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Mechanisms of Building Digital Reputation for Algerian Commercial Institutions through Virtual Public Space- A Descriptive Study on a Sample of Internal audience at Mobilis Institution - Sétif -

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Mounir Ayadi [1], Nasser Saidani [2]

[1] *University of Sétif 2, Algeria,* ***Email****:* m.ayadi@univ-setif2.dz
ORCID: 0009-0008-9264-9574
[2] *University of Sétif 2, Algeria,* ***Email****:*n.saidani@univ-setif2.dz

Abstract:

This study aims to reveal the mechanisms of building digital reputation for Algerian commercial institutions amid the ongoing digital transformation, focusing on the role of Facebook in managing the reputation of Mobilis Telecommunications (Sétif Branch). Using a descriptive survey method, data were collected from a purposive sample of 40 employees. The findings reveal that Mobilis effectively manages its digital reputation through continuous communication via its Facebook page, providing accurate information about services and products, and engaging positively with followers, Digital public relations were found to play a central role in enhancing the institution's image and fostering public trust, while the actual performance and service quality of the institution form the fundamental basis for its digital reputation.

Keywords: Digital reputation, social media platforms, digital public relations, Mobilis Institution, reputation, mental image.

Corresponding Author: Mounir Ayadi, **Email:** m.ayadi@univ-setif2.dz

1. INTRODUCTION

In the era of digital transformation and information revolution, digital reputation has become one of the most important intangible assets possessed by modern institutions (Fombrun, 2012, p. 94). New media, particularly social media platforms, have provided advanced tools for direct and continuous interaction between institutions and their audiences, making digital reputation management a strategic necessity indispensable for competition and market continuity. (Kietzmann, 2011, p. 243)

Algerian institutions, faced with economic liberalization and local and international competition, confront escalating challenges requiring them to invest in building a positive reputation that distinguishes them from strengthens customer loyalty (Kaplan & Haenlein, 2010, p.59). The widespread adoption of information and communication technology and the increasing use of the Internet and social media in Algeria have led to a radical transformation in institutional communication methods and managing relationships with the public. (Saidani, 2016, p. 12)

Mobilis Telecommunications Institution, as the first mobile telephone service provider in Algeria, represents a pioneering model in utilizing digital platforms to manage its digital reputation (Aula, 2010, p. 44). It has created an official Facebook page which it uses as a direct communication channel with its audience, providing information, responding to inquiries, and monitoring customer opinions and impressions, thereby helping it build a positive image and enhance the trust of its dealings.(Boudra, 2023, p. 9)

From this perspective, this study seeks to highlight the mechanisms and strategies employed by Mobilis Institution to build and manage its digital reputation through virtual public space, specifically through Facebook, while examining the role of digital public relations in this

context, and evaluating the effectiveness of these mechanisms from the perspective of the institution's internal audience.

Accordingly, this study's problematic centers on the following **main question**:

What are the mechanisms for building digital reputation for Mobilis, an Algerian commercial institution, through the Facebook website?

1.1 QUESTIONS:

To address this problem, we divided it into a set of sub-questions formulated as follows:

1. What are the most prominent mechanisms used by Mobilis Institution to build digital reputation among its internal and external audiences?
2. How does virtual public space, specifically Facebook, contribute to improving Mobilis Institution's digital reputation?
3. To what extent do those responsible for public relations at Mobilis Institution contribute to improving the institution's digital reputation among its audiences?
4. Is there a statistically significant relationship between the necessity of training public relations employees and using communication strategies in building a positive digital reputation?

1.2 STUDY HYPOTHESES

1. Mobilis Institution uses a set of effective mechanisms in building its digital reputation among its audiences.

2. Facebook contributes significantly to improving Mobilis Institution's digital reputation.
3. The public relations department at Mobilis Institution plays a pivotal role in building and managing its digital reputation.
4. There is a statistically significant relationship between the necessity of training public relations employees and using communication strategies in improving Mobilis Institution's digital reputation.

