

The role of electronic management in enhancing customer confidence in institutions a case study of the Algeria Telecom Corporation -**دور الإدارة الالكترونية في تعزيز ثقة العملاء بالمؤسسات -دراسة حالة مؤسسة إتصالات الجزائر-****Barmaki Mohammed¹, Elabbadi Ahmed²**¹ University of Ahmed Draya, Algerian African economic integration Laboratory- Adrar (Algeria), moh.barmaki@univ-adrar.edu.dz² University of Ahmed Draya – Adrar (Algeria), ahm.elabbadi@univ-adrar.edu.dz**Received:** 25/09/2024**Accepted:** 13/12/2024**Published:** 31/12/2024**Abstract:**

This study aimed to clarify some concepts related to the subject of electronic management and customer confidence and the factors affecting them, in addition to researching the role of electronic management in enhancing customer confidence in the Algeria Telecom Corporation as a model of Algerian economic institutions, This study relied on distributing a questionnaire consisting of two axes. The first relates to the extent to which Algeria Telecom deals with its customers using electronic management tools and means, and the second relates to the extent to which the application of electronic management has affected the confidence of those dealing with it.. After processing the data obtained using the SPSS V26 program, it was achieved to prove the hypothesis that the Algeria Telecom Corporation applies electronic management, in addition to proving the hypothesis of the administration's contribution. Electronic means enhance the confidence of those dealing with the same institution.

Keywords: e-management; trust; Information and communication technology, customer confidence, Algeria Telecom.

JEL Classification Codes: G3, H6

ملخص:

هدفت هذه الدراسة الى توضيح بعض المفاهيم المتعلقة بموضوع الادارة الالكترونية وثقة المتعاملين والعوامل المؤثرة فيهما، بالإضافة الى البحث في دور الادارة الالكترونية في تعزيز ثقة المتعاملين في مؤسسة اتصالات الجزائر كنموذج عن المؤسسات الاقتصادية الجزائرية، حيث اعتمدت هذه الدراسة على توزيع استبانة تتكون من محورين يتعلق الاول بمدى تعامل مؤسسة اتصالات الجزائر بأدوات ووسائل الادارة الالكترونية مع عملائها، و الثاني بمدى تأثير تطبيق الادارة الالكترونية في تعزيز ثقة المتعاملين معها ، وبعد معالجة البيانات المحصل عليها بواسطة برنامج *SPSS V26* تم التوصل الى إثبات فرضية أن مؤسسة اتصالات الجزائر تطبق الادارة الالكترونية، بالضافة الى إثبات فرضية مساهمة الادارة الالكترونية في تعزيز ثقة المتعاملين مع نفس المؤسسة. كلمات مفتاحية: الادارة الالكترونية ، الثقة، تكنولوجيا الاعلام والاتصال، ثقة العملاء، إتصالات الجزائر.

تصنيفات JEL : G3, H6

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INTRODUCTION:

Administrative management is considered the essence of the organizational process in administration because of its impact on its various departments and tasks, which prompted thinkers and researchers to identify the factors influencing the achievement of its goals and study various methods and methods in order to try to re-engineer it and keep pace with various modern developments, which led to the emergence of several ideas and theories regarding It became known as modern management after the old administration proved its failure to keep pace with change and satisfy various stakeholders due to bureaucracy, lack of transparency and justice and the waste of a lot of time in completing tasks and transactions, and according to the technical and digital development witnessed by the world, especially information and communication technology and its invasion of various fields in performing various tasks and functions and the emergence of what is called the digital economy and e-commerce...etc. The field of administration had to also benefit from these technologies and adapt them according to its tasks and needs to correct errors and defects that hinder the achievement of its goals and development. Thanks to this integration, a new concept emerged called electronic management, which was adopted by various bodies, countries, and organizations because of its positive impact. To manage various tasks and functions with ease and speed, in addition to reducing errors and negative factors in human achievement, which have a major impact on the organization's relationship with its customers, as its maintenance and expansion of its market share depends to a large extent on the extent of its customers' loyalty and their confidence in its brand and services and the extent of its convincing other customers, as Many researchers have been interested in studying the factors influencing customer confidence by stimulating the factors that help and reducing the factors that inhibit it. Among the factors that have appeared recently and are believed to have an impact on their confidence are what we mentioned previously, which is electronic management, and based on that, the following question can be asked:

What is the role of electronic management in enhancing customer confidence with institutions (the case of Algeria Telecom)?

