The Impact of Service Quality on Customer Loyalty-A Sample Study of Mobilis Customers–

Radia Boulekroune[1], Leila Hamrit[2], Aissa Kadiri[3], Noureddine Fodili[4], Salma Wadh[5]

[1]University Of Akli Mohand Oulhadj –Bouira (Algeria), radiaboulekroune@gmail.com

[2]University Of Mohamed El Bachir El Ibrahimi –Bordj Bou Arreridj (Algeria), leila.hamrit@univ-bba.dz

[3]University Of Akli Mohand Oulhadj –Bouira (Algeria), a.kadiri@univ-bouira.dz

[4]University Of Akli Mohand Oulhadj –Bouira (Algeria), n.fodili@univ-bouira.dz

[5]University Of Larbi Ben M'hidi –Oum El Bouaghi (Algeria), selma.ouadah@univ-oeb.dz

Abstract:

This study aimed to investigate the impact of service quality on customer loyalty. To achieve this objective, a descriptive-analytical approach was employed using a questionnaire as the primary data collection tool. The researchers studied a sample consisting of 70 customers of the Mobilis company. Data processing and analysis were conducted using the Statistical Package for the Social Sciences (SPSS). The results revealed a statistically significant relationship between service quality and customer loyalty through the influence of service quality across its five dimensions (tangibles, reliability, responsiveness, assurance, and empathy). The correlation coefficients for the five dimensions were close, indicating consistent relationships, and the explanatory power was also notable.

1. Introduction:

Industrial and service-oriented enterprises strive to gain customer satisfaction and transition them to brand loyalty. While this may seem straightforward for tangible products, the challenges associated with service production, particularly intangibility, make it difficult for service-oriented organizations. Therefore, these organizations must overcome these challenges by applying and implementing the dimensions of quality to achieve competitive advantages and move beyond repeat purchases and satisfaction to brand loyalty.

Attention to the dimensions of quality (reliability, responsiveness, tangibles and assurance), concerns two important aspects, namely the service product itself, and the service provider on the other hand, so in the paper we will try to demonstrate the importance of the quality of services on the one hand and in the applied study we will try to highlight the importance of this in enhancing the customer's loyalty.

Research Problem:

The problem of the study lies in determining the level of service quality provided by the mobile operator Mobilis in the province of M'sila and its role in enhancing customer loyalty. Based on the foregoing, the following problem statement can be posed: **What is the impact of service quality on the loyalty of Mobilis customers?**

Research Questions:

1. Is there a statistically significant impact of the reliability dimension on the loyalty of Mobilis customers?

2. Is there a statistically significant impact of the responsiveness dimension on the loyalty of Mobilis customers?

3. Is there a statistically significant impact of the tangibles dimension on the loyalty of Mobilis customers?

4. Is there a statistically significant impact of the assurance dimension on the loyalty of Mobilis customers?

5. Is there a statistically significant impact of the empathy dimension on the loyalty of Mobilis customers?

Research Hypotheses:

The research aims to test the effect of the independent variable (service quality) and its dimensions, represented by (reliability, responsiveness, tangibles, assurance, and empathy), on the dependent variable (customer loyalty). Therefore, the hypotheses of the study are as follows:

Main Hypothesis:

There is a statistically significant effect of service quality on Mobilis customer loyalty.

Sub-Hypotheses:

1. There is a statistically significant impact of reliability on Mobilis customer loyalty.

2. There is a statistically significant impact of responsiveness on Mobilis customer loyalty.

3. There is a statistically significant impact of tangibles on Mobilis customer loyalty.

4. There is a statistically significant impact of assurance on Mobilis customer loyalty.

5. There is a statistically significant impact of empathy on Mobilis customer loyalty.

1-3 Importance of the Study:

The significance of this study lies in the role that service quality plays in enhancing customer loyalty within an organization. The better the quality of services provided by an

organization, the more satisfied customers become. This satisfaction contributes to the continued interaction of customers with the organization, ensuring their loyalty. Furthermore, understanding customer needs and preferences and achieving continuous communication with them with minimal effort and time becomes easier.

1-4 Study Objectives:

The objectives of the study include:

- Highlighting the impact of the relationship between service quality and customer loyalty.
- Analyzing the relationship between service quality and customer loyalty.
- Emphasizing the concepts related to service quality and customer loyalty.

