

***The growing importance of marketing for mobile phone service providers,
as well as the problems of providing solutions and expectations.***

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Abstract: *The goal of this study is to determine how the (7) components of the marketing mix effect Djezzy mobile phone consumers' perceptions of brand in Saida (Algeria). In order to acquire appropriate findings, 115 Djezzy consumers were handed questionnaires at a rate estimated at 82%. Saida's 95 valid surveys were processed using the statistical method *SMART PLS*. According to study's findings, there is a relationship between marketing mix components and perceived brand. The 7Ps of mix marketing have a significant impact on Algerian customers' opinions of brands. Engaging the service marketing mix components improves brand image and consumer experience.*

Keywords: Service marketing, marketing mix expanded, Communications Corporation, perception brand.

Jel Classification: M3, M30, M37

Résumé : *Cette étude vise à connaître l'impact des éléments du mix marketing des services (P (7)) sur l'image mentale des clients de téléphonie mobile de Djezi dans l'état de Saïda, (Algérie). Afin de répondre à la problématique et aux hypothèses de l'étude. Pour obtenir de bons résultats, 115 questionnaires ont été distribués à un échantillon de clients Djezzy à Saïda. 95 questionnaires valides ont été récupérés pour étude, à un taux estimé à 82%. Ils ont été traités avec le programme statistique *SMART PLS*, et les résultats de l'étude a montré 1-Il existe une relation entre (éléments du mix marketing des services) et (image mentale). 2- Les éléments du mix marketing des services (7P) affectent grandement l'image mentale du client algérien. 3-L'activation des éléments du mix marketing des services a un effet positif sur l'amélioration de l'image mentale et de l'expérience client.*

Mots clés : marketing des services, marketing mix élargi, organisation de la communication, image mentale.

Code JEL: M3, M30, M37

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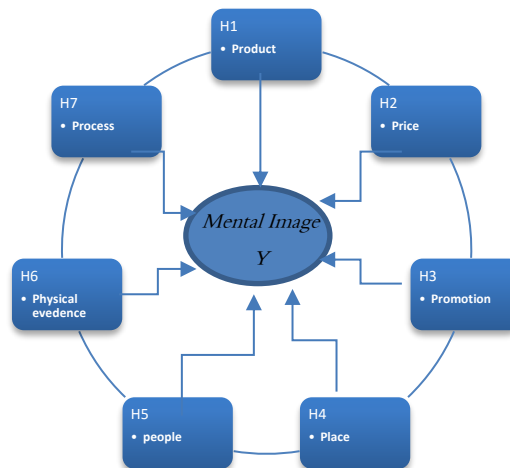
1.Introduction

Companies are starting to employ a novel strategy to sway consumers' decisions about what to buy: they are appealing to their thoughts by building and strengthening their brand's reputation and creating a unique identity for themselves through the advantages they offer to clients. Building strong, long-lasting relationships with clients and fostering and preserving their loyalty will be made feasible by the organization's ability to establish a positive reputation (Awadh Jar Allah Chamari, 2017). This cannot be accomplished without utilizing an expanded marketing mix (7Ps), which is potent and effective and shapes consumers' perceptions in their minds to leave favorable impressions and thoughts about the company's goods and services.

The following is how the study's problem was stated: To what degree has the service marketing mix influenced the way a sample of Djeezy mobile phone users in the district of Saida perceive themselves?

A-Study model:

Figure 01: Study model



Source: Self constructed Hypothesized Model

B- Previous studies: rich and diverse, including:

- **Marketing mix effects on private labels brand equity** (Carmen & Belén, 2016) *European Journal of Management and Business Economics* 25 (2016) 168–175): A few of the marketing mix's influences on the development of brand equity are examined in the current study. Along with other generic marketing mix components, the research also

attempts to examine the effects of those elements that the store directly controls, such as distribution density, promotions, and communications. Such as financial promotions, perceived pricing, and advertising. The findings show that perceived pricing, private label distribution intensity, and private communications are the three marketing mix elements that are most effective at building brand equity. These findings emphasize how crucial the shop is to building brand equity. Manufacturer brands, on the other hand, discover that perceived pricing has the opposite effect and that advertising has no influence on brand equity for private companies. This work represents a groundbreaking addition to the field's investigation of private label equity research. A more extensive range of store-specific marketing mix initiatives that serve as sources of value for the brand. The findings imply significant ramifications for retailers in terms of overseeing their own brands.