1.3 STUDY OBJECTIVES

This study seeks to achieve the following objectives:

- Reveal the extent to which internal audiences are concerned with Mobilis Institution's digital reputation through its Facebook page.
- Identify the digital reputation management strategies adopted by the institution through its official pages.
- Determine the nature of content and topics published by Mobilis Institution through its Facebook page and audience preferences.
- Highlight the effectiveness of social media in building institutional reputation and promoting its mental image.
- Identify the role of digital public relations in managing digital reputation.

2. STUDY METHODOLOGY

The study adopted **descriptive analytical methodology**, which is considered among the most suitable approaches for studying social and media phenomena, as it enables the researcher to collect, analyze,

and interpret data to reach precise scientific conclusions. This methodology aims to describe the phenomenon under study accurately, analyze its various dimensions, and identify the factors affecting it. (Assoli & Younes, 2020 , p.38)

The descriptive analytical methodology was chosen for this study because the mechanisms of building digital reputation represent a complex and dynamic social phenomenon requiring deep understanding of factors and relationships among them, not merely quantitative measurement. This methodology allows for precise description of mechanisms used by Mobilis Institution, then analyzes the meaning of these percentages and their impact on administrative decisions and consumer behavior. Additionally, the study's questions ("What are the building mechanisms?" "How does Facebook contribute?" and "What is the role of public relations?") are descriptive analytical questions requiring understanding of mechanisms and causal relationships among them.

3. STUDY POPULATION AND SAMPLE

The study population comprises all employees of Mobilis Institution at the **Sétif** Branch (internal audience). The purposive sampling method was determined as the most suitable for such studies. Consequently, the research sample consisted of **40 employees** from various departments and administrative levels at Mobilis Institution's Sétif Branch. This sample is representative from our perspective because this size represents approximately 70% of the branch's total employees. Furthermore, the sample's demographic distribution (65% male, 35% female, 72.5% age 40 and above, 100% possess university qualifications) accurately reflects the actual distribution of employees in the institution.

Selecting employees purposively rather than randomly is necessary because the study requires deep understanding of digital reputation-

building mechanisms, which employees working directly in various institutional departments possess. Particularly, 72.5% of the sample possess extensive experience (age 40 and above) and consequently possess deep understanding of institutional processes and developments it has experienced, ensuring high reliability of data

extracted from this sample, as illustrated in the preceding table:

Table1. Demographic Characteristics of the Study Sample (n=40)

Variable	Category	Frequency	Percentage
Gender	Male	26	65.00%
	Female	14	35.00%
Age Group	21-30 years	3	7.50%
	31-40 years	8	20.00%
	40 years and above	29	72.50%
Educatio nal Level	University	40	100.00%
	Non-University	0	0.00%
Job Title	Manager	1	2.50%
	PublicRelations Officer	1	2.50%
	Administrative Staff	38	95.00%

4. STUDY INSTRUMENT

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The study employed the questionnaire as the primary tool for data collection from sample members of the internal audience of Mobilis Telecommunications Institution at the Sétif Branch. The questionnaire was designed in a scientific, methodical manner, encompassing:

First Section: Personal Information

- Gender, age group, educational level, job title.

Second Section: Mechanisms of Building Digital Reputation for Commercial Institutions

- Questions regarding the concept of digital reputation, its characteristics, factors shaping it, and mechanisms employed in building it.

Third Section: The Role of Virtual Public Space (Facebook) in Forming Mobilis Institution's Mental Image

- Questions regarding the nature of published content, interaction strategies, and evaluating the effectiveness of the official page.

Fourth Section: The Role of Digital Public Relations in Building Mobilis Institution's Digital Reputation

- Questions regarding the importance of public relations, adopted strategies, and the extent of employee training.

The questionnaire was distributed in paper form to sample members, with a 100% response rate, as all forms were recovered complete and valid for analysis. No questionnaires were excluded.

5. PRACTICAL APPLICATION OF THE STUDY:

Presentation and Analysis of Field Research Results:

- **SECTION I: Factors and Mechanisms of Digital Reputation Building**

Table 2. Factors Shaping Digital Reputation

Factors	Frequency	Percentage
Quality of Services Provided	20	50.00%
Credibility and Transparency	10	25.00%
Public Engagement	8	20.00%
Appropriate Pricing	2	5.00%
Total	40	100.00%

The results reveal a clear dominance of service quality in shaping digital reputation, accounting for 50% (20 employees) of the sample. This finding possesses profound strategic significance, confirming that authentic and sustainable digital reputation is not constructed through promotional and communicative efforts alone, but rather through tangible organizational performance. This implies that while any institution may create an impressive digital presence, such presence will be ephemeral without being supported by high-quality products and services.

