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The Impact of Innovation in Additional Marketing Mix Elements (People – Processes – Physical Evidence) on the Quality of Hotel Services: A Case Study of Marriott Hotel Constantine

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Abstract: The research paper aims to examine the impact of innovation in the additional introduced marketing mix elements (people, processes, and physical evidence) as an independent variable on hotel services quality as a dependent variable through a case study of the Marriott Constantine Hotel. The study adopts a descriptive-analytical approach to address the research problem and achieve its objectives by analyzing the results obtained from a questionnaire (consisting of two sections with 50 statements, with a sample size of 107 respondents). Descriptive statistical methods (arithmetic means and standard deviations) and inferential methods (multiple linear regression analysis) were utilized to analyze the study variables and test its hypotheses (acceptance or rejection) using the Statistical Package for the Social Sciences (SPSS statistics 25). It found that there is an impact of each of the independent variables (process innovation and physical evidence) on the quality of hotel services, and there is no impact of people innovation on the quality of hotel services, which means that there is an impact of innovation in the additional marketing mix elements on the quality of hotel services by 42.2% of the improvement in its quality.

Keywords: Hotel Services; Innovation in People; Innovation in Physical Evidence; Innovation in Processes; Quality of Hotel Services.

1. Introduction

The hotel industry constitutes a fundamental pillar of the broader tourism sector, functioning as a sustainable economic driver and a significant contributor to national economic development. It fosters employment generation, stimulates demand across various sectors, and supports the accumulation of foreign exchange reserves. Accordingly, hotel establishments hold strategic importance in advancing tourism development. To ensure competitiveness in an increasingly dynamic market, these institutions must articulate well-defined operational strategies, with particular emphasis on enhancing service quality to meet consumer expectations and behavioral patterns-factors deemed essential for long-term viability.

The quality of hotel services is the common denominator among various hotel institutions, positioning them before significant challenges that often carry considerable pressures, potentially leading to their decline if the reality of the situation is not properly

addressed. The opportunity for survival has increasingly become linked to prompt responsiveness, continuous development, and sustained innovation in marketing activities, in order to cope with the rapid changes in the business environment.

This requires aligning marketing innovations with evolving environmental dynamics, particularly in light of the ongoing revolution in hotel marketing. This transformation is reflected in the emergence of major hotel chains and the delivery of premium, high-quality services in the world's most attractive tourist destinations.

Therefore, marketing innovation has become an essential requirement for delivering high-quality services that satisfy customer expectations. It is imperative that this innovation extends to all aspects of marketing activities to achieve an integrated and innovative marketing mix, which contributes to elevating the quality of hotel services.

In this context, our research aims to study the impact of marketing innovation on the quality of hotel services, focusing on a case study of the Marriott Hotel in Constantine. This will be achieved by examining the innovative elements of the marketing mix, namely people, processes, and physical evidence.

Accordingly, the research problem can be formulated as follow:

What is the impact of innovation in the elements of the additional marketing mix on the quality of hotel services at the Marriott Hotel – Constantine -?

This main question can be further divided into the following sub-questions:

1. What are hotel services?
2. What is meant by the quality of hotel services, and what are its dimensions?
3. What is marketing innovation, and how is innovation reflected in the elements of the additional marketing mix?

1.1. Significance of the Study

This study highlights the impact of innovation in the elements of the additional marketing mix on improving the quality of hotel services. Marketing innovation is considered a critical topic in the field of marketing and a key factor for the success and distinction of service-oriented institutions in general and hotels in particular. Recently, hotels have adopted marketing innovation to attract a larger number of clients, enhance customer satisfaction, improve their competitive ability, and develop innovative strategies that support the tourism sector and elevate the efficiency of provided services, thereby encouraging investment in this field.

1.2. Objectives of the Study

The objectives of the study are:

1. To define hotel services and their dimensions;
2. To explore marketing innovation;
3. To examine the impact of innovation in the elements of the additional marketing mix on the quality of hotel services at the Marriott Hotel in Constantine.

1.3. Methodology

This study adopts the descriptive-analytical method, which is suitable for the nature of the topic.

The analysis is based on the study results obtained from a questionnaire, which consists of two parts and 50 items. The study sample was set at 107 respondents.

Descriptive statistical methods (mean values and standard deviations) and inferential statistical methods (multiple linear regression analysis) were used to analyze the study variables and test its hypotheses (acceptance or rejection). The analysis was conducted using SPSS Statistics 25 software.