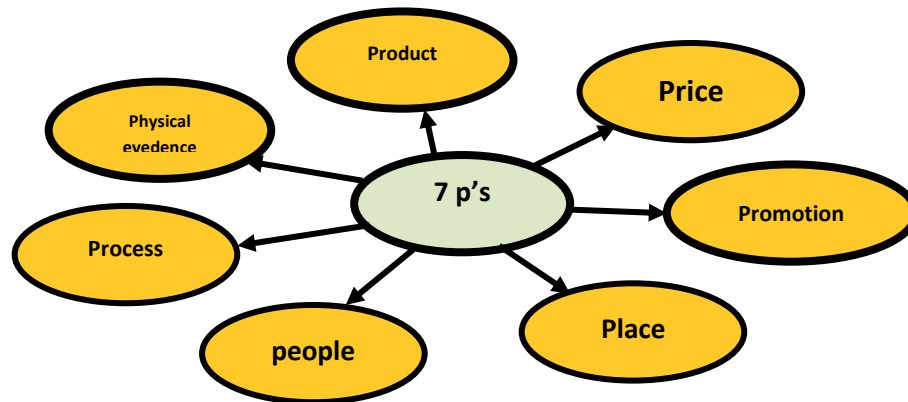
- **Services Marketing Mix Efforts of a Global Services Brand:** The Case of DHL Logistics (Bengu, Birce, Tugce, & Maria, 2015): The purpose of this study is to ascertain the decisions made by a logistics organization regarding the services marketing mix (7Ps) (product/service, place, promotion, price, people, processes, and tangible evidence). The literature hasn't focused much on how crucial the services marketing mix is to building a logistics brand. This essay examines the worldwide brand DHL Logistics as an example. In addition to semi-structured interviews with DHL Logistics executives and staff, secondary data from DHL Logistics reports was used in the case study. Because of the business's activities and reputation .The platform will function as a model for other businesses as well. DHL Logistics's brand value is increased and its brand perceptions among B2B and B2C clients are influenced by its marketing mix decisions. The creation of an image in the mind of intangible items, or services, is largely dependent on the services marketing mix. In a similar spirit, it is important to stress the significance of positioning decisions and marketing mix efforts for logistics service providers while taking into account the logistics sector's disadvantaged position in Porter's Forces of Competition Model. Owing to Deutsche Post DHL's standing and extensive worldwide operations, the structure this paper has established will serve as a model for other similar businesses. The customer perspective can be taken into consideration for more study, and surveys can be used to gauge client satisfaction.

2. The theoretical framework of study:

2.1. The extended marketing mix (7 p's): Is defined as follows: A marketing strategy is a "program to begin selecting and dividing a specific market and working to satisfy this division through the optimal use of the marketing mix"; the marketing mix is said to be the most noticeable and significant component in the formulation of any marketing strategy (Abdullah Ali, 2022). According to its definition, the marketing mix is "the collection of strategies, directives, and tactics employed by marketing management to fulfill the needs

and preferences of consumers; each component of the mix influences and is influenced by the others. According to various previous studies, the expanded marketing mix consists of the following elements: service product, price, promotion, distribution, individuals (service providers), operations (procedures), and physical evidence. This is shown in Figure No. (02).