1-5 Study Methodology:

The current research adopted a descriptive-analytical methodology in addressing research variables, as it is suitable for various studies and research adopting a cognitive approach. The theoretical aspect relied on theoretical references to describe the phenomenon. Subsequently, the applied aspect involved analyzing research variables and testing hypotheses through field surveys of the research community and conducting statistical analyses on the collected data.

1-6 Previous Studies:

- **Tahar and Maouf Kamal's Study (2019): Contribution of E-Government in Improving Public Service Quality – Case Study: General Directorate of Taxes.**

The aim of this study is to identify the contribution of e-government in improving the quality of public services, focusing on dimensions such as reliability, safety, responsiveness, empathy, and tangibility. The research was conducted on a sample of individuals receiving tax services at the General Directorate of Taxes (Branch of Chlef). The study utilized a questionnaire distributed to a sample of 46 participants and found a significant positive impact of the General Directorate of Taxes' e-government practices on the dimensions of service quality.

- **Fatima Zahra Ben Chaib and Jij Djamila's Study (2020): Impact of Banking Services Quality on Customer Satisfaction – Case Study: Local Development Bank Agency Maghnia.**

This research aims to evaluate the service quality of banking services based on indicators such as tangibility, reliability, responsiveness, assurance, and empathy. The study, conducted on customers of the Local Development Bank Agency in Maghnia, used a performance model to analyze the relationships between these indicators and customer satisfaction. The results confirmed a positive influence of banking service quality indicators, resulting in a positive evaluation.

- **Mohamed Lamine Ben Tahar's Study (2022): Impact of Service Quality on Enhancing Customer Loyalty in Algerian Telecommunications "Mobilis."**

The objective of this study is to understand the extent of the impact of service quality provided by the Algerian telecommunications company, Mobilis, on customer loyalty. Data for the field study were collected using an electronic questionnaire. The analysis of the data, employing appropriate scales and tests, revealed a weak but existing relationship between service quality and customer loyalty. The various dimensions of service quality, including reliability, responsiveness, safety, and tangibility, had varying degrees of impact on customer loyalty.

- **Sanaa Kaydi and Delila Barkan's Study (2022): Impact of Electronic Advertising on Customer Loyalty at Mobilis - Tebessa.**

This study attempts to determine the impact of electronic advertising on customer loyalty at Mobilis in Tebessa. The study used a refined analytical method suitable for its nature and relied on a questionnaire distributed to a sample of 100 customers. The statistical analysis indicated a statistically significant impact of electronic advertising on customer loyalty. The study concluded with recommendations for Mobilis, emphasizing the need for creativity and innovation in various forms of electronic advertising compared to television ads, focusing on content to influence customers positively.

- **Messaouda Belakhder's Study (2022): Impact of Brand Components on Customer Loyalty – Field Study on a Sample of Samsung Mobile Phones Customers.**

The study aimed to understand the impact of brand image components on the loyalty of Samsung mobile phone customers. Opinions were gathered from a sample of 85 customers, and for result analysis, descriptive statistical analysis and regression variance analysis were employed. The study found a statistically significant impact of brand image components, including cognitive, affective, and behavioral components, on customer loyalty. The study recommends maintaining a positive brand image and building lasting relationships with customers to enhance their loyalty.

2. The Theoretical Framework of the Study

2.1 Service Quality

2.1.1 Definition of Service Quality

Joseph Juran, one of the pioneers in the field of quality, defined service quality as a "comprehensive and integrated way of seeing and understanding, consisting of three processes: quality planning, quality control, and quality improvement." Juran emphasized that the quality of services is more complex and challenging to measure, define, and judge compared to the quality of tangible products. He asserted that the customer is the only one capable of evaluating and judging service quality (Boumerhab and Mahmoudi, 2021, p. 4).

On the other hand, Gronroos defined service quality as "perceived things through the five senses and exchangeable, offered by specific companies or organizations in general through service delivery or represented by service institutions" (Al-Alaqq and Al-Taii, 2009, p. 34). It represents the ability to meet customer desires in a manner that aligns with their expectations and achieves their complete satisfaction with the goods or services provided to them. In other words, it should conform to the specifications and requirements of the customer. The quality perceived

by the customer is the difference between the customer's expectations for the dimensions of service quality and the actual performance that reflects the availability of these dimensions. Quality is measured based on this conformity (Daya and Qaid, 2021, p. 141).

