muestra la cantidad o el tamaño de este fenómeno y los grados de su asociación con otros fenómenos. En cuanto al enfoque interpretativo, se utilizó para explicar y analizar el impacto de los elementos del mix de marketing electrónico en la lealtad de los clientes a las agencias de viajes en Argelia.

Resultados: Los resultados indican que los elementos del mix de marketing electrónico tienen un impacto positivo en la lealtad de los clientes de las agencias de viajes en Argelia, con un impacto positivo tanto para el servicio electrónico como para la seguridad del comercio electrónico, mientras que los resultados mostraron que la fijación de precios electrónicos, la distribución electrónica, la promoción electrónica, la privacidad y el diseño de sitios web no tienen impacto en la lealtad de los clientes de las agencias de viajes en Argelia.

Implicaciones Prácticas: El estudio propone varias medidas prácticas para las agencias de viajes en Argelia, incluyendo explotar adecuadamente la fijación de precios electrónicos, hacer ajustes en la distribución electrónica,

desarrollar estrategias efectivas para promover sus servicios electrónicamente, prestar gran atención a las políticas de privacidad y seguridad de datos, y mejorar la interfaz de los sitios web.

Originalidad/Valor: Este estudio contribuye a la literatura al proporcionar un análisis detallado del impacto de los elementos del mix de marketing electrónico en la lealtad de los clientes de las agencias de viajes en Argelia, que ha sido relativamente poco investigado en este contexto. El enfoque único del estudio en los elementos del mix de marketing electrónico proporciona información valiosa y recomendaciones personalizadas para mejorar la lealtad de los clientes de las agencias de viajes en Argelia.

Palabras clave: Marketing Electrónico, Mix de Marketing Electrónico, Fidelización de Clientes, Agencias de Viajes, Argelia.

1 INTRODUCTION

The electronic marketing mix is crucial in today's digital era as it provides effective means to communicate with the targeted audience and build interactive customer relationships. By analyzing user data and utilizing available digital tools, institutions can accurately target customers and tailor marketing messages to increase conversion rates and achieve positive outcomes.

By strategically coordinating these elements of the electronic marketing mix, institutions can construct effective marketing campaigns that enhance their digital presence and expand their customer base. In summary, the electronic marketing mix is a vital component of modern marketing strategies, representing an effective method to reach the targeted audience and bolster the brand online.

Digital tools offer tremendous opportunities for interacting with customers and building lasting relationships. By adopting comprehensive online marketing strategies, institutions can garner greater customer loyalty and boost their revenues. One way the electronic marketing mix contributes to customer loyalty is by providing a unique experience through engaging and valuable content on social media and websites, offering outstanding online services, and making customers feel valued and appreciated by the institution, thereby increasing their attachment.

Moreover, institutions can use email to build strong relationships with customers by offering special deals and personalized services that effectively meet their needs. Additionally, marketing techniques through search engines and digital advertisements can reach potential customers and motivate them to purchase the institution's products.

1.1 STUDY PROBLEM

In light of the above, the main problem can be formulated as follows:

- what is the extent of the impact of electronic marketing mix elements on the loyalty of clients of travel agencies in Algeria?

This gives rise to the following sub-questions:

- do travel agencies in Algeria focus on implementing elements of the electronic marketing mix in their marketing activities?
- is there a sense of loyalty among clients towards travel agencies in Algeria?
- which elements of the electronic marketing mix most significantly affect the loyalty of clients of travel agencies in Algeria?

1.2 STUDY HYPOTHESES

Based on the posed problem, the main hypothesis can be formulated as follows:

- there is a statistically significant effect of the electronic marketing mix elements on the loyalty of clients of travel agencies in Algeria at a significance level ($\alpha \leq 0.05$).

This leads to several sub-hypotheses:

- the electronic service dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the electronic pricing dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the electronic distribution dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the electronic promotion dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the privacy dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the website design dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$);
- the electronic business security dimension has a statistically significant effect on customer loyalty at a significance level ($\alpha \leq 0.05$).

1.3 STUDY SIGNIFICANCE

The importance of our study is underscored by our focus on electronic marketing, a subject of considerable relevance in the current era, especially for commercial institutions. Most institutions today have shifted to digital solutions to keep pace with rapid environmental transformations, particularly in customer communications.

Electronic marketing, with its various dimensions, offers effective solutions for institutions aiming to achieve customer satisfaction, maintain their loyalty, and ultimately win their allegiance.

1.4 STUDY OBJECTIVES

Through this study, we aim to achieve the following objectives:

- to provide a theoretical framework defining electronic marketing and its mix elements;
- to highlight the reality of electronic marketing among travel agencies in Algeria;
- to understand the extent to which the elements of the electronic marketing mix contribute to winning customer loyalty at travel agencies in Algeria;
- to identify the most impactful elements of the electronic marketing mix in gaining customer loyalty at travel agencies in Algeria;
- to generate suggestions that might assist travel agencies in Algeria in applying electronic marketing more effectively, thereby increasing their customers' loyalty levels.