Figure 02: Elements of the expanded marketing mix (7 P's)



Source: (PANAGIOTOPOULOU, 2019)

2.2. The extended marketing mix's components: There are various definitions for the product and service, but they all agree that it is a collection of both tangible and intangible attributes that the consumer looks for in order to fulfill his requirements and wants. Some people could mix up the terms "goods" and "services," but the distinction between the two is that a service is not a physical object that can be owned. Regarding pricing, I discover the primary factors that influence the customer's estimation, assessment, or determination of what is reasonable for the product that satisfies his requirements and desires. This is done from a marketing standpoint. Value is the fundamental component of the process of trade that occurs between a producer and a customer, the price of the good or service is established based on the benefit received by the consumer in exchange for his purchase, as the customer assesses the perceived worth of the good or service for which he pays a specific amount. Promoting products and services to prospective consumers is a very efficient approach to get in front of them and sway their opinions. It's how companies spread the word about their goods to their intended market. Distribution is the culmination of all the procedures that enable a product to leave production facilities and reach the hands of the end user, be it an industrial or consumer. Regarding the service providers/individuals, they are all the involved parties who contribute to the service's provision and shape subscribers' perceptions. They are the staff members, clients, supporters, and those who are in close proximity to the organization. The actual procedures that comprise the flow of

activities leading to the provision of goods and services, the execution of the steps necessary to deliver them to customers, and the provision of a suitable set of evidence for handling or controlling the good or service are also known as the operations/service provision process. Finally, because it may overcome the most significant attribute of the service—its intangibility—physical evidence is one of the most crucial components of the service marketing mix.

All services, regardless of their kind, have a physical workspace and equipment to carry out their tasks. The physical proof, which includes the service's cover and the location where the company offering it interacts with the client, is one way that the client assesses the quality of the offering.

2.3. Mental image: In order to obtain a competitive edge, a service firm nowadays must be able to create a favorable mental picture in the minds of its clients.

2.3.1. The notion of the customer's mental image: According to (Ghalib Kulaib Al-Haidari, 2019), the concept of a company's mental image is a contemporary idea in the new science of marketing that it utilizes to assess how well it is using its knowledge and skills to forge a positive impression in the minds of its clients. Payne described it as identifying, creating, and disseminating a differentiating factor that, in the eyes of consumers, sets an organization's goods and services apart from those of its rivals (Ben Nasser & Qitaf, 2021).

2.3.2. Aspects of the customer's mental image: An organization's public perception is a key factor in determining how successful it is seen to be (Islam, 2015). Researchers also concurred that there are four dimensions to the mental image, which we may sum up as follows:

- **The cognitive dimension** refers to the knowledge that a person uses to comprehend a subject, problem, or organization. Based on the accuracy of the knowledge and information we learn about these institutions, the accuracy of the mental images we form of them from her, and the cognitive dimension, this information is thought to be the foundation upon which the individual builds their mental image of others and institutions (Sami and Bouqrika, 2020).
- **The affective dimension:** Also known as the emotional dimension, is the feeling that is based on the knowledge and information (the cognitive dimension). As time passes, people's formed knowledge and information vanish, but the emotional aspects that symbolize feelings—such as admiration, attraction, respect, etc.—remain. People's attitudes regarding various subjects, people, and problems (Manani, 2021).

- **The behavioral dimension:** Pertains to the exterior part of the direction that a consumer forms in his mind, as the nature of the mental image the consumer has of something's direction is reflected in his behavior. Whether something is going in a favorable or bad direction determines whether he accepts it or rejects it; the consumer's conduct need not always follow the path. For instance, somebody might purchase a product or brand despite having an unfavorable opinion toward it since he has the purchasing power to select only that particular item or brand (Bouima, 2022).
- **The social dimension:** Because the mental image is formed via socialization connected to culture, norms, and traditions, it is an embodiment of the actions and policies organizations take towards society as a whole (Bashaer, 2019).

3. The study applied framework:

3.1. Research methodology and study variables: The components of the service marketing mix, or the seven Ps, are the independent variables. The customers' perception of Djeezy Saida mobile phones is the dependent variable. The research employed the subsequent methodologies: the method of description. We used a range of scholarly references and sources to enhance the theoretical framework of the study. Books, national and international scholarly publications, PhD dissertations, etc. are a few examples of these. The two-part field research study depended on the analysis of the questionnaire (questionnaire) as its primary instrument in the field. The identifying information (social class, age, marital status, educational attainment, and monthly income) was the main focus of the first section.