Service quality is also defined as "the degree of suitability of the product or service for the purpose for which it was created" (Nouai, Boudouchene, and Gharbi, 2018, p. 131). It also refers to the product's ability to meet the expected customer expectations – the duration it takes to fulfill the desires and needs of customers. This is because preparing a good product does not necessarily mean its acceptance by the customer. Service quality represents the characteristics or final features of the service or product that arise from its ability to achieve complete satisfaction and meet the needs of the customer (Gerroua, 2012, p. 178).

2.1.2. Importance of Service Quality

The importance of service quality delivery includes the following aspects (Yemina, 2018, p. 05):

•	**Service Sector Growth:** The number of institutions providing services has increased. For example, half of the institutions are engaged in service provision.

•	**Rising Competition:** The increase in the number of service institutions leads to heightened competition. Therefore, service quality provides these institutions with various competitive advantages.

•	**Customer Understanding:** Customers seek good treatment. It is not sufficient to offer quality service and reasonable prices without providing good treatment. A deeper understanding of customers is essential.

•	**Economic Implication of Service Quality:** Presently, service institutions focus on expanding their market share. Therefore, institutions must attract new customers while maintaining current ones. Achieving this requires a greater focus on the level of service quality.

2.1.3. Dimensions of Quality

Service quality comprises five dimensions, including the following:

1.	**Reliability:** It involves the service provider's skill in performing and delivering the desired service accurately. This service is provided by relying on individuals, devices, equipment, and more.

2.	**Responsiveness:** It refers to the willingness and readiness of employees in the institution to provide services, assist customers, respond to their inquiries, and promptly fulfill customer requests. This involves providing the service at the right time and place, eliminating customer concerns and doubts (Khalil and Yehiaoui, 2015, p. 27).

3.	**Tangibles:** It involves the physical capabilities, facilities, equipment, and communication materials.

4.	**Assurance:** It means that the service performance is regular and at a consistent level at all times and places. The institution works to fulfill its promises and build customer trust, ensuring the delivery of the service as promised.

5.	**Empathy:** It means that employees of the institution, especially those with direct contact with customers, possess sufficient respect, a friendly attitude, and a spirit of friendship. They

recognize the importance of customers and have a willingness to provide services based on their needs.

2.1.4. Types of Services Quality

Service quality is achieved through three types, as follows (Al-Bakri, 2008, p. 206):

1.   **Design Quality:** It is the degree to which design specifications align with customer preferences. It should closely match their expectations. This is achieved by relying on the accuracy of marketing activities in identifying the needs and desires of the target market. The operations must then translate these needs and desires into design specifications and characteristics.

2.   **Conformance Quality:** It represents the degree of alignment between the product offered to the market, the needs and desires of customers, and minimizing the defect and damage ratio to the lowest possible level, which can reach zero defects.

3.   **Service Quality:** It refers to the quality of accompanying services. Many products depend on associated services, including guidance, training, maintenance, and warranties. These services, whether collective or individual, enhance the product's value, quality, and acceptance by customers.

2.1.5. Factors Affecting Service Quality

There are several factors influencing service quality, among the prominent ones are (Fazaa, 2015, pp. 17-18):

•   **Customer Expectations Analysis:** Institutions strive to understand customer trends when designing services. The design should surpass customer expectations because it is the only way to achieve high service quality. Customers can realize the significance of the provided service by distinguishing between different quality levels, including expected quality, perceived quality, actual quality, and standard quality.

•   **Service Quality Specification:** When the institution understands customer needs, it must specify the appropriate standards to help ensure the achievement of the required service level. This specification is usually linked to the performance of employees in the institution, the level of efficiency of devices, and equipment used in service execution.

•   **Employee Performance:** When the institution sets service quality standards, and there is commitment to implementing them by the institution's employees, it must work on finding appropriate ways to ensure proper performance. It is crucial for the institution's management to anticipate the evaluation of the institution's service quality by customers. These expectations should be rational and achievable. It is essential for the management not to make promises that cannot be fulfilled for any reason

2.2. Customer Loyalty

2.2.1. Definition of Customer Loyalty

There are various definitions that have addressed customer loyalty, among the prominent ones:

It is defined as "a deep commitment by the customer to repurchase a specific product that he prefers. The customer also recommends it to others, with a strong inclination not to shift away from this brand, even in the presence of promotional indicators aimed at dissuading and steering him away from dealing with this product in favor of others" (Hadadou, Ait Bachir, & Medjaled, 2022, p. 678).