Based on the problem at hand, the following sub-questions can be asked:

- What is meant by electronic management and management and what is its importance, features, goals and requirements?
- What is meant by customer trust, and what are its advantages, repercussions, and factors influencing it?
- What is the impact of electronic management in enhancing customer confidence?

Study hypotheses: This study revolves around two main hypotheses:

The first hypothesis: Algeria Telecom applies electronic management in its various operations with customers.

The second hypothesis: Electronic management has a statistically significant effect in enhancing the confidence of customers with Algeria Telecom.

Study objectives: This study seeks to achieve the following objectives:

- Learning about management and electronic management and clarifying the difference between them.

-Identify the most important features, objectives, and requirements of applying electronic management.

-Definition of customer trust (dealers).

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-Definition of customer trust (dealers).

- Highlighting the extent to which electronic management contributes to enhancing customer confidence during their dealings with various bodies and organizations.

Study methodology: bodies and organizations A two-axis questionnaire was prepared directed to Algeria Telecom customers about the extent of applying e-management in the organization and the extent to which electronic transactions enhance their confidence. In the institution.

- Study Variables: This study aimed to explore whether there is a relationship between the study variables and the extent of the impact of the independent variable, which is e-management, on the dependent variable, namely the trust of clients dealing with the Algerian Telecommunications Corporation.

- Division of the Study:

The first section: The theoretical framework of the study.

The second section: The applied framework of the study.

-Previous studies:

1- A study (Kunz & Kantesperge, 2010) entitled Consumer Trust in Service Companies:

A Multiple Mediating Analysis. This study aimed to use a perception based on the fact that trust theory has distinct, relevant, and well-applicable dimensions to customers' relationships with service companies. It concluded that there are Importance of the proposed conceptualization of trust: If companies better understand the true nature of consumer trust, they will have better opportunities to build trust in a more systematic way, as there is still plenty of room to discover and enhance the depth of consumer trust.

2- A study (Chek & Yin Ho, 2016) entitled Consumer electronics E-retailing: why the alliance of vendors' E-service quality, Trust and trust worthiness matters. This study focused on the challenges faced by electronic retailers in securing sales in the electronics category. consumerism by investigating the effect of e-service quality on consumers' purchase intentions, with trustworthiness and trust acting as mediators. Empirical results based on 202 participants who purchased consumer electronics online showed that trustworthiness and trust play an important role in mediating the effect of electronic service quality on consumer purchase intentions.

3- A study (Rostami & Amir khan & Soltani, 2016) This study aimed to assess the impact of e-service quality on enhancing communication with customers in the branches of Bank Melli under the South Tehran Affairs Office. The findings revealed a significant positive relationship between various aspects of e-service quality—such as system availability, efficiency, commitment to system implementation, privacy policy, responsiveness, and communication—and the level of customer engagement with the bank..

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4- A study (Yıldırım, 2014) entitled The Effects of User Comments on e-Trust: An Application on Consumer Electronics, The study aimed to find out the extent of the effects of customer feedback on building trust in virtual environments, where the existing people were selected from employees and students of Sakarya University, The conclusion showed that user comments reduce uncertainty and affect the perception of trust when accessing the good or service.

5- A study (Peláez & García & Lopez, 2015) entitled The Role of Emotions and Trust in Service Recovery in Business-to-Consumer Electronic Commerce, The study aimed to propose a service recovery model that explains how cumulative satisfaction, loyalty, and word-of-mouth are influenced by customer complaints. The model focused on the role of positive and negative emotions in shaping satisfaction with service recovery processes, with trust acting as a mediator between satisfaction, cumulative satisfaction, and service recovery, as well as between emotions, satisfaction, and loyalty. The study's sample consisted of 303 B2C users who had filed complaints following an electronic transaction. The findings highlighted that positive emotions are a key driver of satisfaction with service recovery, challenging the traditional emphasis on the dominant role of negative emotions in such models.