Thirty-one phrases representing the seven Ps of the service marketing mix—product, price, distribution, promotion, individuals, service, and operations—were included in the second section. The remaining eight paragraphs described the customers' mental images of Djeezy mobile phones. The Likert scale included five points.

3.2. The study population, sample, and statistical techniques: Customers of the Saida City branch of Djeezy mobile phone dealers were chosen. In compliance with Thompson's law (Thompson, 2012), a random sample of 110 customers received the questionnaire. For the study, 95 valid questionnaires were obtained.

The data collected from the questionnaire was entered and processed using the Statistical Package for the Social Sciences (SPSS V 24) software. Given the study's goals, hypotheses, and variable characteristics, statistical techniques were employed for measurement. These techniques included using the Cronbach's alpha reliability coefficient to confirm the questionnaire's level of validity and reliability and the Smart PLS program to ascertain the relationship between the variables. This statistical software examines data and is predicated on assessing the measurement model. And assess the structural model to

ascertain the connections among the latent variables, or, alternatively, the manner in which the latent variables are represented in relation to the measurable variable. It also makes it possible to study the program in samples with 25 views or more without having to meet the requirement of having a normal distribution (Peter, Ghasem, Christian., Severina, & Miriam, 2023).

3.3. Statistical analysis:

A- Examining the questionnaire's dependability: The questionnaire was sent to clients after arbitrators evaluated it in order to guarantee its validity and reliability. Additionally, we made use of the 0.82 Cornbrash's alpha coefficient. This indicates a good reliability coefficient, which is further explained in the accompanying table:

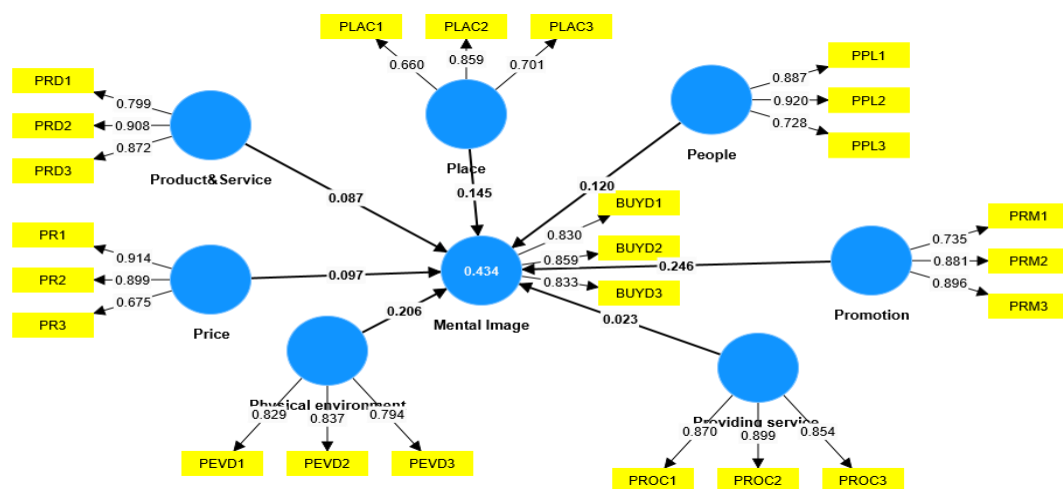
Table (01): Validity and reliability of Questionnaire

Alpha Chrome-Bach coefficient	Number of variables	Number of Observations
0.82	33	95

Source: Prepared by researchers based on SPSS 24 outputs.

B. Examining sample's attributes and putting research model to test: It is observed that the majority of sample members' responses follow a distribution with an average near 3. In other words, they adhere to an average-producing natural distribution. When analyzing the model, we used the Reflective Model in the Smart PLS software and the High Order technique to assess the variables, including the two primary latent variables: the enlarged marketing mix (P's 7) and the mental image.