It is also defined as "the attachment of the customer to the product, brand, point of sale, or institution. This attachment is manifested in repeated purchasing behavior accompanied by positive attitudes towards the product. This attachment enables the customer to resist influences that push him towards product changes" (Mearadj, 2013, p. 42).

From the aforementioned definitions, it can be concluded that customer loyalty is: "the connection between the customer and the product, brand, or institution, resulting in continuous and repetitive purchase behavior, driven by positive beliefs and attitudes."

2.2.2. Types of Customer Loyalty

Customer loyalty comes in various types and forms, including:

1. **Absolute Loyalty and Relative Loyalty:** Marketers consider the loyalty they seek from their customers as either absolute, where the customer is loyal or not loyal, or relative, acknowledging that loyalty can exist to varying degrees.

2. **Objective Loyalty or Self Loyalty:** In the realm of human relationships, loyalty can be defined objectively by referring to actual behaviors, or subjectively based on mental inclinations and preferential commitments. Marketing professionals primarily focus on objective loyalty (Qaydi & Barkan, 2022, p. 323).

3. **Behavioral Loyalty:** Loyalty based on customer behavior reflects the continuity of the purchasing process. It involves two dimensions: firstly, the customer remains active or interested in consuming more products from the organization, indicating a long-term relationship. Secondly, it signifies that the organization retains its market share through this customer, ensuring that the sales percentage does not decline, thus maintaining the organization's profitability.

4. **Attitudinal Loyalty:** Loyalty based on the customer's attitude towards the components of their preferences, beliefs, feelings, and purchasing intentions. It includes customers with a strong commitment to a specific supplier based on their stance and attitude towards that supplier or product. This helps the organization understand customer needs, develop a high level of commitment, and resist competitors' efforts (Mafatih, 2022, p. 512).

2.2.3. Importance of Customer Loyalty

The organization's ability to attract new customers undoubtedly plays a major role in the continuity of its growth, product growth and profitability. However, the organization's ability to maintain these customers and earn their loyalty has a major role in its success and continuity, as its importance lies in: (Benin and Qashi, 2019, page 382)

1- Reduce costs. A loyal customer reduces the costs of services and also reduces marketing costs when it is a free source of delivery, in addition to reducing the cost of attracting a new customer equivalent to six times the cost of keeping a loyal customer;

2- Increase the enterprise's profitability by increasing and continuously replicating purchases from the loyal customer;

3- Improving an enterprise's competitiveness as an intangible intellectual asset, which is difficult to imitate or reproduce. A loyal customer does not easily convert to competitors, but is an ally and advocate for an enterprise's reputation and interests, and promotes it through recommendations to others to deal with it, and free spoken and honest advertising that increases the likelihood of attracting new customers;

2.2.4. Measurement of Customer Loyalty

Measuring customer loyalty does not represent precise and stable values, as it is linked to human behavior characterized by uniqueness, complexity, and instability. The difficulty lies in

measuring the level of attachment and commitment. Therefore, organizations rely on various measurements, including three main approaches: behavioral, attitudinal, and composite.

1. **First Approach:** Focuses on measuring the behavioral dimension, where repetitive purchasing behavior is an indicator of loyalty. However, the challenge is that repetitive purchasing is not always a result of emotional commitment to the brand.

2. **Second Approach:** Measures customers' attitudes, inclinations, and perceptions to reflect emotional and psychological attachment rooted in loyalty. For example, when a customer holds positive attitudes towards an organization but finds its products too expensive, the customer may still appreciate the organization but not use its products.

3. **Third Approach:** Represents composite loyalty measures by combining both behavioral and attitudinal dimensions, along with the customer's inclination to switch brands, repeat purchases, and the overall quantity of purchases. Combining behavioral and attitudinal dimensions results in four customer situations:

    - First situation: Low attachment level and low repeat purchase frequency.
    - Second situation: High attachment level and low repeat purchase frequency.
    - Third situation: Low attachment level and high repeat purchase frequency.
    - Fourth situation: High attachment level and high repeat purchase frequency.

The last situation is the optimal one that organizations strive to achieve, representing good customer loyalty. (Altaher, 2022, p. 251)

3. The Framework of the Study

3.1. Research Methodology

3.1.1. Data Collection Tools: In order to implement the research methodology, several methods were employed to gather data and information. References and journals were utilized to cover the theoretical aspect, while a questionnaire was adopted for the practical aspect. The questionnaire was designed with three main sections, and each section encompassed a set of items, as illustrated in the following table:

Table (01): Questionnaire Sections

Section Number	Section Name
First Section	Personal Data Section
Second Section	Service Quality Section
Third Section	Customer Loyalty Section

Source: Prepared by the researchers

Additionally, a Likert five-point scale was used for all questionnaire questions.