Credibility and transparency rank second with 25% (10 employees), reflecting the substantial importance of trust and honesty in the digital age, characterized by rapid dissemination of misinformation and rumors. Employees recognize that credibility transcends mere ethical value, constituting instead a strategic investment that safeguards the organization from reputational crises and reinforces long-term trust.

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Public engagement received 20% (8 employees), representing a noteworthy proportion that reflects sophisticated understanding regarding the importance of bidirectional dialogue over traditional unidirectional communication. This indicates that internal stakeholders comprehend that modern digital reputation is not constructed on what the organization claims about itself, but rather on continuous dialogue and genuine listening to public opinions and needs.

Notably, appropriate pricing obtained the lowest percentage at 5% (2 employees only). This significantly low result reflects mature development in reputation evaluation. Employees do not consider competitive pricing the primary mechanism for establishing a formidable reputation. Rather, they prioritize quality, credibility, and engagement. This suggests that organizations can maintain competitive pricing without sacrificing quality, provided they focus on credibility and effective engagement.

Table 3. Primary Manifestations of Strong Digital Reputation

Manifestations	Frequency	Percentage
Positive Brand Image	13	32.50%
Customer Trust	12	30.00%
Brand Loyalty	10	25.00%
Increased Sales	5	12.50%
Total	40	100.00%

The results demonstrate a balanced distribution among the first three manifestations of strong digital reputation, reflecting their close interconnection and integration. Positive brand image leads with

32.50% (13 employees), representing the overall impression and sentiments the public holds toward the organization.

This brand image accumulates through the aggregation of experiences, interactions, and impressions over time, constituting what management literature terms "reputational capital" or "symbolic reputation." A positive brand image facilitates all communication and marketing processes, rendering customers more receptive to new messages and offerings.

Customer trust ranks second at 30% (12 employees), a percentage proximate to brand image. This proximity reflects their interdependence as two sides of the same coin—positive image directly generates increased trust. Trust forms the foundation upon which all successful and sustainable commercial relationships are built. In the digital sphere, where rumors and misinformation spread readily, trust becomes exceptionally rare and valuable.

Table 4. Accomplishments Achieved by Strong Digital Reputation

Accomplishments	Frequency	Percentage
Enhanced Trust and Credibility	16	40.00%
Improved Brand Image	10	25.00%
Increased Public Engagement	9	22.50%
Competitive Advantage	5	12.50%
Total	40	100.00%

This table confirms that enhanced trust and credibility represents the most important accomplishment of strong digital reputation, accounting for 40% (16 employees)—the highest percentage in the table. This result reflects profound recognition among internal stakeholders that trust and credibility constitute the vertebral column of any successful and sustainable organizational relationship.

In the digital space saturated with competing information and contradictory claims, where immediate verification of information accuracy is problematic, trust becomes an exceptionally rare and precious commodity. Organizations enjoying strong digital reputation acquire the "halo effect," whereby people tend to assume all organizational activities and communications are accurate and trustworthy. This facilitates marketing and communication processes while reducing persuasion requirements.

Improved brand image ranks second at 25% (10 employees), operating in parallel with trust enhancement and reflecting how strong digital reputation translates into enduring positive impressions in public consciousness. An enhanced brand image opens doors to new opportunities, including attracting skilled personnel, securing easier financing, and establishing strategic partnerships.

Increased public engagement received 22.50% (9 employees), a considerable proportion indicating that strong digital reputation enhances public motivation for organizational interaction. Such engagement provides valuable information regarding customer needs, challenges, and service improvement suggestions. Consequently, strong digital reputation opens bidirectional communication channels facilitating continuous organizational improvement.