1.4. Structure of the Study

The study is divided into three main sections:

1. *First Section:* Covers the study variable of marketing innovation;
2. *Second Section:* Focuses on the study variable of hotel service quality;
3. *Third Section:* Examines the impact of innovation in the elements of the additional marketing mix on the quality of hotel services at the Marriott Hotel in Constantine.

2. Hotel services

The hotel sector is an important sector in the tourism industry, which is growing and developing rapidly, with a variety of activities and services.

2.1. Definition of Hotel Services

According to the American Marketing Association, services are defined as: "intangible products that are exchanged directly from the producer to the consumer, are not transported or stored and are quickly perishable, and are activities and benefits that are offered for sale or offered in connection with a particular commodity"; (Nizam Musa Sweidan, Shafiq Ibrahim Haddad, 2003, p.226)

It is also defined as: "an achievement or performance provided by one party to another that is associated with a physical product, is intangible and does not result in any transfer of ownership"; (Lovelock et al., 2004, p.9);

Hotel services are defined as: "the set of tangible and intangible activities and events that hotel organisations provide to their customers in a way that achieves their acceptance, satisfaction, utilization, loyalty and retention for the longest possible period of time in order to achieve their objectives" (Farid Kourtel, 2009, p.216)

It is also defined as: "The set of activities between the customer and the service provider, where the service provider seeks to achieve a set of real benefits for the customer. When the latter buys a room in a hotel, he buys a tangible commodity such as: (bed and furniture) for a specific period of his stay and does not result in his ownership of it, and he also buys the hotel experience (hotel atmosphere, treatment and performance of staff and service providers and their skills) to obtain a package of benefits, some of which are natural, such as comfort in the hotel bed, and others are psychological, such as enjoyment and happiness". (Alaib Ahsan, 2009, p.5)

2.2.Types of Hotel Services

Hotels are characterized by the diversity of services offered to customers, especially in large hotels and relatively in small hotels compared to other elements of tourism such as: Food, drink, transport and complementary services, where hotels offer the following services:

- Accommodation Services: It represents the core of hotel services for various grades and other types of accommodation, such as hotel apartments, tourist villages and others, and the guest spends about 40 per cent of his tourism budget on this service;
- Food and Beverage Services: The hotel has many types of restaurants, where the service constitutes about 29 per cent of the guest's expenditure;

- Ancillary Services: These are the ancillary services provided by hotels, such as car rental services, banking services, hotel club services, business services, conferences and parties, swimming pool services and other services.

Hotel services must be characterized by quality in order to satisfy the needs of customers, and to be a point of attraction for tourists, so it is necessary to refer to the quality of hotel services (Hassan Ali Al-Zoghbi, 2006, p.132).

2.3. Quality of Hotel Services

2.3.1. Definition of Hotel Service Quality: The definition of quality differs greatly in the services sector compared to the productive sector represented by tangible goods, as the dimensions included in the word (quality) differ in service contexts from those usually used in industrial contexts, and this difference can be highlighted in that quality for manufacturing revolves mainly around (conformity with product specifications), while in services it revolves around (customer), and therefore quality can be defined as : "a measure of the extent to which the level of quality provided matches the expectations of the beneficiary." (Ahmed Zaghdar, 2012, p.19)

In the hotel industry, quality is a specification of importance such as: "precise standards and changing demands that must be met, which further complicates the task of defining, communicating and measuring service quality." '(Faiza Fertas, 2017, p.366) Guests' expectations of service quality vary from person to person, depending on the angle and standard from which they view it and how they perceive it. (Ahmed Mahmoudi, 2016, p.344).

There have been several definitions of hotel service quality, the most important of which are:

1. "Adherence to the specifications on which the tourist service is designed, as it expresses the management's point of view", while the external point of view expresses: 'customers 'attitudes and attitudes towards the services provided by hotels' (Krajewski et al., 2000, p.88).
2. "A set of qualities, characteristics and valuable benefits that the service enjoys, so that it is able to meet the current and future demands of customers at an appropriate price to achieve their satisfaction and happiness, and this is done through prior measures to evaluate the service and achieve the quality of excellence in it." (Farid Kourtel, 2009, p.256).

*2.3.2. Dimensions of Hotel Service Quality***:** Parasuraman et al. developed ten basic dimensions of quality, which determine the quality of the service according to the perceptions of customers based on the fact that the only criteria that are relied upon in evaluating it are those criteria that are determined by the beneficiary of the service. (Ayoub Sakri, Ahmed Ben Aichaoui, 2017, p.200). These dimensions include the following:

- Tangibility: It means the external appearance of the hotel, its location, interior design, equipment used and the appearance of its staff.