3.1.2. Reliability and Validity of the Study Tool:

3.1.2.1. Questionnaire Reliability:

The reliability of the questionnaire was tested using the Cronbach's Alpha test for each variable, as shown in the following table:

Table (02): Cronbach's Alpha Value

Reliability	Cronbach's Alpha Coefficient	Number
0.96	0.935	19

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, the Cronbach's Alpha coefficient is 93.5%, which is greater than the minimum threshold of 0.6 for all questionnaire items. This indicates that the study related to the presented problem is reliable in all questionnaire items.

3.1.2.2. Questionnaire Validity:

The validity coefficient was calculated by taking the square root of the Cronbach's Alpha reliability coefficient. The percentage was high, exceeding 60%, indicating the study's validity.

3.1.3. Study Population and Sample:

The study population consists of customers affiliated with the Mobilis company. Seventy questionnaires were distributed, and 60 valid forms were retrieved for analysis, while 10 invalid forms were excluded.

3.1.4. Statistical Analysis Methods:

For the purpose of analyzing the results of the collected data through the questionnaire, the following statistical methods were used:

- Frequencies and percentages were used to provide a comprehensive description of the sample in terms of characteristics and features. Frequencies and percentages were calculated for each item and dimension of the questionnaire.

- Means and standard deviations were used to assess the response of the sample to the study variables.

- The Cronbach's Alpha reliability coefficient test was employed to ensure the reliability and stability of the questionnaire.

- Pearson correlation coefficient test was used to understand the nature of the relationship between study variables.

- Simple and multiple regression analysis were conducted to determine the proportion of the independent variables' impact on the dependent variable.

- Statistical tools such as R and t were utilized for analysis and inference.

3.2. Presentation of Results and Hypothesis Testing

3.2.1. Description of Study Sample Characteristics:

The table below illustrates the distribution of the study sample individuals according to gender and age variables:

Table (03): Distribution of Sample Individuals by Gender and Age

Gender	F	%	Age	F	%
Male	41	68.3	18 to 25 years	1	1.7
			26 to 35 years	27	45
Female	19	31.7	36 to 45 years	14	23.3
			Over 45 years	18	30
Total	60	100	Total	60	100

Source: Prepared by the researchers based on questionnaire analysis results

From the table above, it is evident that the highest percentage is for males, reaching 68.3%, while the female percentage is 31.7%. The disparities in percentages are substantial and

can be attributed to several factors, including the societal specificity and the limited acceptance of women's participation.

Regarding age, the category ranging from 26 to 35 years represents 45% of the sample, while the age group from 18 to 25 years is the least represented with a percentage of 1.7%. From this, we infer that individuals aged 26-35 are the primary users of Mobilis services, likely due to various youth-targeted promotions and agreements with public institutions.

Table (04): Distribution of Sample Individuals by Educational Level and Duration of Dealing with the Institution

Educational Level	F	%	Duration of Dealing	F	%
Less than average	13	21.7	3-5 years	19	31.7
Secondary	16	10			
University	36	60	More than 5 years	41	68.3
Postgraduate	5	8.3			
Total	60	100		60	100

Source: Prepared by the researchers based on questionnaire analysis results

From the table above, it is evident that individuals with university degrees occupy the top position with a percentage of 60%, while the less-than-average category ranks second with a percentage of 21.7%. The remaining percentages are distributed in descending order among the secondary level with 10%, and the postgraduate level with the lowest percentage of 8.3%.

Regarding the variable of the duration of dealing, the highest percentage was for the category of more than 5 years with 68.3%, followed by the category of 3-5 years with 31.7%. This indicates that most respondents have a significant duration of dealing with the Mobilis institution.

These results suggest that the respondents are academically qualified to fill out the questionnaire, which enhances the reliability, validity, response, empathy, and tangibility of the results. This is confirmed through calculating the arithmetic means and standard deviations for all variables.