Comment on the previous studies:

- Our study agreed with previous studies in considering the importance of the dependent variable related to customer confidence, and this is because of the fundamental role it plays in organizations remaining competitive and developing through maintaining their market share of customers and striving to increase it.
- This study also agreed with all previous studies regarding one of the elements of information and communication technology as the independent variable, but it differed from them in determining which element is important. Each one saw from his point of view which of them has a significant impact on customers' confidence.
- This study agreed with previous studies in focusing on the beneficiaries of the service rather than those providing it because they are the ones who express true trust towards the institution.
- This study differed from previous studies in focusing on customers who benefit from the electronic service to answer the questionnaire related to the electronic transactions and services directed to them, through electronic devices instead of their providers.
- Most previous studies focused on service and electronic customer relationship management, but our study focused on all processes related to customers.
- Our study agreed with most previous studies in relying on the questionnaire as a tool for collecting data.
- Our study focused on one of the largest economic institutions in Algeria to serve as a guide for other emerging institutions.

The first section: The theoretical framework of the study.

The first section: Theoretical concepts about management and e-management.

Definition of management: Management is defined as achieving organizational goals in an effective manner through planning, organizing, leading, and controlling organizational resources. (Richard.L.Daft, 2022, p. 7).

Management is also defined as a set of activities (including planning, decision-making, organization, leadership, and control) directed to an organization's resources (human, financial, material, and information) with the aim of achieving organizational goals in an effective manner. (W.GRIFFIN, 2022, p. 5).

As Henry Mintzberg defined it, management is a practice that must combine a great deal of knowledge, that is, experience, with a certain amount of art, such as vision and insight, and some science, especially in the form of analysis and technology. (KREITNER & CASSIDY, 2008, p. 2).

Definition of e-management: Thinkers have provided several definitions of electronic management that share several characteristics, such as dispensing with classical transactions, such as the extensive use of paper, effort, and time required to complete transactions. Some of them differed in defining the means used and their scope. Among the definitions, we mention the following:

-Electronic management: It is the transition from completing transactions and providing services from traditional manual methods to the electronic form for the optimal use of money, effort and time. (Al-Nasr, 2023, p. 52)

-Electronic management: It is the use of techniques and technology in all its forms, whether computers, digital devices, or any modern equipment, in order to carry out administrative activities in their various forms. (Al-Nasr, 2023, page 53)

It can also be defined as a strategic approach to managing dynamic, future-oriented organizations by implementing high-performance programs and technology-driven systems. This approach emphasizes integration, automation, and artificial intelligence, utilizing development and deployment methodologies to foster a knowledge-based environment that supports the organization's vision. (LIU, Bin Othman, Ahmed N, and Omar Rabeea, 2011)

Second: The importance and advantages of e-management: The importance of applying and disseminating e-management is evident in the benefits that are achieved thanks to it, which in turn are reflected in the workflow of workers and the satisfaction and acceptance of customers due to the speed and accuracy in meeting their interests and needs, as its importance is highlighted in the following: (Bohoush, 2006, p. 179)

1- Raising the level of performance: By this we mean the ease of transmitting information accurately and smoothly between government departments and different departments, which results in reducing duplication in data entry and obtaining accurate information from citizens and those dealing with government departments... and completing procedures quickly and within specific hours instead of waiting. Completing the procedures over a long period of time.

2- Increasing data accuracy: Entering data electronically allows the primary entry authorities to obtain the required information accurately because the fields that must be filled in by the customer with the administration allow obtaining the required information. Therefore, the accuracy of the data exchanged will be high, the decisions will be correct, and

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positive results will be guaranteed.

3- Reducing administrative procedures: Thanks to the information stored on the computer, government departments can reduce paperwork and filling out data each time... Government departments can also obtain the required documents from their source without assigning the citizen the hassle of moving to different administrative centers to obtain them. The required documents.

4- Optimal use of human energies: The presence of an information base, the ease of employing and using it electronically, and providing the competent authorities everywhere with the necessary information for work are all factors that help direct human energies to productive work and spend energies on productive work. Therefore, investing in people and time and relying on human elements is important. Qualifications are the main pillars for raising the quality of public services to a high level.

Third: Objectives of electronic management:

Electronic management has several goals that various organizations seek to achieve, and this is through providing devices and modern means of information and communications technology in order to overcome the difficulties related to conducting various transactions and completing tasks quickly and effectively. Among the most important goals that electronic management can achieve, we mention the following: (Bohoush, 2006, p. 188).)