1.5 STUDY METHODOLOGY

To address the study's problem and verify or refute the hypotheses, a descriptive approach was utilized, which expresses the studied phenomenon both quantitatively and qualitatively.

The qualitative expression describes the phenomenon and clarifies its characteristics, while the quantitative expression provides a numerical description that indicates the size of the phenomenon and its degrees of association with other phenomena.

2 FIRST - THEORETICAL FRAMEWORK

2.1 BASIC CONCEPTS OF ELECTRONIC MARKETING

2.1.1 Definition of electronic marketing

Electronic marketing has been defined as the marketing of products via the internet, encompassing the display of an institution's products online, and the conduct of selling and buying transactions over the internet (Ouaguenouni, 2021, p. 42).

Dave Chaffey defines electronic marketing as the use of electronic communications technology to achieve marketing objectives (Baker, 2003, p. 638).

The American Marketing Association defines electronic marketing as an "organizational function and a set of processes aimed at creating communication and delivering value to the customer and managing the customer relationship in ways that benefit the organization and stakeholders, which is carried out through electronic tools and means" (Ahlam et al., 2019, p. 101).

It is also defined as a customer service that is dynamic, interactive, and internet-based, integrated with customer support applications such as CRM and SCM, responsible for identifying customer requirements and recognizing and fulfilling them in the electronic business environment (Chong et al., 2015, p. 152).

From the foregoing, electronic marketing can be considered a modern commercial philosophy and practice concerning the buying and selling of products, services, ideas, or information via the internet or any electronic medium that has significant potential to reach the largest possible number of customers. It involves not only knowing how to use technology but also understanding customers and knowing how to use this knowledge to communicate with them more effectively.

2.1.2 Elements of the electronic marketing mix

The marketing mix is a collection of tactical marketing tools through which the institution addresses the needs of the target markets and attempts to increase demand for its products (Kotler & Armstrong, 2017).

Scholars differ in dividing the elements of the electronic marketing mix. Some see it as consisting of the same traditional four elements, commonly referred to as the 4Ps, with differences in practice and application. Others offer a clear and comprehensive classification of the electronic marketing mix elements, which has been termed (4Ps+P2C2S3) by researchers Kalyanam & McIntyre.

Dr. Ahmed Youssef Abu Farah considers this classification to be a clear and comprehensive division of electronic marketing elements, although the sales promotion element is included with the promotion element, making the electronic marketing mix (4Ps+P2C2S2). This classification includes the following elements:

2.1.2.1 The electronic product

The electronic product is viewed as a "union of tangible and intangible aspects, which is adapted and customized according to the diversity of individual preferences through active customization by consumers" (Gandolfo, 2009, p. 19). The electronic service is defined as those services provided through electronic communication between the service provider and the beneficiary (Ben Ahsen, 2022, p. 51).

2.1.2.2 Electronic pricing

Pricing represents one of the critical elements of the marketing mix that must align with the marketing objectives, policies, and programs of an institution. It forms the foundation from which the institution's revenues are generated and serves as a basis upon which customers evaluate products.

Price is a factor within the internal environment of an institution, which can be controlled through increasing or decreasing it. This flexibility in pricing requires the institution's management to anticipate customer reactions to the pricing policy adopted, as price is often associated with product quality and can elicit adverse reactions contrary to the institution's plans (Datta et al., 2017, p. 13).

The process of electronic pricing is dynamic, flexible, and not fixed; it changes daily and sometimes several times within a single day. It should be noted that this situation is not absolute as some product prices may stabilize for a certain period. Prices change according to

multiple variables such as the features and benefits that the customer gains after the purchase and the sales volume of the product (Dedawi, 2022, p. 28).

2.1.2.3 Electronic distribution

The distribution activity ensures communication with the customer or beneficiary of the product through reliance on distribution points, whether direct or indirect. It is noted that many service institutions rely not only on direct distribution to deliver their services to customers but also on indirect distribution points.

For instance, hotels can sell their services directly or through travel agents who, in their role, offer a variety of complementary goods. Service institutions depend on indirect distribution channels and coordinate with other institutions that complement their services.

The advantage of 'place' within the electronic marketing mix is that the process should be smooth and easy while simultaneously building relationships with customers. The physical place becomes virtual, encompassing the intangible aspects of the transaction. The main contribution of the Internet in business is not merely the ability to sell products online but also its capacity to build relationships with customers.

The interactive capabilities of the Internet allow for more efficient and effective systems for managing digital customer relationships (E-CRM), as the Internet enables access to information that can be used for customer management, thanks to data collected from user registrations on the institution's web page and online purchase data of each customer (Gandolfo, 2009, p. 20).

2.1.2.4 Electronic promotion

In the current century, there is a contemporary marketing philosophy that requires not only the production, development, pricing, and distribution of products but also the necessity for institutions to engage in continuous and effective communication with all customers related to the institution's products. This communication aims to inform customers of all necessary information about these products and the benefits derived from obtaining them.