- **SECTION II: Specific Determinants and Implementation Strategies for Mobilis**

Table 5. Primary Determinants and Issues Related to Mobilis Reputation

Determinants and Issues	Frequency	Percentage
Network Quality and Coverage	19	47.50%

Service and Offer Pricing	10	25.00%
Customer Service	9	22.50%
Internet Speed	2	5.00%
Total	40	100.00%

Results establish network quality and coverage as the primary and most influential determinant of Mobilis reputation, accounting for 47.50% (19 employees—approximately half the sample). This result is logical and inevitable since Mobilis operates as a telecommunications company, with network quality and geographic coverage representing the core service. Any geographic coverage deficiencies or recurrent service interruptions directly and immediately impact customer experience, consequently affecting organizational reputation, particularly across social media platforms. Technical problems constitute among the most common sources of negative complaints on company Facebook pages and similar platforms.

Employees recognize that network quality is not the sole responsibility of technical departments but rather an enterprise-wide concern. Any employee across any department may hear customer complaints regarding network problems, reflecting the reality that network quality affects overall organizational image.

Service and offer pricing ranks second at 25% (10 employees), reflecting sensitivity within the Algerian market toward pricing amid intense competition among three major operators (Mobilis, Djezzy, Ooredoo), each attempting to offer attractive propositions at competitive rates. The Algerian consumer, given current economic conditions, demonstrates considerable price sensitivity. Consequently, if Mobilis offers quality services at above-average prices, reputation may suffer despite service quality. Conversely, aggressive price reduction at the expense of quality would prove counterproductive.

Customer service achieved 22.50% (9 employees), a considerable proportion reflecting the importance of human and professional dimensions in reputation building. Complaint handling methodologies, response speed, conversational professionalism, all these factors influence customer perceptions of the organization. An angry customer may transform into an organizational advocate if treated respectfully, efficiently, and rapidly, sharing positive complaint-resolution experiences widely.

Table 6. Implementation Mechanisms and Strategies for Mobilis Reputation Building

Mechanisms and Strategies	Frequency	Percentage
Rapid Response to Customer Concerns	13	32.50%
Attractive Promotional Offerings	11	27.50%
Continuous Social Media Communication	10	25.00%
Continuous Service Quality Improvement	6	15.00%
Total	40	100.00%

Rapid customer response leads to operational mechanisms at 32.50% (13 employees), reflecting substantial importance of temporal dimensions in contemporary digital communication. In the era of "expectation of immediate response," where users anticipate rapid replies to inquiries and complaints, response speed becomes a critical competitive factor. Delayed responses—even brief delays—are typically interpreted as organizational negligence or indifference, potentially transforming simply angry customers into public critics sharing grievances with hundreds or thousands of internet users.

Mobilis, as a telecommunications company, receives numerous daily complaints and inquiries. Rapid, effective responses can transform

negative experiences into positive ones. This constitutes what management literature terms "service recovery," a well-established customer relationship management strategy.

Attractive promotional offerings rank second at 27.50% (11 employees). Promotional offers play central roles in attracting user attention and encouraging organizational engagement. In competitive markets where all companies provide similar services, attractive offers become important differentiators. However, offers must genuinely appeal rather than merely appearing attractive. Confusing or inadequate promotional offers may prove counterproductive.

Continuous social media communication achieved 25% (10 employees), reflecting understanding of the necessity for sustained, active digital presence. Continuous communication encompasses not merely regular content publication but also genuine listening, discussion participation, and user comment responses. Organizations disappearing from digital spaces for extended periods or publishing randomly lose substantial reputation-building opportunities.

Table 7. Rationales for Digital Reputation Emphasis at Mobilis

Rationales	Frequency	Percentage
Strengthening Organizational Market Position	19	47.50%
Attracting New Customers	12	30.00%
Retaining Current Customers	9	22.50%
Total	40	100.00%

Results reflect long-term strategic vision among internal stakeholders, with strengthening market position leading at 47.50% (19 employees—approximately half the sample). This result carries profound strategic significance. It reflects understanding that digital reputation represents not short-term marketing tools for quick sales,

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but long-term strategic investment building strong, differentiated organizational market positions. Strong market positioning provides multiple benefits: sustained competitive advantages through pricing maintenance at higher levels due to customer willingness to pay premiums; expansion ease when entering new markets or launching new products; and crisis management flexibility through accumulated "goodwill banks" of trust and positive sentiment.