From the previous table we can observe that:

- Analysis of the Study Results

3.2.2. Analysis of Independent Variable "Service Quality" Statements

Table (05): Analysis of Independent Variable "Service Quality" Statements

Service Quality Dimensions	Mean	Standard Deviation
Tangibles	3.8042	0.39082
Reliability	3.5292	0.3742
Assurance	3.5250	0.29365
Responsiveness	3.7500	0.40127
Empathy	3.4833	0.42900

Source: Prepared by the researchers based on SPSS outputs

From the table above, the following observations can be made:

- Tangibles: High agreement is observed with tangibles, with a mean of 3.8042 and a standard deviation of 1.39082.
- Reliability: High agreement is noted with reliability, as indicated by a mean of 3.5292 and a standard deviation of 0.3742.
- Assurance: Moderate agreement is observed with security, with a mean of 3.5250 and a standard deviation of 0.29365.
- Responsiveness: Moderate agreement is seen with responsiveness, with a mean of 3.7500 and a standard deviation of 0.40127.
- Empathy: Moderate agreement is observed with empathy, with a mean of 3.4833 and a standard deviation of 0.429.

3.2.3. Analysis of Dependent Variable "Customer Loyalty" Statements

Table (06): Analysis of Dependent Variable "Customer Loyalty" Statements

Dependent Variable	Mean	Standard Deviation
Customer Loyalty	3.68	0.498

Source: Prepared by the researchers based on SPSS outputs
From the table above, it is observed that there is a moderate agreement on customer loyalty, with a mean of 3.68 and a standard deviation of 0.498.

3.3. Testing Hypotheses

3.3.1. Test the first sub-hypothesis: **There is a statistically significant positive effect of the dimension of tangibles on the customer's loyalty.**

Table (07): Results of Testing the First Sub-Hypothesis on the Impact of Tangibles on Customer Loyalty

Tangibles	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size
	0.622	0.387	0.810	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05
From the table above, it is observed that the correlation coefficient between tangibility and customer loyalty is estimated at 0.622, indicating a moderate positive correlation. This suggests that as the level of tangibility increases, customer loyalty also tends to increase. The determination coefficient (R^2) is 0.387, meaning that 38.7% of the variance in customer loyalty is explained by tangibility. Based on these results, we can conclude that there is a statistically significant positive impact of tangibility on customer loyalty. Therefore, we accept the hypothesis H1 and reject the null hypothesis H0.

3.3.2. Test the second sub-hypothesis: **There is a statistically significant positive effect of the dimension of reliability on the customer's loyalty.**

Table (08): Results of Testing the Second Sub-Hypothesis on the Impact of Reliability on Customer Loyalty

Reliability	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size
	0.674	0.454	0.765	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, it is observed that the correlation coefficient between reliability and customer loyalty is estimated at 0.674, indicating a moderate positive correlation. This suggests that as the level of reliability increases, customer loyalty also tends to increase. The determination coefficient (R^2) is 0.454, meaning that 45.4% of the variance in customer loyalty is explained by reliability. Based on these results, we can conclude that there is a statistically significant positive impact of reliability on customer loyalty. Therefore, we accept the hypothesis H1 and reject the null hypothesis H0.

3.3.3. Test the third sub-hypothesis: **There is a statistically significant positive effect of the dimension of assurance on the customer's loyalty.**

Table (09): Results of Testing the Third Sub-Hypothesis on the Impact of Assurance on Customer Loyalty

Assurance	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size
	0.751	0.565	0.683	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, it is evident that the correlation coefficient between security and customer loyalty is estimated at 0.751, indicating a strong positive correlation. This implies that as the level of security increases, customer loyalty also tends to increase. The determination coefficient (R^2) is 0.565, meaning that 56.5% of the variance in customer loyalty is explained by security. Based on these results, we can conclude that there is a statistically significant positive impact of security on customer loyalty. Therefore, we accept the hypothesis H1 and reject the null hypothesis H0.

3.3.4. Test the fourth sub-hypothesis: **There is a statistically significant positive effect of the dimension of responsiveness on the customer's loyalty.**

Table (10): Results of Testing the Fourth Sub-Hypothesis on the Impact of Responsiveness on Customer Loyalty

Responsiveness	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size

	0.704	0.495	0.735	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, it is evident that the correlation coefficient between responsiveness and customer loyalty is estimated at 0.704, indicating a strong positive correlation. This implies that as the level of responsiveness increases, customer loyalty also tends to increase. The determination coefficient (R^2) is 0.495, meaning that 49.5% of the variance in customer loyalty is explained by responsiveness. Based on these results, we can conclude that there is a statistically significant positive impact of responsiveness on customer loyalty. Therefore, we accept the hypothesis H1 and reject the null hypothesis H0.