And although hotels rely primarily on the human element in providing their services, there should be tangible aspects with a high degree of technology that can provide services to customers better.

As well as the development of decorations, designs, furniture and a decent appearance for the staff commensurate with the hotel's class, as customers' perception of the hotel's aesthetic enables them to evaluate the quality of its services; (Mohammad Ali Ari, Dilman Khoshfi, Ramadan Sharafani 2017, p. 19).

- Reliability: It is the ability of the service provider to perform hotel services in such a way that they can be relied upon with a high degree of accuracy and correctness; (Leila Bouhadid, Ilham Yahyaoui, 2016, p. 230).
- Responsiveness: It is the extent to which hotel service providers are willing and ready to serve guests without any hesitation or boredom, as responding to the guest's requirements

and needs and working to fulfil them on time makes them feel that the hotel management cares about them and works to provide the best services to them. (Muwaffaq Adnan Abdul Jabbar Al-Humairi, Rami Falah Al-Tawil, 2016, p.226).
- Security: One of the priorities of the work of hotels is the ability to provide safety for its guests, whether safety from fires, thefts, assaults or accidents, as the hotel organisation should ensure the safety of the guest and his property in the hotel. (Dalal Hammoudi, Assila Al Amri, 2013, p.10).
- Empathy: It requires the service provider to be characterised by polite conversation, mutual respect, transparency and familiarity, qualities that should be highlighted during mutual interaction, especially in the first moments on which the customer builds his impression of the level of service provided. (Youssef Massadawi, Asma Meraimi, 2018, p.209).

3. Marketing innovation

3.1. Definition of Marketing Innovation

"It is all marketing practices carried out by the organisation, including methods and mechanisms, which may contribute to creating a new marketing situation in one of the areas of the marketing mix, or all of them at the same time." (Hamid Bouchguifa, Houari Ben Dida, 2021, p. 250).

3.2. Objectives of Marketing Innovation

Discovering the latent needs of consumers and trying to satisfy them better than competitors through ingenuity in fulfilling those needs. (Karima Ben Cherif, 2020, p.93).

3.3. Innovating the Elements of the Marketing Mix

In addition to the traditional elements of the marketing mix (product, price, place and promotion), three other elements have been introduced to the marketing mix related to the service: Individual Service Providers (people), Processes and Physical Evidence, called the additional Marketing Mix.

3.3.1. People Innovation: The human element is the most capable of achieving competitive advantages compared to other resources, as it is the main tool through which the organization achieves success, progress, survival and excellence, as it can achieve a qualitative addition to the value of other production elements because it possesses knowledge, and organizations today are in dire need of individuals who possess a reservoir of knowledge and skills and possess the ability to innovate and create, which guarantees them success and excellence in the future. (Al-Saber et al., 2008, p.50).

The popularity of the hotel is due to the wide reputation and fame that the hotel has gained by dealing with the guests because of the innovative and distinctive services it provides. It is obvious that the shape of the building and the luxury of the furniture have a significant impact on the success of the hotel and distinguish it from others. However, this element (luxury) is not enough to achieve success unless the reputation and fame of the staff is parallel to the reputation and fame of the luxury element. Therefore, the human resources working in hotel establishments must be adequately trained administrative resources with the ability to receive and serve the hotel's customers. (Samir Khalil Shamto, 2016, pp.157-158), therefore, organizations use many methods to develop the innovative thinking skills of their employees. The most important of which are:

A. Education: Through scheduling lectures and training courses for employees through:

- Presenting marketing situations faced by some organizations and studying them in order to identify the problems they faced and think of suitable alternatives to solve them;
- Asking employees to deal with a specific situation as an expert in the marketing field, provided that the treatment is traditional.

B. Training: Through workshops, brainstorming sessions, etc. (Manal Kebab, 2017, p.139).

*3.3.2. Processes Innovation***:** It is defined as the introduction of new elements into the organization's production processes; (Maier Dorin, 2018, p.135), i.e., the innovation of whatever is new and modern both for the organization and the market (regionally, nationally or globally).

3.3.3. Physical Evidence Innovation: The ability of the organization to innovate in its physical environment and make it attractive, comfortable and equipped with the latest technology by providing the physical environment (furniture, decoration, identification logos, ...), which contributes greatly to accelerate the delivery of service and high quality, and any innovative change, even if simple, leads to positive results, whether for employees or customers (Hamid Bouchguifa, Houari Ben Dida, 2020, p.176) and to ensure that the organization ensures its excellence, it must introduce some innovation strategies to differentiate from its competitors, such as : Sight , smells, hearing (sound), touch and taste, adaptive conditions, and the effect of congestion. (Faysal Abdul Ghassan, 2011, pp.14-15).