Therefore, the institution must mobilize all its communication efforts in a coordinated and effective manner to achieve the strategic goals of the communication and promotion activities it wishes to undertake. Kotler defines electronic promotion as "the activity within the

framework of an electronic marketing effort, involving a persuasive online communication process" (Al-Zoubi & Al-Nasr, 2020, p. 297).

2.1.2.5 Privacy

Privacy is a critical element of the electronic marketing mix. It is natural for every website to have a privacy statement, which clarifies how information will be collected and whether it will be shared with other parties (Al-Haddad, 2004, p. 53). Electronic transactions are characterized by a level of apprehension among customers, as they deal with unknown individuals whom they do not see.

This leads to a state of doubt during communication due to the emergence of many practices such as password theft, information and data theft, device hacking, and the piracy of numerous websites. These practices justify customers' fears of electronic transactions.

This reality imposes on the institution the need to adopt a clear and reasonable privacy policy that can break down barriers of fear and suspicion in the customer and enhance their trust in the institution and electronic communication with it. Privacy is not merely an ancillary aspect of electronic marketing but a crucial element in building an ongoing relationship with the customer.

Privacy, as an element of the electronic marketing mix, refers to maintaining the confidentiality of information and not disclosing it except to legally authorized persons (Al-Hamami & Al-Ani, 2007, p. 21).

2.1.2.6 Personalization

This element refers to the personal dimension and is a fundamental component of the electronic marketing mix. It involves collecting and storing data related to website visitors and then analyzing this data to offer products tailored to the customers' preferences in terms of level and style. Through personalization, the institution aims to enhance customer satisfaction and increase loyalty to the institution and its products by establishing individual relationships between the online store and the customers (Noor, 2016, p. 37).

2.1.2.7 Virtual communities

This term first appeared as the title of the book "Les Communautés Virtuelles" by Rheingold in 1993, referring to a group of people linked by common interests without necessarily being bound by geographical, ethnic, religious, or political ties. They interact through modern social media platforms and develop among themselves terms of membership and rules for joining and leaving, as well as mechanisms for interaction and the ethics that should be observed. Moor and Weignd describe a virtual community as a "socio-technological system" (Saghir & Riadh, 2019, p. 123).

Barnatt and Romm describe virtual communities as "a group of people who communicate with each other via electronic media such as the internet, sharing common interests, and whose geographic location, physical site, physical interactions, or moral origin do not impose restrictions on community formation." Essentially, virtual communities are groups of people who use new information technology as a means to achieve something collectively (Achour, 2023, p. 167).

2.1.2.8 Customer services

As an integral support function that facilitates the completion of the exchange process, the website must provide ongoing support to customers. Customer service is multifaceted, encompassing aspects such as product availability, service plans, pricing, and promotions. It is essential to recognize that customer service is interwoven with all other marketing functions.

The overarching online marketing strategies employed by organizations aim primarily at attracting new customers and retaining existing ones. Consequently, all other objectives are secondary to these primary goals. Online stores strategically focus on catering to the preferences, desires, and needs of their customers.

It is crucial to employ diverse technical strategies to draw customers to the website within the global internet sphere, thereby maximizing customer influx and achieving desired success (Mohsen & Jafar, 2016, p. 34).

2.1.2.9 Website design

Digital entities must create websites that not only reflect but also express their purpose, history, products, and vision in a manner that is immediately captivating and sufficiently compelling to encourage revisits. Rayport and Bernard Jaworski highlight that effective websites incorporate seven design elements, referred to as the "Cs7," to foster customer revisits. These elements include Context, Content, Community, Customization, Communication, Connection, and Commerce, which collectively contribute to a robust and engaging online presence (Kotler & Keller, 2016, p. 639).

2.1.2.10 Electronic business security

This component stands as a cornerstone within the electronic marketing mix, given that the security and confidentiality of information exchanged between the organization and its customers during transactions are paramount. This is especially true for sensitive data, including financial information, where the imperatives of data security and confidentiality cannot be overstated (Tadjin, 2024, p. 56).

3 CONCEPTUAL FRAMEWORK FOR CUSTOMER LOYALTY

3.1 DEFINITION OF CUSTOMER LOYALTY

Customer loyalty is exemplified by the consistent behavior of customers who repeatedly choose to purchase and engage with an institution. This loyalty is further evidenced by positive evaluations and the dissemination of favorable testimonials through word-of-mouth to family and friends (Bouchachia & Munir, 2017, p. 75).

Oliver conceptualizes customer loyalty as a profound commitment to repurchase a product or re-avail a service continuously in the future, regardless of situational influences and marketing endeavors that could potentially shift consumer behavior. Similarly, Wulf Schored and Lacobuci describe customer loyalty as the sustained pattern of repeat consumption or purchasing from the same entity (Sawar & Mahi, 2018, p. 51).