Figure 03: Study model in line with the Smart Pls initiative



Source: Actual Model using Smart PLS 3.2.8 output.

The study model that was chosen is depicted in the above picture, where it is evident that there are dependent factors, such as the first-order mental image, and first-order latent variables, which are represented by the elements of the marketing mix. Every latent variable has a corresponding manifest variable (Manifests), which is a scale of measurement expressed as questions or phrases (items). Connected to every latent variable, indicating that every latent variable is assessed using a collection of independently measured factors.

D - Assessment of the reference model: Determining the quality of indicator measurement—that is, questionnaire questions that represent the Outer Model—is the goal of evaluating the standard model. It is dependent on the assessment of convergent credibility, which establishes the degree of dependability and credibility of the measured indicators in terms of assessing how well the questions translate the latent variables into each other. Regarding discriminant validity, it quantifies the degree to which each latent variable can be identified from the others, i.e., the indicators' independence, non-interference, and lack of interdependence when reading one another.

E/1. Validity convergence: It is predicated on the following criteria and is the initial phase of the standard model's examination and assessment:

- The indicators' factor loading needs to be more than 0.7. , while the internal communication's dependability is represented by the internal reliability. There is a value larger than 0.50 for the average variance extracted (AVE). Since the composite reliability is higher than 0.70, the study satisfies the prerequisites listed in the accompanying table:

Table (02): Convergent credibility

<i>AVE</i>	<i>Reliability Composition</i>	<i>Rho_A</i>	<i>Alpha de Cronbach</i>	<i>Variable</i>
0.679	0.849	0.848	0.643	Physical environment
0.752	0.923	1.009	0.893	Promotion
0.675	0.893	0.843	0.840	Place
0.722	0.912	0.877	0.871	Price

0.713	0.924	0.896	0.894	Mental image
0.692	0.900	0.857	0.852	Product or service
0.689	0.898	0.855	0.849	Providing service
0.688	0.898	0.849	0.848	People

Source: Prepared by researchers based on Smart PLS 3.2.8 output.

Given that all of the composite dependability (CR) coefficients in the table and figure above are greater than 0.70, it is evident that all of them are statistically acceptable. This shows that the study items are related to each other when measuring the variables, indicating the validity of the measurement model that was employed. Since all of the Cronbach Alpha coefficients are greater than 0.60 and in line with composite reliability indices, they are all statistically acceptable. Since each latent variable accounts for more than half of the variances of its indicators, it turns out that all AVE coefficients are statistically acceptable because they are bigger than 0.50. Consequently, By calculating the percentage of indicator variance that the latent variable in the model could account for, convergent validity was attained in this model. Because all Rho_A coefficients are more than 0.60, it also seems that all of them are acceptable statistically. Because errors are included in the calculating method, this coefficient is more accurate than Cronbach's alpha coefficient.

E/2.Discriminant Validity:

E/2/1.Linkage amongst implicit variables: Hidden Variable Associations In comparison to the other variables in the same column and line, the latent variable's correlation with itself expresses the largest correlation, indicating that the variable is independent of the others and entirely distinct from them, and there is no inter-variable interference, as demonstrated by the following table from our study:

Table (03): Correlation between latent variables

Physical environment	Promotion	Place	Price	Mental image	Product or service	Providing service	People	
							0.824	People
						0.867	0.126	Providing service
					0.822	0.051	0.891	Product or service
				0.850	0.811	0.161	0.834	Mental image
			0.845	0.617	0.632	0.275	0.617	Price
		0.832	0.623	0.847	0.818	0.108	0.835	Place
	0.830	0.829	0.627	0.846	0.812	0.110	0.835	Promotion
0.830	0.829	0.829	0.603	0.848	0.821	0.002	0.831	Physical environment

Source: Prepared by researchers based on Smart PLS 3.2.8 output.