4. Innovation in the additional marketing mix elements and its impact on hotel services quality

This section of the study focuses on the impact of innovation in the elements of the additional marketing mix (people, processes, and physical evidence) on the quality of hotel services at the Marriott Hotel in Constantine. It represents the applied aspect of the research.

To achieve the study's objectives, a questionnaire was utilized, containing a set of questions related to the study variables. Additionally, various descriptive and inferential statistical tools were employed to analyze the data and draw conclusions.

4.1. Methodology of the Field Study

4.1.1 Population and Sample: The study population consists of customers of the Marriott Hotel in Constantine who regularly visit the establishment. A non-probability sampling method (convenience sampling) was adopted due to the lack of complete information about the population and the difficulty in defining its characteristics. The sample size was estimated at 112 individuals during the questionnaire distribution period, with 107 valid responses received. It is worth noting that the sample size meets statistical requirements, as a sample larger than 30 is generally considered representative of the population. Additionally, the data distribution follows a normal distribution (based on probabilistic theory).

4.1.2. Study Tool: To test the relationship between the study variables (marketing innovation and hotel service quality), a questionnaire was used as the primary tool for measuring the impact of marketing innovation on hotel services quality. The questionnaire was developed based on prior studies and includes the following:

- Part One: Focuses on *marketing innovation* with 15 items distributed across three dimensions (people, processes, and physical evidence).
- Part Two: Pertains to *hotel services quality* and includes five dimensions (tangibility, responsiveness, reliability, security, and empathy) with 35 items.

After collecting the responses, invalid or incomplete questionnaires were excluded. The data was then quantified to facilitate statistical analysis using SPSS Statistics 25.

4.1.3. Data Analysis Approach: To analyze the questionnaire responses and determine the relative importance of its components, the five-point Likert scale was used. The scale was divided into categories with an interval length of 0.8, calculated as follows:

Interval Length = (Highest Score − Lowest Score) / Number of Levels = (5−1) / 5 = 0.8

The five-point Likert scale is shown in the following table:

Table .01. The five-point Likert scale

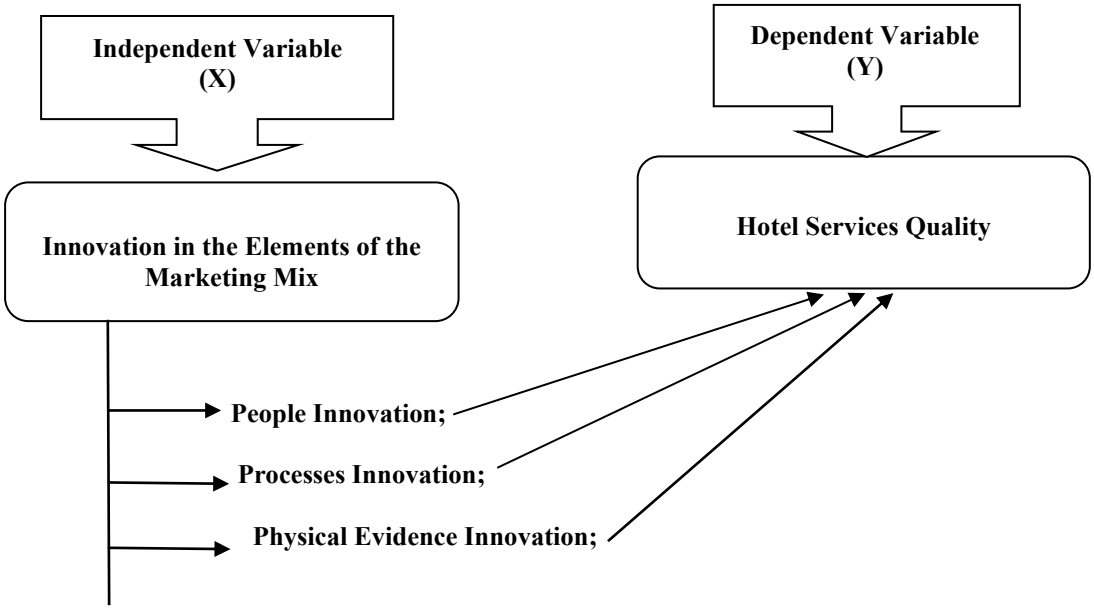
Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

Source: Hassan Ezz Abdel Fattah , 2008, p 540

4.1.4. Study Model: Based on the research problem and hypotheses, a conceptual model was developed to illustrate the logical relationship between the study variables. The model, depicted in Figure (01), consists of the following elements:

- Independent Variable (X): Marketing Innovation
- Dependent Variable (Y): Hotel Services Quality

Figure. 1. Study Model



Source: Prepared by the researchers.