Kaller and Kotler elucidate that customer loyalty hinges on the customer's genuine commitment to revisit and repurchase their preferred products or services in the future,

irrespective of any situational influences and competitive marketing efforts. They assert that the key to securing customer loyalty lies in delivering exceptional value to the customer (Farlo & Rabehi, 2021, p. 169).

From this discussion, it becomes evident that customer loyalty manifests as the consumer's dedication to remain engaged with the institution through ongoing patronage, despite any external marketing pressures that might entice customers elsewhere.

3.2 THE IMPORTANCE OF CUSTOMER LOYALTY TO THE INSTITUTION

Undoubtedly, the ability of an institution to attract new customers is critical to the brand or product's sustainability, growth, and profitability. Equally vital, however, is the institution's capacity to retain these customers and secure their loyalty, as these elements play a substantial role in its long-term success and viability.

D.A. Aaker underscores one of the pivotal advantages of having loyal customers: the generation of positive word-of-mouth, which not only boosts the institution's reputation but also significantly reduces marketing expenditures. This cost-effectiveness stems from the fact that retaining existing customers is generally less costly than acquiring new ones, particularly given the challenges customers face when considering switching from familiar brands, with no assurance of satisfaction with new options.

Furthermore, Reichheld & Sasser highlight that customer defection severely impacts an institution's profits; loyal customers contribute markedly to profitability through economies of scale, increased market share, and reduced unit costs, all factors that confer a competitive edge. Moreover, the duration of the relationship between an institution and a customer is directly proportional to the profits generated, emphasizing the financial benefits of sustained customer engagements (Farhatia, Zlagui, & Boutoura, 2021).

3.3 TYPES OF CUSTOMER LOYALTY

According to Oliver, customer loyalty can be delineated into four distinct levels or stages:

3.3.1 Cognitive loyalty

This type of loyalty is fundamentally based on the customer's trust in a brand, emerging from an informed preference for one brand over others. Cognitive loyalty is contingent on the brand's performance be it functional, aesthetic, or cost-related. However, the customer's allegiance, in this case, remains relatively superficial, hinging primarily on rational assessments rather than deep-seated emotional connections (Hassani, 2019, p. 90).

3.3.2 Emotional loyalty

Emotional loyalty arises from a profound admiration for a product or brand, which catalyzes the development of a strong emotional attachment to a particular product over others. To foster and maintain this type of loyalty, institutions must undertake thorough analyses of customer behaviors, striving to understand the underlying drivers of their emotional commitments (Younsi & Naaas, 2020, p. 215).

3.3.3 Conative loyalty

Conative loyalty reflects a customer's intention or commitment to continually purchase a specific brand. This level of loyalty does not preclude the customer from considering competitive offers, weighing factors such as cost, potential returns on changing, and associated risks.

Loyalty is sustained if the cost and risks associated with switching are perceived to be greater than the benefits of remaining with the current brand. Thus, institutions must consistently strive for excellence to retain these customers (Zawach, 2018, p. 162).

3.3.4 Behavioral loyalty

Behavioral loyalty is observed through the customer's actions that demonstrate an ongoing engagement with the purchasing process. This loyalty has two dimensions: firstly, the customer remains proactive and inclined to consume more of the institution's products, evolving the relationship into a long-term engagement.

Secondly, it ensures that the institution maintains its market share through this customer's activities, thus stabilizing the sales ratio and, by extension, the profitability of the institution (Mafatih, 2022, p. 512).

4 SECONDLY - THE APPLIED FRAMEWORK

4.1 STUDY VARIABLES

We will clarify the study variables and the dimensions relied upon for the current study through the following table:

Table 1

Study Variables

Electronic Marketing Mix (Independent Variable)	Customer Loyalty (Dependent Variable)
Electronic Product	Cognitive Loyalty
Electronic Pricing	Emotional Loyalty
Electronic Distribution	Conative Loyalty
Electronic Promotion	Behavioral Loyalty
Privacy	
Website Design	
Electronic Business Security	

Source: Prepared by researchers

4.2 STUDY COMMUNITY AND SAMPLE

The study community consists of customers of travel agencies in Algeria. The study sample was obtained through a virtual survey by distributing an electronic questionnaire, aligning with the researchers' desire to produce results that serve the study topic as much as possible.

Given the vast geographical scope of Algeria and aiming to target a large number of customers of travel agencies across various national regions, the study sample was chosen randomly. Researchers used the electronic questionnaire as an appropriate tool to reach the largest number of customers nationwide.

Furthermore, to enable respondents to read the questions listed in the questionnaire carefully and respond accurately and objectively, the electronic questionnaire was distributed via Facebook from December 1, 2023, to January 28, 2024. Through this, the researcher was able to obtain a sample size of 876 customers from Algerian travel agencies. After screening, 61 were excluded for not meeting response conditions, leaving 815 valid electronic forms for statistical analysis.

4.3 STUDY TOOL

A questionnaire was designed to achieve the desired objectives of this study, divided into two sections. The first section pertains to the general data related to the research sample and consists of five items (gender, age, educational level, social status, monthly income).