It is evident from the preceding table that every coefficient is statistically acceptable and significant. Each latent variable has a strong correlation with itself in comparison to the other latent variables, as shown by the diagonal, which also reveals that each variable is distinct from the others (the value of the intercept of the variable with itself is greater than the intercept of any other variable). The measured variables, along with the remaining variables, help to provide a good explanation for the latent variable.

The model that was created as a measurement instrument and appropriately applied to each variable was obvious in the study after verifying the convergent validity and discriminant validity critical evaluation stages of the standard model.

Additionally, the effectiveness of each latent variable's measurement was confirmed using pertinent measurement indicators relevancy rather than relying on other factors.

E/2/2. Assessing the model of structure: Initially, we use Boot Strapping to assess the pathways in order to validate the acceptance of the assumptions. The hypothesis can be accepted if moral significance is attained. Next, we use the coefficient of determination (R^2) to calculate the degree to which the independent factors account for the dependent variable, and finally we calculate the effect's strength. The F^2 index for each independent variable by itself explains the dependent variable, and the Q^2 index shows how well the independent variables can predict the dependent variable. Lastly, the study's capacity to gauge how much depends on the standard and structural model is determined by the Gof index.

F. Path-Coefficient Assessment By using Boot Strapping, which involves creating samples of at least 500, hypotheses are validated. P-Value, which calculates the likelihood of inaccuracy in the relationship between the two variables, is used to validate the association between the variables. The Beta coefficient is a coefficient that is taken from the Original Sample's value, and if a relationship is identified, it must be significant by a margin of less than 5%. A positive or negative coefficient indicates a direct or inverse link. The following table makes it abundantly evident that each theory is legitimate and morally significant. As demonstrated in the following table, where the validity of the hypotheses was established and the P-Value was used to examine the link between the variables and found to be significant by less than 5%:

Table No. (04): Evaluation of paths

<i>Hypothesis</i>	<i>Relation</i>	<i>T-Value</i>	<i>P-Value</i>	<i>Strd Beta</i>	<i>StrdError</i>	<i>Result</i>
<i>H1</i>	Product or service -Mental image	6.202	0.002	0.443	0.092	<i>strong relationship (accepting hypothesis)</i>
<i>H2</i>	Price-Mental image	6.446	0.004	0.523	0.073	<i>strong relationship (accepting hypothesis)</i>
<i>H3</i>	Place-Mental image	6.305	0.001	0.451	0.095	<i>strong relationship (accepting hypothesis)</i>

<i>H4</i>	Promotion – Mental image	6.550	0.006	0.533	0.083	<i>strong relationship (accepting hypothesis)</i>
<i>H5</i>	People –Mental image	6.333	0.011	0.505	0.092	<i>strong relationship (accepting hypothesis)</i>
<i>H6</i>	Providing Service –Mental image	6.422	0.002	0.526	0.075	<i>strong relationship (accepting hypothesis)</i>
<i>H7</i>	Physical environment – Mental image	6.663	0.014	0.584	0.085	<i>strong relationship (accepting hypothesis)</i>

Source: Prepared by researchers based on Smart PLS 3.2.8 output.

F/1. Coefficient of determination R^2 : It measures the ability of the independent variables together to explain the dependent variable. Its value was 0.423, as Chin (1998) suggested that values of R^2 that exceed 0.67 are considered high, while values that range from 0.33 to 0.67 are moderate, while values between 0.19 To 0.33 is weak and any R^2 values less than 0.19 are unacceptable (Hair, M, G. Tomas M, & Christian M, 2017). This is explained in the following table:

Table No. (05): Interpretation factor R^2

<i>Variable</i>	<i>Coefficient of determination</i>	<i>Interpretation factor R^2</i>	<i>Result</i>
Mental image	0.40	0.47	<i>Moderate</i>

Source: Prepared by researchers based on Smart PLS 3.2.8 output.