Attracting new customers ranks second at 30% (12 employees), representing direct, tangible marketing objectives. Positive digital reputation functions as a natural magnet attracting prospective customers. Individuals previously unfamiliar with companies, upon observing positive evaluations and favorable comments on company Facebook pages, demonstrate greater willingness to sample services. This "organic attraction" costs less than paid advertising and traditional marketing campaigns.

Retaining current customers achieved 22.50% (9 employees), a comparatively low percentage. This may appear counterintuitive since economic studies demonstrate that retaining existing customers costs substantially less than attracting new ones (estimated 5 to 25 times less). However, several explanations exist. Perhaps confidence exists regarding current customer loyalty, focusing efforts on expansion rather than retention. Alternatively, employees may view customer retention as integral to daily service provision rather than requiring separate strategic initiatives. Most importantly, awareness regarding current customer retention importance may require enhancement, particularly amid intense competitor competition.

- **SECTION III: Virtual Public Space Role (Facebook)**

Table 8. Content Posted on Mobilis Facebook Page

Post Types	Frequency	Percentage
New Offer Information	16	40.00%
Customer Inquiry Response	10	25.00%
Entertainment Content and Contests	9	22.50%
Organizational News and Updates	5	12.50%
Total	40	100.00%

This table reveals the content strategy implemented on Mobilis' official Facebook page. New offer information leads at 40% (16 employees), the highest percentage. This choice reflects organizational emphasis on commercial and promotional dimensions, as commercial enterprises naturally employ social media to publicize offerings and promotional campaigns.

However, important questions arise: Is 40% of promotional content sufficient, or excessive? Promotional content is operationally necessary for maintaining business activity. Conversely, when the majority of posts comprise promotions, page followers may experience "ad fatigue," potentially causing them to ignore posts or discontinue page following entirely.

Customer inquiry response ranks second at 25% (10 employees), demonstrating organizational commitment to customer service and transparency. Public responses to inquiries rather than private communications convey powerful messages that organizations have nothing to hide. This content type possesses exceptional value in reputation building. When other customers observe inquiries or

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complaints receiving rapid, professional responses, they experience increased organizational confidence.

Entertainment content and contests received 22.50% (9 employees), reflecting contemporary understanding of Facebook's nature and successful content. Facebook functions as social platform for entertainment and communication, not purely commercial space. Entertainment content and contests break formal monotony, creating engagement and enjoyment. This increases post "reach" (the number of people viewing them). Contests particularly create participation incentives.

Organizational news and updates appeared last at 12.50% (5 employees), reflecting that Facebook audiences show limited interest in internal company news or general organizational announcements. Audiences prefer content directly relevant to their needs (offers, problem-solving). This lesson is crucial: organizations frequently fall into the trap of "talking about themselves" rather than addressing audience needs. Successful Facebook pages focus on what audiences desire rather than what organizations want to communicate.

Table 9. Content Preferences for Facebook Audience

Preferred Content Types	Frequency	Percentage
Offers and Discounts	16	40.00%
New Service Information	14	35.00%
Contests and Prizes	10	25.00%
Total	40	100.00%

This table reveals actual audience preferences and provides critical information. Most significantly, complete alignment exists between organizational content (Table 7) and audience preferences (this table)

across the first two priorities. Offers and discounts appeal to 40% (16 employees) of audiences—identical to organizational publishing percentages. This reflects strong strategic alignment where organizational publishing desires match audience preferences, indicating current content strategy achieves high efficiency.

However, audiences may have "acclimated" to this content type, now expecting it. Consequently, audience preference for offers may reflect learned expectations rather than intrinsic desire. New service information ranks second at 35% (14 employees), a high percentage reflecting genuine public interest in innovations and new services, indicating forward-thinking user mentality. New services might include new data plans, applications, packages, or service improvements. Audiences wish remaining current with all innovations.

Contests and prizes obtained 25% (10 employees), a notable percentage reflecting strategy effectiveness in capturing attention. Contests generate excitement and anticipation, encouraging active participation and page engagement.