- Creating effectiveness in management and improving the level of administrative operations using modern technologies.
- Reorganizing administrative work, qualifying human cadres, and training them to use modern technologies.
- Rationalizing decisions related to government work and reducing duplication in complex procedures.
- Sifting information and selecting what is useful for carrying out promising initiatives.
- Reducing the burden on citizens and reducing the effort required to complete transactions.
- Reducing bureaucratic restrictions and reducing the paperwork required to complete transactions.
- Simplifying and shortening administrative procedures.
- Develop the use of administrative forms and use them quickly on the device.
- Creating credibility in government institutions.
- Strengthening transparency and working with complete clarity.

Fourth: Pros and cons of electronic administration:

Electronic administration appeared in order to solve several problems and remove several obstacles that had a significant impact on the satisfaction and confidence of the citizen or those dealing with various administrations. This does not necessarily mean that there are no negatives or challenges that may result from this use, which must be taken into account and the necessary measures taken. To confront it and reduce its dangers and negatives, and among the positives and negatives of using electronic management, we mention the following: (Al-Nasr, 2023, pages 64-65)

- Advantages and Pros:

- Increasing transaction speed and reducing service delivery time
- Reducing expenses
- Efficient customer relationship management
- High degree of customer satisfaction
- Reducing bureaucratic procedures
- Work continues throughout the day, week and year
- Electronic administration is a means of achieving transparency.
- Electronic administration is a means of combating corruption.

-Disadvantages and challenges:

- Electronic espionage.
- Increasing dependency abroad.
- Management paralysis.
- Viruses and hardware damage.

Section Two: Basic concepts about trust

-what is the trust

-Definition 1: Trust is defined as the desire to rely on the other relationship partner. (Robert & Morgan, 1994, p. 23)

Definition 2: As the authors Roehrich & Spencer (2004) believe, trust often includes the property of reducing uncertainty, and it is also linked to the level of risk. (G Roehrich, 2004) Trust is a term that helps people relate to others positively, results in transactions correctly and eliminates uncertainty. (Emre, 2013, p. 360)

Zheer and others (1998) believe that there are two dimensions of trust: honesty, meaning the belief that the other party fulfills its promises to the customer, and loyalty, which is the belief that the other party deals and acts with him safely, even if there are opportunistic opportunities available to him. (Bin Ashnhu and Quraish, 2015, p. 2)

-Factors affecting customer confidence: (Anis and Mahmoud Ahmed, 2021, page 501)

Factors that help create customer trust:

There are many factors that work to build trust with the customer. We review some of them: (Abdullah and Mahmoud Ahmed, 2021, page 501)

_Previous experience and length of the relationship: the length of the relationship and The experience of the organization are among the basic requirements for building trust. The degree of certainty in that trust is often the result of a long relationship between the two parties, which leads to predicting their behavior in the future.

_The organization's efficiency and ability: The organization's possession of the skills and capabilities necessary for better performance justifies the expected result, which is one of the most important results related to trust.

_ Absence of opportunistic motives: Opportunistic behavior has an inverse relationship to the level of trust, as good and positive intentions must be present to generate trust between the two parties.

_Personal characteristics: represented by the honesty, sincerity, affection, and reliability enjoyed by employees in the organization, especially in service organizations)

_Satisfaction: Satisfaction resulting from previous interactions with a specific organization and is considered one of the main factors that affect how to create trust among the customer, because satisfaction results from the customer's advanced value. Therefore, the organization must constantly monitor customers' feelings and fill any gaps that may appear, such as their expectations and perceptions after consumption.

_Cooperative behavior: As cooperation between the organization and its customers

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contributes to enhancing trust and cooperation is considered a cause of trust that can be generated from previous experiences that can lead to a result of trust in one of them, because the behavior is cooperative between the two parties. The latter positively affects confidence and improves it in the future.

_Communication: Communication is very necessary and is considered a very important factor in generating and enhancing trust among customers

-Advantages and implications of customer trust:

Customer trust is considered a result of their satisfaction with the quality of products and services provided to them and the value achieved from their exploitation of the service or product, in addition to their sense of honesty, integrity, interest, and credibility that they felt or found during their dealings with the organization. This is a sign of trust, and this will be reflected in the organization as follows:

- The greater customer satisfaction with the products and service, the more they will use the products and services of the institution in question.

- The better customer confidence in the organization, its products, and its services, the greater their loyalty to it.