The interpretation was as follows: The independent variables represented in the elements of the service marketing mix, 7 p's, participate in explaining the dependent variable, mental image, with a value of 0.47, which is a moderate percentage.

F/2. The Q² Relevance Predictive model: It measures the ability of the independent variables to predict the dependent variable. It is required that the values of Q² be greater than zero, as they are acceptable. This is demonstrated in our study, where the value of the residuals reached 0.247. This confirms that the 7 p's elements of the service marketing mix have the ability to predict and influence the mental image of Djeezy mobile phone customers as long as the value of the residuals 0.247 is greater than zero (Pratyush, Benjamin, Joseph, Marko, & Christian, 2023).

H. Effect Dimension F²: Following processing, F² can be used to quantify the individual impact on each independent variable on how the dependent variable is interpreted. The results are displayed in the following table:

(1) Its value of 0.222, which is a good value given that the quality of the product or service plays a fundamental role in evaluating the mental image and measuring its impact on it, can be explained by the independent variable alone, the product or service, in relation to the dependent variable, the mental image.

(2) The value of 0.313, which is a good value, can be explained by the independent variable, price, alone in connection to the dependent variable, mental image, given that the price can effectively enhance one's mental picture and allows the coefficient to quantify the impact of price on mental image.

(3) The distribution alone, as the independent variable, is interpreted at a value of 0.215 in relation to the dependent variable, the mental image. This is also a good value, since the distribution influences the mental image in a measurable way that allows us to estimate its contribution to its improvement.

(4) The promotion alone, the independent variable, is regarded as having a value of 0.355 in relation to the dependent variable, the mental picture. This is likewise a positive value, given that the promotion or service has a significant, quantifiable influence on the mental image.

(5) The quality of service providers plays a crucial part in enhancing mental image and has a measurable influence. Therefore, the independent variable alone, service providers, with respect to the dependent variable, mental image, is interpreted at a value of 0.388, which is a good value.

(6) The independent variable alone, the service provision process, with respect to the dependent variable, the mental image, is interpreted as a value of 0.411, which is a good value, considering that the service provision process provides a clear concept of the mental image and enables the improvement of the customer's experience, which is a relationship with a measurable effect.

(7) The independent variable alone, the physical environment, with respect to the dependent variable, the mental image, is interpreted with a value of 0.365, which was a good value, considering

that the physical environment contributes to the interpretation of the mental image and also works to improve it, and its effect is clear and measured.

4. Discussion of the study results: Based on the figure and table above, it can be said that:

H1: There is a significant effect of the product or service on the mental image (Saida Djezzy mobile phone customers) at a significance level of 5%, where H1 was accepted, as the consumption experience is positive when the customer has a more positive experience, which makes him believe that the product that was sampled was purchased. Its source is a homogeneous brand, which is consistent with marketing literature, especially the study (R.W & Kevin, 2021).

H2: Price has a significant impact on consumers' mental images (Saida Djezzy mobile phone users) at a 5% significance level. This is because consumers base their decisions (Tarnanidis, Owusu-Primpong, Nwankwo, & Omar, 2015). on prices and use them as benchmarks, and brand perception is impacted by a low price's extension (Marcelo & Perez, 2022).

H3: At a significance level of 5%, distribution has a significant impact on the mental image of Saida Djezzy mobile phone customers. This is because distribution helps to increase the number of points of sale that are available, which is a marketing tool used to place the product in the hands of customers at the right time and place (R.T, 1988). By distributing the goods to a wide number of locations of sale, intensive distribution also helps to build the brand. This has a positive correlation with the brand since it gives consumers more opportunities to interact with the product, raising awareness and satisfaction levels and fostering stronger brand loyalty.

H4: At a 5% significance level, there is a significant effect of promotion on the mental image of Djezzy mobile phone customers. This effect plays a crucial role in raising the likelihood that customers will try the products, improving product recognition, and potentially increasing sales quantities.