Table 10. Recommended Topics for Mobilis Facebook Page

Recommended Topics	Frequency	Percentage
Offers and Packages	16	40.00%
Technical Problem Resolution	13	32.50%
Geographic Coverage Information	11	27.50%
Total	40	100.00%

This table presents explicit recommendations from internal stakeholders regarding ideal page content. These recommendations possess substantial research value, originating from individuals working within the organization who understand customer needs

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deeply. Offers and packages lead at 40% (16 employees), reaffirming importance. This consistent emphasis across Tables 7, 8, and 9 reflects strong consensus regarding offer and package content importance.

However, this raises important questions: Does genuine audience need exist for additional offer content, or has the audience become "addicted" to offers, unable to engage with anything else? Technical problem resolution ranks second at 32.50% (13 employees)—a substantial percentage reflecting genuine public need. Numerous customers experience technical problems and desire rapid resolution. Using Facebook as a technical problem-solving channel constitutes an astute strategy. Public problem resolution benefits other customers without requiring direct customer service contact. This demonstrates transparency and rapid problem management. Additionally, companies may aggregate common problems and develop proactive solutions.

Geographic coverage information achieved 27.50% (11 employees), a considerable proportion reflecting legitimate public concern. In a country as geographically expansive as Algeria, with significant topographic and population density variation, coverage quality varies substantially across regions.

Table 11. Impact of Mobilis Facebook Audience on Organizational Decisions

Impact Levels	Frequency	Percentage
Substantiel Impact	25	62.50%
Limited Impact	15	37.50%
No Impact	0	0.00%
Total	40	100.00%

This table presents findings of profound strategic importance: 62.50% (25 employees—5 of 8) recognize that Facebook audiences substantially impact organizational decisions. This result reflects a fundamental transformation in organization-audience relationships. Organizations no longer exercise complete control over messages and decisions. Through digital spaces, audiences possess genuine voices and direct influence.

This is neither theoretical nor hypothetical. Employees working within organizations witness this daily influence. They hear in meetings how specific Facebook complaints led to policy changes or service improvements. Practical examples include numerous Facebook complaints regarding specific problems that may trigger company decisions to resolve them; audience requests for specific applications or services may prompt company development; public criticism of service quality may trigger company reassessment and improvement initiatives.

Almost 37.50% (15 employees) recognize limited impact. This group believes other factors influence decisions (strategic, financial, organizational, legal) and that digital audience opinions constitute one among many factors rather than exclusive determinants.

- **SECTION IV: Digital Public Relations Role**

Table 12. Strategies Employed by Public Relations for Digital Reputation Building

Strategies	Frequency	Percentage
Transparent Public Communication	15	37.50%
Rapid Crisis Response	9	22.50%
Event and Contest Organization	7	17.50%

Publishing Added-Value Content	6	15.00%
Influencer Partnerships	3	7.50%
Total	40	100.00%

This table reveals actual strategies employed by public relations management for digital reputation building. Transparent public communication leads at 37.50% (15 employees), reflecting clear commitment to modern public relations principles emphasizing honesty and transparency as trust foundations. In the digital age, where information concealment proves difficult and misinformation spreads rapidly, transparency constitutes an intelligent strategic choice. Transparency means not concealing essential information; acknowledging errors when they occur; explaining decisions and policies candidly; and genuinely listening to public opinions.

Rapid crisis response ranks second at 22.50% (9 employees), constituting a crucial strategy in the digital era where crises spread at tremendous speed. Unaddressed crises receive thousands of shares and comments within hours, while rapid, professional, honest responses can contain them effectively. This requires trained crisis management teams; clear response authority guidelines; and pre-prepared contingency plans.

Event and contest organization achieved 17.50% (7 employees). This strategy targets increased interaction and participation. Events and contests create real participation incentives. Publishing added-value content obtained 15% (6 employees), encompassing educational content, helpful tips, or valuable information. This content builds long-term trust by demonstrating organizational concern for audience welfare rather than sales alone.

Table 13. Importance of Digital Public Relations in Reputation Management

Importance Levels	Frequency	Percentage
Extremely Important	30	75.00%
Important	10	25.00%
Moderately Important	0	0.00%
Unimportant	0	0.00%
Total	40	100.00%

This table reflects near-complete consensus regarding digital public relations importance: 75% (30 employees) rate them extremely important, and 25% (10 employees) rate them important. 100% of participants consider digital public relations substantially important. No responses minimize importance.