The second section is divided into two axes: the first concerns elements of the electronic marketing mix, comprising (21) statements, while the second pertains to customer loyalty, comprising (16) statements. It is noteworthy that the Likert five-point scale was used to assess the responses and attitudes of the sample individuals regarding the study variables' statements. The scoring and evaluation were presented as shown in the following table:

Table 2

Scores and Ranges of the Five-Point Likert Scale.

Score	1	2	3	4	5
Agreement Level	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Range	1 - 1.80	1.81 – 2.60	2.61 - 3.40	3.41 – 4.20	4.21 – 5
Level	Very Low	Low	Medium	High	Very High

Source: (Sekaran & Bougie, 2016, p. 207)

4.4 CHARACTERISTICS OF THE STUDY SAMPLE

The various personal characteristics of the sample individuals can be illustrated in the following table:

Table 3

Distribution of the Study Sample According to Their Personal Data.

Personal Variables		Frequency	Percentage
Gender	Male	481	59.0%
	Female	334	41.0%
Age	30 years and below	143	17.5%
	30 to under 40 years	194	23.9%
	40 to under 50 years	262	32.1%
	50 years and above	216	26.5%
Educational Level	Secondary or less	113	13.8%
	University	355	43.6%
	Other	347	42.6%
Social Status	Unemployed	41	5.0%
	Student	20	2.5%
	Employed	249	30.6%
	Self-employed	434	53.3%
	Retired	71	8.6%
Monthly Income (DZD)	Less than 18000	61	7.5%

	18000 to 30000	41	5.0%
	30001 to 60000	206	25.3%
	60001 to 90000	243	29.8%
	More than 90000	264	32.4%
Total		815	100%

Source: Prepared by researchers based on SPSS outputs.

From the table above, it is observed that the sample demographics are relatively balanced, with a slight male predominance, accounting for 59% (481 males out of the total sample), while females constitute 41% (334 females). Notably, the age group from 40 to under 50 years holds the majority at 32.1%, followed by those aged 50 years and above at 26.5%, and then the 30 to under 40 years at 23.9%. The younger demographic (30 years and below) comprises 17.5%, underscoring a youthful majority. This distribution reflects the youthful demographic structure prevalent in Algerian society and indicates a natural inclination of this age group towards utilizing travel agency services.

The table further highlights that the majority of respondents possess higher educational backgrounds or hold other qualifications such as advanced technical diplomas, totalling 86.2% (702 clients). This significant rate indicates a societal shift towards higher education in recent years and suggests that the surveyed individuals are more equipped to understand and effectively respond to the questionnaire items.

In terms of social status, the data shows that self-employed individuals dominate the sample at 53.3% (434 clients), likely due to their financial flexibility and the nature of their work that necessitates travel and the use of travel agency services. This group is followed by employed individuals at 30.6% (249 clients), retirees at 8.6% (71 clients), the unemployed at 5.0% (41 clients), and students at 2.5% (20 clients).

The income distribution indicates that 32.4% of the respondents earn a monthly income exceeding 90,000 DZD, and 29.8% have incomes ranging from 60,001 to 90,000 DZD. This income bracket aligns with the socioeconomic statuses outlined above, supporting the conclusion that the sample predominantly consists of financially stable individuals, correlating with the higher percentages of self-employed and employed individuals engaging with travel agency services.

4.5 VALIDITY AND RELIABILITY OF THE STUDY TOOL

4.5.1 Validity of the study tool

The validity of a study tool is crucial, as it determines the extent to which the questionnaire items can accurately measure the study variables. The validity of the study questionnaire was initially confirmed through face validity, where the preliminary form of the questionnaire was presented to a panel of experts in marketing, methodology, and statistics. Their valuable insights and guidance regarding the statements and variables of the study were incorporated into the final version of the questionnaire.

Additionally, the tool's validity was further verified through criterion validity, which assesses the measure's correlation with a recognized standard to confirm that the test genuinely measures what it is intended to measure. In this context, the criterion validity coefficient was calculated using the square root of Cronbach's alpha reliability coefficient. The results, shown in subsequent table number (4), revealed a high criterion validity coefficient of (0.988), affirming the tool's suitability for the study's purposes.

4.5.2 Reliability of the study tool

To ascertain the reliability of the study tool and evaluate the internal consistency of its items, Cronbach's alpha coefficient was employed. This measure is critical for ensuring that the questionnaire reliably reflects the constructs it intends to measure, and the results are depicted in the following table:

Table 4

Results of Reliability and Validity Coefficients.

Axis	Number of Statements	Cronbach's Alpha Coefficient	Criterion Validity Coefficient
Electronic Marketing Mix	21	0.948	0.974
Customer Loyalty	16	0.956	0.978
Entire Questionnaire	37	0.976	0.988

Source: Prepared by researchers based on SPSS outputs.