3.3.5. Test the fifth sub-hypothesis: **There is a statistically significant positive effect of the dimension of empathy on the customer's loyalty.**

Table (11): Results of Testing the Fifth Sub-Hypothesis on the Impact of Empathy on Customer Loyalty

Empathy	Correlation Coefficient (R)	Determination Coefficient (R^2)	Standard Error	Significance Level	Sample Size
	0.616	0.380	0.815	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, it is observed that the correlation coefficient between empathy and customer loyalty is estimated at 0.616, indicating a moderate positive correlation. This suggests that as the level of empathy increases, customer loyalty tends to increase as well. The determination coefficient (R^2) is 0.380, meaning that 38% of the variance in customer loyalty is explained by empathy. Based on these results, it can be concluded that there is a statistically significant positive impact of empathy on customer loyalty. Therefore, the hypothesis H1 is accepted, and the null hypothesis H0 is rejected.

3.3.6. Testing the Main Hypothesis: **There is a statistically significant positive impact of service quality on customer loyalty**

Following the analysis and validation of the sub-hypotheses, the next step involves examining and testing the validity of the main hypothesis. This is done by assessing the correlation, simple regression, and multiple regression coefficients between service quality and customer loyalty. The main hypothesis is as follows:

Main Hypothesis: There is a statistically significant positive impact of service quality on customer loyalty.

For the correlation coefficient between service quality and customer loyalty, the results are summarized in the following table:

Table (12): Correlation Coefficient between Service Quality and Customer Loyalty

Service Quality	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size
	0.810	0.656	0.607	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

In the above table, the correlation coefficient (R) between service quality and customer loyalty is 0.810. This indicates a strong positive correlation, suggesting a significant positive relationship between service quality and customer loyalty. In other words, as the level of service quality increases by one unit, customer loyalty increases by approximately 81%, which is considered a substantial impact. Additionally, the determination coefficient (R²) is 0.656, signifying that 65.6% of the variation in customer loyalty can be attributed to the variation in service quality. This supports the validity of the main hypothesis, affirming the positive influence of service quality on customer loyalty.

For the regression coefficient between service quality and customer loyalty, this can be further divided into the simple linear regression equation and another part related to the multiple linear regression equation.

- Simple Linear Regression Equation

This can be explained by the table below

Table (13): Simple Linear Regression Equation between Service Quality and Customer Loyalty

Regression Model		Regression Coefficient	T-Value	Significance Level
Service Quality (x)	Intercept	-0.192	-1.063	0.289
	Independent Variable: x	1.025	19.879	0.000
Dependent Variable: Customer Loyalty				

Source: Compiled by the researchers based on SPSS outputs at a significance level of 0.05

From the table above, we derive the simple linear regression equation between service quality and customer loyalty:

Customer Loyalty = - 0.192 Service Quality * 1.025
Y= -0.192x * 1.025

This equation signifies that for every one-unit change in service quality, customer loyalty changes by a factor of -1.025. The statistical significance of the model is supported by the significant T-value (19.879), which exceeds 2, indicating the regression coefficient is statistically significant.

Moreover, the significance level (p-value) is less than 0.05, further indicating a statistically significant effect of service quality on customer loyalty with a value of 1.025.

- Multiple Linear Regression:

First: the correlation factor between the quality elements of services and the customer's electronic relationship management can be explained through the following table:

Table (14): Regression Coefficients between Service Quality and Customer Loyalty

Service Quality	Correlation Coefficient (R)	Determination Coefficient (R²)	Standard Error	Significance Level	Sample Size
	0.818	0.669	0.601	0.000	60
Customer Loyalty					

Source: Prepared by the researchers based on SPSS outputs at a significance level of 0.05

In the table above, the correlation coefficient between service quality and customer loyalty is estimated at 0.818, indicating a strong positive correlation, suggesting a relationship between them. The coefficient of determination is 0.669, meaning that 66.9% of the variance in customer loyalty is attributed to service quality.