4.1.5. Study Hypotheses:

Main Hypothesis:

There is an impact of innovation in the elements of the additional marketing mix on the quality of hotel services.

Sub-Hypotheses:

1. There is an impact of marketing innovation in the "People" dimension at a significance level of ($\alpha \leq 0.05$) on services quality;
2. There is an impact of marketing innovation in the "Processes" dimension at a significance level of ($\alpha \leq 0.05$) on services quality;

3. There is an impact of marketing innovation in the "Physical evidence" dimension at a significance level of ($\alpha \leq 0.05$) on services quality.

4.1.6. Validity of the Study Tool: To ensure the validity of the questionnaire and its alignment with the research objectives, it was reviewed by a panel of marketing experts. The reviewers provided suggestions and opinions regarding the number of items, their comprehensiveness, and the quality of their linguistic formulation. Based on their feedback, adjustments were made to enhance the content.

4.1.7. Reliability of the Study Tool: Reliability refers to the consistency of results when the questionnaire is administered again to the same sample at a different time. To verify the internal consistency of the questionnaire items, Cronbach's Alpha coefficient was used. The following table shows the Cronbach's Alpha values for each section of the questionnaire, confirming its reliability:

Table .2. Cronbach's Alpha Reliability Coefficients

Questionnaire Variables	Number of Items	Cronbach's Alpha Coefficient
People	4	0.800
Processes	5	0.796
Physical Evidence	6	0.792
Tangibility	10	0.840
Responsiveness	10	0.806
Reliability	5	0.864
Security	6	0.852
Empathy	4	0.904
Total	50	0.831

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

From the table, it is evident that the overall reliability coefficient for the research instrument is 0.831, indicating a high level of reliability and suitability for the study purposes. The reliability coefficients for the different dimensions of the study variables range from 0.792 to 0.904, reflecting acceptable to excellent internal consistency. This confirms the reliability of the questionnaire, ensuring confidence in its validity and suitability for analyzing the study results.

4.2. Presentation of Study Results

4.2.1. Descriptive Analysis of Study Variables:

Marketing Innovation: The independent variable includes three dimensions, which were described using the mean and standard deviation, as shown in the following table:

Table.3. Means, Standard Deviations, and Ranking of Statements in the "People" Dimension

Dimension	Statements	Mean	Standard Deviation	Level	Rank
People	1. Employees respond promptly to guests' needs and interact with them in a professional and courteous manner	3.89	0.925	High	01
	2. Hotel staff create a positive working environment that encourages creativity and innovation	3.65	0.902	High	04
	3. The hotel provides training programs aimed at enhancing employees' customer	3.67	0.898	High	02

	interaction skills				
	4. The hotel provides effective digital communication tools (such as apps or social media) to facilitate communication between guests and hotel	3.66	0.911	High	03
	Over all	3.72	0.909	High	

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

From the table (3):

1. Statement 1 ranked first with a mean score of 3.89 and a standard deviation of 0.925;
2. Statement 3 ranked second with a mean score of 3.67 and a standard deviation of 0.898;
3. Statement 4 ranked third with a mean score of 3.66 and a standard deviation of 0.911;
4. Statement 2 ranked fourth with a mean score of 3.65 and a standard deviation of 0.902;

The overall mean for the "People" dimension is 3.72 with a standard deviation of 0.909, indicating a high level of agreement. All items under the people' dimension were rated highly, reflecting respondents' strong satisfaction with employees' prompt responsiveness to their needs, professional and tactful interactions, creation of a positive work environment that fosters innovation and creativity, and their participation in continuous training programs to improve their customer service skills, among other aspects.