From the results presented in the table above regarding the validity and reliability of the study tool, the Cronbach's alpha coefficient reached 0.948 for the electronic marketing mix

domain, while the coefficient for the customer loyalty domain was 0.956. For the questionnaire as a whole, the Cronbach's alpha coefficient was 0.976.

These figures confirm that the reliability coefficients for all components of the study tool exceed the statistically significant threshold for Cronbach's alpha, commonly estimated at 0.60. This underscores the high degree of reliability of the study tool, affirming its effectiveness in meeting the study's objectives.

Furthermore, it suggests that if the same tool were to be applied to another sample or at different times, there is a 97.6% likelihood of achieving consistent results, demonstrating the measure's stability and repeatability. The criterion validity coefficient, calculated as the square root of the reliability coefficient and valued at 0.988, is significantly high, ensuring that the tool accurately measures what it was designed to assess.

4.6 ANALYSIS AND INTERPRETATION OF RESULTS

4.6.1 Analysis of responses to the independent variable "electronic marketing mix"

The responses from the study sample concerning the statements related to the electronic marketing mix were analyzed, and the results are summarized in the following table:

Table 5

Analysis of Respondents' Attitudes Toward the Electronic Marketing Mix Axis.

Dimension	Mean Score	Standard Deviation	Relative Importance	Level of Agreement
Electronic Product	4.22	0.254	5	Strongly Agree
Electronic Pricing	4.13	0.388	6	Agree
Electronic Distribution	4.09	0.547	7	Agree
Electronic Promotion	4.33	0.184	4	Strongly Agree
Privacy	4.44	0.348	2	Strongly Agree
Website Design	4.36	0.209	3	Strongly Agree
Electronic Business Security	4.48	0.301	1	Strongly Agree
Overall Electronic Marketing Mix	4.29	0.176	/	Strongly Agree

Source: Prepared by researchers based on SPSS outputs.

From the detailed results provided, it is evident that the elements of the electronic marketing mix within travel agencies in Algeria are held in high regard in terms of their relative importance by the study sample. The mean score recorded is 4.29 with a standard deviation of 0.176, placing it firmly within the fifth level of the Likert scale (4.21 – 5).

This score denotes a very high level of agreement, affirming that the study sample strongly agrees that Algerian travel agencies maintain a secure and confidential online environment. Such an environment is pivotal for enhancing customer trust and facilitating electronic transactions effectively.

Privacy is acknowledged as a critical aspect, ranking next in importance with a mean score of 4.44. This score reflects a strong consensus among respondents that travel agencies in Algeria uphold a clear and coherent privacy policy. This policy plays a crucial role in mitigating fears and skepticism, thereby fostering enhanced trust and sustained communication between the agencies and their clients.

Website design is another significant factor, with a mean score of 4.36. This indicates that the websites' attractiveness and user-friendliness are well-regarded, sufficient to encourage repeat visits. Additionally, the maintenance and regular updating of these sites are seen as essential for sustaining strong user engagement and effective service delivery.

Electronic promotion ranks fourth with a mean score of 4.33, illustrating a strong agreement among respondents that travel agencies actively utilize electronic media to promote their services. This promotion includes providing comprehensive information about their offerings, enabling customers to remain abreast of agency activities through online platforms and social media pages.

The electronic product is ranked fifth with a mean of 4.22, indicating strong agreement that travel agencies offer a diverse range of services online. The ongoing updates and developments are appreciated as they continually enhance the user experience.

Finally, electronic pricing and distribution are ranked sixth and seventh, with mean scores of 4.13 and 4.09, respectively. These dimensions are also met with agreement, indicating that respondents are satisfied with the cost-effectiveness and accessibility of the services offered online. This setup significantly enhances customer convenience by saving the time and effort that would otherwise be required for visiting physical locations.

4.6.2 Analysis of responses regarding the dependent variable "customer loyalty"

To explore the attitudes of respondents concerning customer loyalty, we analyzed statements measuring this aspect as detailed in the following table:

Table 6*Analysis of Respondent Attitudes Towards Customer Loyalty*

Dimension	Mean	Standard Deviation	Level of Agreement
Cognitive Loyalty	4.53	0.337	Strongly Agree
Emotional Loyalty	4.54	0.338	Strongly Agree
Conative Loyalty	4.72	0.451	Strongly Agree
Behavioral Loyalty	4.71	0.450	Strongly Agree
Overall Customer Loyalty	4.62	0.394	Strongly Agree

Source: Prepared by researchers based on SPSS outputs.

From the data presented in the table, it is apparent that the levels of customer loyalty are highly rated by the research sample, achieving an average score of 4.62 with a standard deviation of 0.394. This score comfortably sits within the highest echelon of the Likert scale (4.21 – 5), reflecting a strong consensus among respondents regarding their awareness and satisfaction with the services provided by travel agencies.

Participants acknowledge that these services not only meet their desires but also offer significant benefits, thereby fostering loyalty and trust. The agencies are perceived as proactive in understanding and addressing customer needs, enhancing the comfort and satisfaction of respondents in their interactions. Additionally, the ease of accessing these services motivates respondents to recommend these agencies to peers and to advocate for them positively, even in the face of criticism.