H5: At a significance level of 5%, service providers have a significant impact on the mental image of Saida Djezzy mobile phone customers. This is because they assist managers with people skills and customer service representatives who understand the issues the target market faces. In order to maintain employees' enthusiasm, marketing organizations that engage in internal marketing by establishing internal communities must value their employees' valuable contributions, value remote communication, and solicit feedback about the services they provide (Carnevale & Hatak, 2020). All staff members, whether they work behind the scenes or directly with customers, must have enough training and assistance to help them comprehend how their roles are changing and how it will affect both the marketing organization and the outside world. Most importantly, effective internal marketing makes sure staff members keep offering clients high-quality service.

H6: At a significance level of 5%, there is a considerable impact of the service provision procedure on the mental image of Saida Djezzy mobile phone users. As the execution and flow of this flow were heavily influenced by the marketer's attitude, the mobile phone customer, marketing efforts helped to provide solutions and distribute them to the target market in a seamless manner. Djezzy adds value while maintaining equilibrium with the resources that the company has committed,

making it easier to do business in order to draw in new clients, close deals, and satisfy existing ones (Lim, 2023)

H7: At a significance level of 5%, there is a significant effect of the physical environment on the mental image of Djeezy mobile phone customers. This is because Djeezy's involvement in social media and presence in online spaces frequented by customers serves as a very effective mechanism for thought leadership and branding in order to build customer trust (Lim, 2023).

The independent variables, or the seven Ps of the service marketing mix—product, price, distribution, promotion, physical environment, service delivery process, service providers, and their effect on the dependent variable on the mental image—are accepted because of the moral significance of the concept. Based on the P-value, Table 04 indicates that all of the coefficients were significant, supporting the main hypothesis that the components of the Service Marketing Mix 7 P's genuinely have an impact on the mental image.

6. Conclusion:

Following a review of the questionnaire's most significant findings, a descriptive analysis, and a PLS methodological analysis, we were able to determine the findings pertaining to the study topic and its hypotheses, which are as follows:

- The interpretation coefficient has a good value and the independent variable, the product, has a substantial positive effect on Djeezy customers' mental images. This suggests that the product needs to be improved in order to compete with other telecommunications customers.
- The interpretation factor has a good value, confirming the competitiveness of price with other telecom customers, and there is a strong favorable influence of the independent variable price on the mental image of Djeezy customers.
- The independent variable, promotion, has a strong positive impact on the consumers' perceptions of Djeezy, and the interpretation factor has a good value, indicating that the company's promotional strategies are appropriate and help to boost its competitiveness.
- There is a positive and significant effect of the independent variable, distribution, on the mental image of Djeezy's customers, and the interpretation factor has a good value, which necessitates the company to develop and follow up on distribution channels while monitoring the parties contributing directly or indirectly to the distribution channel.
- There is a significant positive effect of the independent variable service providers on the mental image of Djeezy customers, and the interpretation factor has a good value. This is due to good reception and guidance.
- There is a significant positive effect of the independent variable, the physical environment, on the mental image of Djeezy customers, and the interpretation factor is strong. This is a result of Djeezy's possession of sophisticated furniture and contemporary structures.

- The simplicity and flexibility of delivering services is a major explanatory factor, and the independent variable, service provision, has a positive, significant effect on the mental image of Djeezy customers.
- Because of their positive and moral impact, the elements of the service marketing mix have a strong interaction with the mental image.
- A strong degree of interaction and harmony between the components of the expanded mix results in a direct, meaningful, and beneficial impact of the mix's components on the mental image.

8. Suggestions:

- Raising the standard of the goods and services offered to clients to enable them to contend with other telecom companies.
- Offering price quality so that it can hold top spots among the other rival telecoms companies (Mobilis, Ooredoo, Algeria Telecom).
- Using influencer marketing to develop Djeezy's marketing strategies for youth and social media users.
- Growing and establishing Djeezy's network of direct and indirect distribution.
- Creating and refining techniques for delivering services via Dizzy's websites.
- Improving customer service strategies on Dizzy's social media platforms to reach a wider range of users.

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