Table .4. Means, Standard Deviations, and Ranking of Statements in the "Processes" Dimension

Dimension	Statements	Mean	Standard Deviation	Level	Rank
Processes	5. The hotel uses modern technologies to facilitate operations, such as online booking and self-check-in	3.96	0.879	High	02
	6. Hotel services are provided quickly	3.96	0.776	High	01
	7. The hotel is characterized by a strong internal coordination among different departments, which helps to deliver fast and comprehensive service to customers	3.77	0.875	High	04
	8. The hotel is equipped with advanced technologies that support the delivery of high-quality services to guests	3.87	0.766	High	03
	9. The hotel responds promptly to guest requests	3.72	0.989	High	05
Over all		3.86	0.857	High	

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

From the analysis, we notice that statement number 6 received the highest rating with a mean of 3.96 and a standard deviation of 0.776. It was followed by statement number 5, which also had a mean of 3.96, with a higher standard deviation of 0.879. Statement number 8 received a mean of 3.87 with a standard deviation of 0.766. Meanwhile, statement number 7 received a mean of 3.77 with a standard deviation of 0.875. As for statement number 9, it received a mean of 3.72 with a standard deviation of 0.989.

The overall mean for this dimension is 3.86 with a standard deviation of 0.857, suggesting a high level of satisfaction with hotel operations at the Marriott Constantine Hotel. Additionally, all items under the processes' dimension were rated at a high level, suggesting that most respondents emphasize the importance of the hotel employing modern technologies to facilitate hotel operations, such as online booking and self-check-in, maintaining internal coordination among departments to provide fast and comprehensive customer service, and

utilizing advanced technological equipment to deliver excellent services to guests. Conversely, the statement " The hotel responds promptly to guest requests " ranked fifth, which may indicate that this process requires improvement or that participants consider it less significant compared to other aspects of hotel processes.

Table .5. Descriptive Statistics for the "Physical Evidence" Dimension

Dimension	Statement	Mean	Standard Deviation	Degree	Rank
Physical Evidence	10. The hotel's exterior presents an attractive appearance	3.61	0.949	High	05
	11. The hotel's equipment and facilities are modern	4.06	1.071	High	02
	12. The hotel features contemporary and comfortable interior designs	4.05	0.719	High	03
	13. The hotel provides interactive digital screens and smart devices in rooms to enhance the guest experience	4.17	0.746	High	01
	14. The hotel rooms are equipped with the latest technologies, such as voice assistants and remote controls	3.54	1.040	High	06
	15. The hotel pays attention to small details, such as the design of room keys and other souvenirs	3.62	0.987	High	04
	Over all Mean	3.84	0.918	High	

Source: Prepared by the researchers based on the outputs of SPSS Statistics 25

From the table, we can observe that Statement 13 ranked first with a mean of 4.17 and a standard deviation of 0.746, while Statement 11 ranked second with a mean of 4.06 and a standard deviation of 1.071. In third place is Statement 12, with a mean of 4.05 and a standard deviation of 0.719, followed by Statement 15 in fourth place, with a mean of 3.62 and a standard deviation of 0.987. Statement 10 comes in fifth place with a mean of 3.61 and a standard deviation of 0.949, and finally, Statement 14 ranked last with a mean of 3.54 and a standard deviation of 1.040.

The overall mean for this dimension is 3.84, with a standard deviation of 0.918, indicating a high level of acceptance. It is evident that all statements within the "Physical Evidence" dimension received high ratings, confirming that there is marketing innovation in the hotel concerning physical evidence. Examples include the hotel's attractive exterior appearance, modern equipment and facilities, and the provision of interactive digital screens and smart devices in rooms to enhance the customer experience, among others.

Hotel Services Quality: The dimensions of quality are the dependent variable and were described as follows:

Table .6. Overall Means, Standard Deviations, and Ranking of Hotel Services Quality Dimensions

Hotel Services Quality Dimensions	Mean	Standard Deviation	Level	Rank
Tangibility	3.95	0.934	High	01
Reliability	3.64	0.967	High	05
Responsiveness	3.66	0.951	High	04
Security	3.82	0.905	High	03
Empathy	3.87	0.885	High	02
Overall Mean and Standard Deviation	3.79	0.929	High	

Source: Prepared by the researchers based on the outputs of SPSS Statistics 25

From the table (6), it is observed that the "Tangibility" dimension ranked first in terms of the rating provided by the study sample, with a mean of (3.95) and a standard deviation of 0.934. This reflects a high appreciation from the participants for the tangible elements in the hotel, and confirms that the hotel management pays attention to the tangible aspects of service delivery. The second highest ranking was given to "Empathy" with a mean of (3.87) and a standard deviation of 0.885, indicating that the service providers exhibit human qualities that customers valued highly during their interactions. In third place is "Security" with a mean of (3.82) and a standard deviation of 0.905, suggesting that customers consider the hotel trustworthy in terms of service delivery and adherence to agreed standards. The Responsiveness dimension ranked fourth, receiving a "High" rating with a mean of (3.66) and a standard deviation of 0.951, implying that it is somewhat less important to customers compared to other dimensions.