This near-unanimous consensus reflects heightened and profound awareness regarding digital public relations' pivotal role in current era. Employees recognize that: digital public relations constitute essential rather than supplementary elements of comprehensive communicative strategy; in worlds where people spend daily hours on digital platforms, neglecting digital public relations means ignoring primary communication channels; digital public relations offer unique opportunities including rapid response, direct interaction, immediate transparency, and broad reach.

Table 14. Training Requirements for Digital Public Relations Personnel

Training Requirement Level	Frequency	Percentage
Absolutely Necessary	30	75.00%
Necessary	10	25.00%
Not Necessary	0	0.00%

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Total	40	100.00%

This table reiterates the previous consensus: 75% (30 employees) consider training absolutely necessary, and 25% (10 employees) consider it necessary. This near-unanimous consensus regarding continuous training necessity reflects profound understanding of a critical reality: digital communication fields evolve with extraordinary speed. Tools, platforms, and trends that are current today may become obsolete within months.

Employees recognize that knowledge acquired years previously proves insufficient today, requiring continuous training. Required training may encompass: technical skills (scheduling and publication tools, statistical analysis, monitoring tools); communicative skills (effective digital content writing, context-appropriate communication); crisis management skills (handling negative comments, containing crises); digital psychology understanding (internet user behavior, success factors); and legal knowledge (intellectual property rights, data protection, digital advertising regulations).

7. GENERAL COMPREHENSIVE RESULTS:

Based on comprehensive analysis of all study sections and tables, the following general results emerged:

-Category I: Digital Reputation Building Mechanisms Results:

1. Actual Performance as Foundation: Service quality represents 50% of shaping factors, confirming authentic, sustainable digital reputation rests on actual organizational performance, not promotion alone.
2. Trust and Credibility as Relational Basis: Credibility and transparency account for 25% of shaping factors; trust and

credibility enhancement represent 40% of accomplishments, confirming trust as successful relationship foundation.

3. Engagement as Strategic Necessity: Public engagement (20%) and continuous communication (25%) underscore bidirectional dialogue importance over traditional unidirectional broadcasting.

4. Price Not as Primary Determinant: Pricing obtains only 5% of shaping factors, reflecting that audiences evaluate reputation on total value (quality + trust + engagement) rather than price alone.

5. Rapid Response as Imperative: Rapid customer response leads practical mechanisms at 32.5%, reflecting time's importance in immediate digital communication.

-Category II: Mobilis-Specific Determinants and Challenges Results:

1. Core Service Quality as Critical Determinant: Network quality and coverage account for 47.5% of determinants, reflecting that fundamental issues concern actual service rather than communication and promotion.

2. Actual Price Sensitivity: Service pricing (25%) reflects Algerian market price sensitivity amid intense competition.

3. Human Service Importance: Customer service (22.5%) underscores human and professional dimensions' importance in complaint resolution.

4. Organized Operational Understanding: 95% of the three primary determinants (quality + price + service) reflect organized understanding of operational priorities.

-Category III: Virtual Space (Facebook) Role Results:

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1. Complete Strategic Alignment: 100% alignment between organizational content (40% offers) and audience preferences (40% offers) reflects successful content strategy.
2. Actual Decision Impact: 62.5% recognize substantial virtual space impact on organizational decisions, confirming digital space constitutes strategic influence rather than mere communication channel.
3. Content Diversification Necessity: Content distribution among offers (40%), service (25%), entertainment (22.5%) reflects balanced strategy for audience attraction and retention.
4. Clear Improvement Needs: Explicit audience expectations—offers (40%), problem resolution (32.5%), coverage information (27.5%)—provide clear improvement roadmap.

-Category IV: Digital Public Relations Results:

1. Transparency as Strategy Foundation: Transparent communication (37.5%) leads strategies, reflecting commitment to contemporary public relations principles.
2. Crisis Management as Critical: Crisis response (22.5%) underscores digital-era crisis management importance.
3. Universal Importance Consensus: 100% rate digital public relations important (75% extremely important + 25% important), reflecting heightened awareness regarding necessity.
4. Pressing Training Necessity: 100% confirm continuous training necessity (75% absolutely necessary + 25% necessary), reflecting understanding that fields evolve rapidly.