4.7 HYPOTHESIS TESTING AND INTERPRETATION

To validate the model's appropriateness for testing the primary hypothesis concerning the statistically significant impact of the electronic marketing mix elements on customer loyalty within Algerian travel agencies, results from ANOVA regression analysis were employed, as illustrated in the following table:

Table 7*ANOVA Regression Analysis Results for Testing the Main Hypothesis*

Model	Sum of Squares	df	Mean Square	F	Sig.	R	R Square
Regression	7,454	1	7,454	51,001	,000 ^b	,243a	,059
Residual	118,816	813	,146				
Total	126,269	814					

Source: Prepared by researchers based on SPSS outputs.

The analysis validates the model for testing the main hypothesis, with an F-value of 51.001 and a significance value of 0.000, which decisively falls below the standard significance level of 0.05.

The determination coefficient, R Square, is 0.059, signifying that 59% of the variability in "customer loyalty" can be ascribed to alterations in the "electronic marketing mix," while the remaining variability is due to other factors not incorporated in the model. This substantial explanatory power substantiates the acceptance of the main hypothesis, affirming that the elements of the electronic marketing mix exert a statistically significant influence on customer loyalty in Algerian travel agencies at a significance level of 0.05.

Based on these findings, further analysis is poised to test the sub-hypotheses using multiple linear regression, as delineated in the subsequent table:

Table 8

Multiple Linear Regression Analysis Results for Sub-hypotheses

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,268	,010		-126,843	,000
product	,004	,001	,003	3,144	,002
price	-,001	,001	-,001	-,673	,501
place	-,001	,001	-,002	-1,664	,097
promotion	,003	,003	,001	,901	,368
privacy	,001	,001	,001	,520	,603
Site	,003	,003	,002	1,112	,266
security	1,308	,002	,998	727,545	,000

*Statistically significant at the significance level (0.05).

Source: Prepared by researchers based on SPSS outputs.

According to the results from the table, the dimensions of electronic product service and electronic business security have been found to exert a statistically significant impact on customer loyalty in Algerian travel agencies, with significance levels of 0.002 and 0.000 respectively, both notably below the threshold of 0.05.

Conversely, the dimensions of electronic pricing, distribution, promotion, privacy, and website design did not demonstrate a statistically significant impact on customer loyalty, as their significance levels all exceeded 0.05. Consequently, the first and seventh sub-hypotheses are accepted, while the second, third, fourth, fifth, and sixth sub-hypotheses are rejected.

These results validate the first hypothesis, affirming that electronic services significantly contribute to customer loyalty by enabling customers to book their trips and

organize their travel itineraries from any location at any time. This accessibility undoubtedly enhances the convenience and satisfaction of the customer experience, thereby fostering stronger loyalty to the travel agencies.

Furthermore, the provision of electronic services such as mobile applications and interactive websites amplifies this effect by improving the precision, timeliness, and relevance of information provided to customers. These platforms offer customized travel options and round-the-clock technical support, thereby enriching the customer experience and nurturing loyalty.

Electronic services also facilitate the cultivation of closer relationships between travel agencies and customers through the strategic analysis of customer data to offer promotions and services tailored to specific customer interests. The greater the perceived personal value, the stronger the customer's loyalty.

Many travel agencies enhance this relationship by implementing electronic loyalty programs that reward customers for online bookings, encouraging continued patronage. Additionally, the utilization of social media platforms and email for collecting customer feedback further enables travel agencies to refine their offerings, aligning them more closely with customer expectations and needs.

Moreover, electronic platforms grant customers access to reviews and ratings from other users, which enhances transparency and trust in the travel agency. In some instances, the integration of electronic services can lead to reduced operational costs for travel agencies, allowing them to pass these savings on to customers through more competitive pricing, which can significantly bolster customer loyalty.

In essence, electronic services magnify customer loyalty in travel agencies by enhancing the overall customer experience, simplifying access to services, and providing opportunities for rewards and customized offers, thereby fostering longer-term relationships with customers and higher retention rates.

The second hypothesis was influenced by possibly ambiguous and indirect pricing, which can complicate customers' ability to easily compare offers. If customers perceive pricing as unfair or lacking in transparency, their loyalty might wane. Additionally, if prices are subject to frequent changes or are significantly influenced by external factors, trust in the travel agency could diminish.

While stable and justified pricing helps maintain customer loyalty, attractive offers and competitive pricing strategies are essential in attracting new customers or enhancing the loyalty

of existing ones. However, if such offers are sporadic and unreliable, they might lead to customer dissatisfaction.

On the other hand, if pricing reflects increasing value, such as high-quality service, superior customer support, or unique experiences, it can significantly enhance customer loyalty. Conversely, low pricing that does not provide added value may result in decreased loyalty. Moreover, pricing alone does not solely influence customer loyalty; the cumulative experiences of customers at every interaction stage, from booking through to service delivery, are pivotal in shaping their loyalty.