Finally, in the fifth and last place, "Reliability" scored a mean of (3.64) and a standard deviation of 0.967, which may suggest that some customers experienced inconsistency in the hotel's services. The overall mean for the dependent variable is (3.79) with a standard deviation of 0.929, indicating a positive and high rating. This also suggests homogeneity in the data and a considerable level of agreement and harmony among the responses of the sample members.

4.2.2. Inferential Statistics and Hypothesis Testing:

After completing the description and diagnosis of the study variables, it became essential to examine the relationship between the dimensions of marketing innovation and the quality of hotel services. This was achieved by testing the main and sub-hypotheses of the study using a set of statistical analysis tools, leading to the various results presented.

To test the main hypothesis and its sub-hypotheses, multiple regression analysis between was conducted between the independent variable (with its dimensions of innovation in "people," "processes," and "physical evidence") and the dependent variable: hotel services quality. The results are as follows :

Table .7. Multiple Regression Analysis Between the Dimensions of the Independent Variable and Hotel Service Quality

Model	Coefficients	Significance	Lower Bound	Upper Bound
Constant	1.055	0.000	0.516	1.594
People	0.106	0.067	-0.008	0.221
Processes	0.290	0.000	0.134	0.447
Physical Evidence	0.331	0.000	0.184	0.479
Dependent Variable (Hotel Services Quality)				

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

Test of the First Sub-Hypothesis: From the table above, we note that there is no statistically significant effect ($p = 0.067 \geq 0.05$) of innovation in people on hotel services quality as the dependent variable. Since the confidence interval for the effect [-0.008, 0.221] includes zero, we reject the hypothesis.

Test of the Second Sub-Hypothesis: From the table above, we observe a statistically significant effect ($p = 0.000 \leq 0.05$) of innovation in processes on hotel services quality as the dependent variable. Since the confidence interval for the effect [0.134 , 0.447] does not include zero, we accept the hypothesis.

Test of the Third Sub-Hypothesis: From the table above, we observe a statistically significant effect ($p = 0.000 \leq 0.05$) of innovation in physical evidence on hotel services quality as the dependent variable. Since the confidence interval for the effect [0.184 , 0.479] does not include zero, we accept the hypothesis.

Test and Interpretation of the Main Hypothesis: In order to test the main hypothesis, we need to formulate two hypotheses: the null hypothesis and the alternative hypothesis. The null hypothesis is tested and may be incorrect, which requires formulating the alternative hypothesis.

- Null Hypothesis H_0: There is no statistically significant effect of marketing innovation in (people, processes, physical evidence) on hotel services quality at a significance level of (0.05).
- Alternative Hypothesis H_1: There is a statistically significant effect of marketing innovation in (people, processes, physical evidence) on hotel service quality at a significance level of (0.05).

The results of the analysis can be clarified through the following table:

Table .8. Results of Regression Variance Analysis to Confirm the Validity of the Model for the Main Hypothesis (ANOVA Test)

Model	Sum of Squares	Degrees of Freedom (ddl)	Mean Squares	Calculated F Value	Significance Level
Regression	20.305	3	6.768	39.026	0.000
Error	17.863	103	0.173		
Total	38.168	106			

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

- Coefficient of Determination: $R^2 = 0.422$
- Correlation Coefficient: $R = 0.650$

From the results presented in the table (8) above, it is observed that the correlation coefficient (R) is 0.650, indicating a moderate positive correlation between marketing innovation and hotel services quality. The coefficient of determination (R^2) is 0.422, which means that 42.2% of the variation in hotel services quality can be explained by marketing innovation, while the remaining 57.8% are attributed to other variables not included in the study model.

Moreover, the regression coefficient is 0.649, and the model's validity for testing the main hypothesis is confirmed by the calculated F value: 39.026, with a significance level of 0.000, which is below the threshold of (0.05). This indicates that the independent variable (marketing innovation) has a statistically significant effect on the dependent variable (hotel service quality).

Therefore, the main hypothesis is accepted confirming that marketing innovation positively influences hotel service quality. As shown in Table (09), 42.2% of the improvement in hotel services quality is attributed to marketing innovation as the independent variable, particularly through the following dimensions: innovation in processes and innovation in physical evidence. However, the regression analysis reveals that the people dimension does not significantly contribute to the improvement of hotel services quality.