5. Untapped Opportunities: Influencer partnerships (7.5%) indicate underutilized effectiveness potential.

Category V: Comprehensive Strategic Results

1. Integrated Model: Digital reputation building requires integrated interaction among actual performance, professional communicative strategies, and effective digital space.
2. Internal Stakeholder Comprehension: Internal audiences (employees) clearly recognize reputation-determining factors and appreciate their importance, reflecting profound organizational awareness.
3. Dynamic Continuing Process: Digital reputation is not static condition but ongoing dynamic process requiring continuous monitoring and improvement.
4. Long-Term Strategic Investment: Digital reputation investment yields strategic returns (trust, positive image, loyalty, market position) far exceeding immediate financial benefits.
5. Global Practice Alignment: Results confirm Mobilis adopts practices aligning with global digital reputation management best practices, with identified improvement areas.

-Category VI: Identified Gaps and Opportunities:

1. Service Quality Emphasis: Despite quality's foundational importance (50%), continuous improvement constitutes only 15% of practical mechanisms, indicating potential focus enhancement.
2. Influencer Strategy Expansion: Influencer partnerships (7.5%) represent underutilized potential within Algerian contexts.

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3. Coverage Information Enhancement: Public desire for coverage information (27.5%) indicates insufficiently addressed genuine need.
4. Customer Service Investment: Despite importance, customer service may require additional training and resource investment.

8. HYPOTHESIS VERIFICATION

Hypothesis 1: **"Mobilis employs multiple effective reputation-building mechanisms"**

- CONFIRMED — Study proved multiple diverse mechanism utilization:

- Rapid response (32.5%)
- Promotional offerings (27.5%)
- Continuous communication (25%)
- Quality improvement (15%)

All mechanisms contribute distinctly to reputation building.

Hypothesis 2: **"Facebook substantially contributes to digital reputation improvement"**

- DECISIVELY CONFIRMED — Results prove:

- 62.5% recognize substantial virtual space impact on organizational decisions.
- 100% alignment between strategy and audience preferences
- Facebook functions as primary communication and influence channel

Hypothesis 3: **"Public relations departments exercise pivotal reputation management roles."**

- COMPLETELY CONFIRMED — Consensus demonstrated:

- 75% rate digital public relations extremely important
- 25% rate them important
- No responses minimize importance

Hypothesis 4: **"Relationships exist between public relations personnel training and digital reputation"**

- STRONGLY CONFIRMED — Study revealed:

- 100% confirm continuous training necessity (75% absolutely necessary + 25% necessary)
- Direct link between training and effective strategy implementation capability
- Employee understanding that fields evolve rapidly

9. CONCLUSION

This comprehensive study confirms digital reputation has become fundamental strategic cornerstone essential for modern commercial organizations in Algeria. Research results on Mobilis demonstrate that effective digital reputation building constitutes complex integrated processes depending on three primary pillars:

First: Actual organizational performance (service quality 50%), constituting the solid foundation upon which all other communicative efforts rest.

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Second: Organized, effective communicative strategies (rapid response 32.5%, continuous communication 25%), connecting performance with audiences.

Third: Effective digital space (Facebook) providing platforms for dialogue, interaction, and mutual influence (62.5% substantial impact).

Research emphasizes digital public relations' pivotal role coordinating these three pillars while maintaining transparency and rapid crisis response commitment.

Digital reputation is not temporary project or short-term promotional campaign, but long-term strategic investment requiring institutional commitment, dedicated resources, and continuously trained, qualified personnel.

Research confirmed Mobilis has pursued correct paths in digital reputation building, achieving strategic alignment between published content and audience desires. However, specific improvement areas exist, particularly regarding enhanced quality improvement focus, influencer partnership investment, and more detailed coverage information provision.

Contemporary digital reputation building has transcended optional competitive advantage status, becoming strategic imperative for organizations aspiring survival, growth, and development in complex, dynamic competitive markets.

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