Even less favorable pricing might be tolerated if it is accompanied by positive overall experiences. Overall, while electronic pricing may not be the single most impactful factor on customer loyalty in travel agencies, it plays a critical role, particularly when combined with other elements like transparency, provided value, and the comprehensive customer experience.

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The sixth hypothesis results from customers perceiving the website design as either too complex or not sufficiently optimized, which negatively impacts the user experience. Such a design leads to frustration and may cause a decline in customer loyalty. Moreover, if customers struggle to locate information regarding prices, offers, and services, their experience becomes less satisfactory.

A website design that lacks interactive features, such as live chats or comment sections, further contributes to reduced loyalty. Additionally, when websites fail to offer content and information tailored to individual customer interests, it can significantly dampen customer engagement and loyalty. In today's mobile-centric world, a website that is not mobile-friendly is especially detrimental.

Customers who find the site challenging to navigate on their smartphones are less likely to return. Overall, it is evident that website design plays a crucial role in shaping customer loyalty in travel agencies. Providing a positive, efficient, and professional user experience can significantly enhance trust and loyalty, whereas negative experiences may drive customers to seek alternatives.

The outcome of the seventh hypothesis reflects the proactive efforts of travel agencies in Algeria to ensure security and confidentiality in online transactions to gain and maintain customer trust. This commitment to security includes the integration of robust electronic payment solutions through Algeria Post or the SATIM automatic cash and interbank relations system.

Ensuring the security and confidentiality of transactions is a critical element in building customer trust within travel agencies. When customers feel confident that their personal and financial information is securely protected, they are more likely to use the agency's services repeatedly.

Travel agencies handle sensitive data, including credit card details and travel specifics. Therefore, strong security measures are essential to minimize risks and enhance loyalty. These measures often include identity verification and secure payment mechanisms, which collectively improve the customer experience by providing a safe and smooth transaction process. Compliance with stringent data security regulations further elevates the agency's credibility.

Knowing that a travel agency adheres to legal standards motivates customers to consistently rely on its services. Additionally, when travel agencies transparently communicate their security policies and the measures they have implemented to safeguard customer information, it significantly enhances customers' sense of security.

Customers who have had secure and reliable experiences are likely to share these positive outcomes with others, thus improving the agency's reputation and potentially expanding its customer base. This, in turn, deepens the loyalty of existing customers. In essence, robust security in e-business lays a strong foundation for fostering enduring customer loyalty. The more committed travel agencies are to ensuring security, the better their prospects for establishing long-term relationships with their customers.

5 CONCLUSION

This study sought to assess the impact of electronic marketing mix elements on customer loyalty from the perspective of clients of travel agencies in Algeria. Employing a descriptive approach, a comprehensive electronic questionnaire comprising 37 statements was distributed to a sample of 815 clients. The analysis yielded the following findings:

- the first subsidiary hypothesis concerning the impact of electronic services on customer loyalty was confirmed, affirming that “There is a statistically significant impact of the electronic service dimension on customer loyalty at travel agencies at a significance level of $(0.05 \geq \alpha)$ ”;
- the second subsidiary hypothesis on the impact of electronic pricing on customer loyalty was refuted, indicating that “There is no statistically significant impact of the electronic pricing dimension on customer loyalty at travel agencies at the stated significance level”;
- similarly, the third, fourth, and fifth subsidiary hypotheses regarding the impacts of electronic distribution, promotion, and privacy respectively, were also refuted;
- the sixth subsidiary hypothesis about the impact of website design on customer loyalty was refuted;
- the seventh subsidiary hypothesis related to the impact of electronic business security on customer loyalty was confirmed, showing a statistically significant impact at the defined significance level.

Based on the study's conclusions, here are several actionable recommendations for travel agencies in Algeria to enhance their customer loyalty through strategic digital initiatives:

- algerian travel agencies should properly leverage electronic pricing (price transparency, instant information on prices and special offers, providing customized quotes based on customer needs, quickly adjusting prices in response to market changes, etc.);

- it is crucial for Algerian travel agencies to make enhancements in electronic distribution, such as incorporating a seamless booking experience. Agencies that use the latest electronic distribution technologies are usually more attractive to customers, enhancing their positive impression of the agency and its ability to offer top services;
- algerian travel agencies should develop effective strategies for promoting their services online, covering various aspects (increasing brand awareness, providing attractive content, exclusive deals and discounts, offering unique experiences, etc.);
- algerian travel agencies should pay significant attention to privacy policies and data security. Investing in these areas can help build a strong, sustainable relationship with customers, leading to greater loyalty in the long term;
- algerian travel agencies should improve the user interface of their websites to make them easy to use and visually appealing. The websites should contain comprehensive information about offers and services, with easy and secure booking options. Investing time and effort in enhancing the user experience can yield positive long-term results and bolster customer trust and loyalty.

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