Second: Regression Coefficients between Service Quality and Customer Loyalty

Table (15): Regression Coefficients between Service Quality and Customer Loyalty

Regression Model		Regression Coefficient	T	Significance Level
Service Quality x	Independent	-1.69	-0.867	0.387
	Tangibles	0.075	1.236	0.218
	Reliability	0.167	2.785	0.006
	Assurance	0.292	4.402	0.000
	Responsiveness	0.300	4.195	0.000
	Empathy	**0.190**	**2.913**	**0.004**
Dependent Variable: Customer Loyalty				

Source: Prepared by the researchers based on SPSS outputs   at a significance level of 0.05

Through the above table we derive the multiple linear regression equation between the quality of services and the customer's loyalty

> 1.69 + 0.075 * Tangibles + 0.167 * Reliability + 0.292 * Assurance1
> Customer loyalty = -0.300 * Responsiveness + 0.190 * Empathy
>
> Y=1.691-+ 1x *0.075+2x *0.167+3x *0.292+4x *0.300+5x *0.190

Through the table, we observe the following:

- The regression coefficient for tangibles is estimated at 0.075, which is a positive value. However, the statistical value is t=1.236, which is less than 2, indicating that the regression coefficient for tangibles is not significant.

- The regression coefficient for reliability is estimated at 0.167, a positive and significant value. The statistical value is t=2.785, which is greater than 2, indicating that the regression coefficient for reliability is significant. Thus, the change in customer loyalty is associated with a change in reliability with a coefficient of 0.167, and the rest is attributed to other factors.

- The regression coefficient for assurance is estimated at 0.292, a positive and significant value. The statistical value is t=4.402, which is greater than 2, indicating that the regression coefficient for assurance is significant. Therefore, the change in customer loyalty is associated with a change in assurance with a coefficient of 0.292, and the rest is attributed to other factors.

- The regression coefficient for responsiveness is estimated at 0.300, a positive and significant value. The statistical value is t=4.195, which is greater than 2, indicating that the regression coefficient for responsiveness is significant. Hence, the change in customer loyalty is associated with a change in responsiveness with a coefficient of 0.300, and the rest is attributed to other factors.

- The regression coefficient for empathy is estimated at 0.190, a positive and significant value. However, the statistical value is t=2.913, which is greater than 2, indicating that the regression coefficient for empathy is significant. Thus, the change in customer loyalty is associated with a change in empathy with a coefficient of 0.190, and the rest is attributed to other factors.

As observed from the above table, the correlation coefficients are significant, suggesting a positive and statistically significant impact of service quality on customer loyalty in the telecommunications services of the Mobilis company. Consequently, we accept hypothesis H1 and reject hypothesis H0.

Conclusion:

Service organizations have experienced tremendous growth and undergone significant changes due to the rapid advancements in science and technology. With increasing competition, especially in the electronic environment, service organizations have hastened to manage their relationships with customers and enhance their interactions. This is achieved through innovation and the development of new and advanced services that align with customer preferences. Therefore, the importance of service quality as the foundation for achieving excellence in the face of competitors, especially in a competitive environment, has increased.

Based on the theoretical and practical parts presented in this study, the following results were obtained:

- There is a statistically significant positive impact of tangibles in Mobilis services on customer loyalty. This indicates that customers are knowledgeable about the services offered by the organization through the provision of tools that facilitate this awareness.

- There is a statistically significant positive impact of reliability in Mobilis services on customer loyalty. This suggests that customers prefer the organization's services due to the accuracy in service delivery by service providers.

- There is a statistically significant positive impact of assurance in Mobilis services on customer loyalty. This implies that customers feel secure and confident during their interactions with service providers.

- There is a statistically significant impact of responsiveness in Mobilis services on customer loyalty. This indicates that customers receive sufficient attention from the organization, as service providers meet their needs and facilitate access to services.

- There is a statistically significant positive impact of empathy in Mobilis services on customer loyalty. This suggests that customers perceive sufficient empathy through the provision of advice and guidance, creating a personalized interest in them.

- There is a statistically significant relationship between service quality and customer loyalty through the impact on its five dimensions (tangibles, reliability, responsiveness, assurance, and empathy). The correlation coefficients for the five dimensions were close, indicating similar explanatory strength.

Recommendations:

Based on the field study, the following recommendations can be made:

1. Ensure an adequate number of qualified service providers to accommodate customer numbers, along with providing training for trainers and experienced individuals to improve the quality of service provided.

2. Provide dedicated spaces for customer relaxation, whether through devices or modern equipment.

3. Identify customer needs as a starting point for determining service specifications. Mobilis should adopt a customer-oriented marketing strategy.

4. Enhance the performance of service providers by intensifying training programs and ensuring the qualification of those directly interacting with customers.

5. Foster interactive relationships between service providers and customers. Proper investment in these relationships can enhance customer loyalty and satisfaction levels.

6. Utilize scientific and effective methods to monitor the quality of the services provided.

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