Table.9. Values of Correlation and Determination Coefficient

Model	Correlation Coefficient	Coefficient of Determination
	0.650	0.422

Source: Prepared by the researchers based on SPSS Statistics 25 outputs

Regression Model: The regression model can be written based on the results obtained from the previous tables as follows:

$$Y=a+bX_2+cX_3$$

Where:

- Y: Hotel services quality

- X_2: Innovation in processes
- X_3: Innovation in physical evidence

Thus, the regression model is:

$$Y=1.055 + 0.290X_2 + 0.331X_3$$

Based on the above, we find that both independent variables (innovation in processes and innovation in physical evidence) have an impact on hotel services quality. This means that marketing innovation affects hotel services quality, accounting for 42.2% of the improvement in quality, despite the absence of an effect from the "people" dimension on improving hotel services quality.

5. Conclusion

This study examined the impact of innovation in the additional elements of the marketing mix on hotel services quality using the Marriott Hotel in Constantine as a case study. The study led to several conclusions drawn from both the theoretical foundations of the topic and the empirical findings obtained through the distributed questionnaire.

The study's findings can be categorized into two main areas:

First: Theoretical Results

1. Marketing innovation refers to the application of new ideas across all components of the marketing mix;
2. In hotel organisations, marketing innovation should be aligned with customer needs;
3. The success of marketing innovation depends on the gradual implementation of each phase within the hotel organization;
4. Marketing innovation in the people dimension involves enhancing the innovative thinking skills of hotel staff through education, seminars, and training programs;
5. Marketing innovation in the processes dimension involves introducing new elements into the hotel's operational procedures;
6. Marketing innovation in the physical evidence dimension reflects the hotel's ability to create an attractive, comfortable environment equipped with the latest technologies;
7. Hotel service quality serves as the foundation for customer satisfaction.

Second: Practical Results

Based on the statistical analysis of the data, the study arrived at the following key conclusions:

1. Descriptive statistics generally revealed that respondents' perceptions of the marketing innovation dimension were generally high, with a general mean of (3.81) and a standard deviation of (0.895);
2. The results revealed that the "processes" dimension ranked first based on the ratings provided by the study sample, with a mean of (3.86) and a standard deviation of 0.857. It was followed by the "physical evidence" dimension with a mean of (3.84) and a standard deviation of 0.918, while the "people" dimension ranked third with a mean of (3.72) and a standard deviation of 0.909;
3. Descriptive statistics showed that the study sample's attitudes towards hotel services quality were generally high, with a mean of (3.79) and a standard deviation of (0.929). This indicates that most respondents affirmed that hotel services quality fulfills customers' expectations and desires;

4. The "tangibility" dimension ranked first with a mean of (3.95) and a standard deviation of 0.934, followed by "empathy" with a mean of (3.87) and a standard deviation of 0.885, then "Security" with a mean of (3.82) and a standard deviation of 0.905. The "responsiveness" dimension came fourth with a mean of (3.66) and a standard deviation of 0.951, and "reliability" ranked fifth with a mean of (3.64) and a standard deviation of 0.967;
5. There was no statistically significant effect ($p = 0.067 \geq 0.05$) of the innovation in people on hotel services quality as the confidence interval for the effect [-0.008, 0.221] includes zero, so we reject the hypothesis;
6. There was a statistically significant effect ($p = 0.000 \leq 0.05$) of the innovation in processes on hotel services quality, as the confidence interval for the effect [0.134, 0.447] does not contain zero, so we accept the hypothesis;
7. There was a statistically significant effect ($p = 0.000 \leq 0.05$) of the innovation in physical evidence on hotel services quality, as the confidence interval for the effect [0.184, 0.479] does not contain zero, so we accept the hypothesis;
8. The model's validity for testing the main hypothesis was confirmed, as the calculated F value was 76.698 with a p-value of (0.000), which is less than the significance level of (0.05), meaning there is an effect of the independent variable (marketing innovation) on the dependent variable (hotel services quality). Therefore, we accept the main hypothesis, which states that marketing innovation impacts hotel services quality, with 42.2% of the improvement in services quality attributed to marketing innovation, represented by the dimensions of innovation in processes and innovation in physical evidence. Regression analysis showed that innovation in people does not contribute to improving hotel services quality.

Based on the findings, the following recommendations are proposed:

1. Greater attention should be given to people, as they are the primary service providers and have the most significant influence on service quality. They are key to the success of hotel organizations, and efforts should be made to improve services quality and address any identified gaps;
2. Increased efforts should be directed towards developing marketing innovation in processes and physical evidence;
3. Focus on achieving excellence by applying marketing innovation practices across all elements of the marketing mix;
4. Greater focus should be given to the dimensions of services quality, with continuous efforts to enhance them.

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