- The better customer confidence is in the organization, its services, and its products, the more they contribute to improving its image and reputation before others

- The better customer confidence is in the organization and its products and services, the more they will contribute to introducing and advertising its products and services

One of the advantages of trust is the organization's participation with its customers in determining the characteristics of the products required by them, which contributes to the fulfillment of their desires and the ease of marketing them.

- The loyalty resulting from trust prompts the customer to inform the organization of any observations or lack of clarity in the procedures for using the product or service that shows any defects or deficiencies during its marketing.

Trust is considered one of the most important factors affecting the company's image and reputation among its customers, so it must be carefully focused on.

- The customer's confidence in the services or products of a particular organization is considered a dominant factor in the price increase.

- Customer confidence helps the organization maintain its market share and not lose it easily, while it can easily increase it.

The second axis: the Applied study

The first section: What is Algeria Telecom?

Algeria Telecom Corporation is a public corporation with capital shares active in the network market and telecommunications services in Algeria. It was established in accordance with Law 2000/03 dated August 5, 2000, specifying the general rules of post and transportation, as well as the decision of the National Council for State Contributions (CNPE). On March 1, 2001, which stipulated the establishment of a public economic institution called “Algeria Telecom”. According to this decree, which specifies the system of a public economic institution under the legal formula of a stock institution with a capital of 115,000,000,000,00 DZD under the number 02B 0018083. (Algeria, 2024)

- tasks, Activity and objectives of the A.T Corporation

First: The nature of the institution’s activity and its importance (Algeria, 2024) Algeria Telecom enjoys an important position at the national level by virtue of its history and values and as part of its commitment to serving the public good, in addition to possessing a huge amount of proven expertise and recognized experience, in addition to employing the best means that live up to the aspirations of its customers, Today thanks to its large investments, the corporation is considered, An active party in the process of digitizing society and the economy, by accompanying this daily transformation towards achieving more progress and sophistication that has become within reach. It has now focused most of its concerns on its customers and is keen to meet their needs and requirements and always strives to satisfy them and gain their trust, The values of providing service and responsibility are firmly rooted in the identity of the institution and the spirit of its workers, because the most important thing for it lies in enabling all citizens to access and benefit from all the advantages associated with the field of information and communication technologies, and to contribute to achieving their well-being and comfort, regardless of their geographical location.

To achieve this goal, a network of commercial communications agencies was used, which is considered the point of contact between the institution and its customers in its various products and means, as it is considered the basic base for receiving various customer requests and selling and marketing all of the institution’s services and products in order to bring closer and improve the performance of various services.

Second: The institution’s tasks and future goals (Algeria, 2024)

1- Tasks of the institution: By focusing on its basic tasks, Algeria Telecom seeks to expand the process of deploying more robust networks and providing various services at reasonable prices to all citizens, wherever and whenever they are. Algeria Telecom, believing in its principles and clear vision, has developed a road map full of determination and resolve to connect all Algerians and institutions to the Internet network with very high flow as a necessary condition for achieving a digital economy that benefits the entire country. Algeria Telecom is also based, within the framework of setting the conditions conducive to establishing A digital economy in Algeria and creating a positive cycle for adding value, based on three basic axes:

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- 1- Improving the quality of the network as perceived by each customer.
- 2- Putting its customers at the center of its decisions and procedures.
- 3- Providing services at prices consistent with the customer's aspirations.¹
Documents submitted by the commercial agency for communications, ULF. The Corporation also relies on its network of commercial agencies across the country to carry out several tasks that can be summarized as follows:
 - Marketing the fixed telephone service to private individuals and institutions.
 - Marketing Internet services to private individuals and institutions.
 - Receiving subscribers' requests.
 - Collecting subscription amounts for various products and services.
 - Receiving customer complaints, studying the shortcomings, and directing them to the relevant departments in order to address them.

2-The institution's future goals (Algeria, 2024)

As for its most important goals that it seeks to achieve, in addition to delivering telephone and Internet technologies to all citizens across the national territory, the management of the Algeria Telecom Complex has written in its program from the beginning basic goals on which the company is based as follows:

- the quality
- Effectiveness
- Quality of services.

Second section:

1- Study population: The study population includes Algeria Telecom customers who subscribe to one of its services, of all ages and from various segments of society, whether male or female, regardless of their educational level and place of residence.

2- Study sample and size: The study was conducted by selecting a random sample consisting of 110 individuals from Algeria Telecom customers at the level of commercial agencies in four states (Adrar, Ain Salah, Tamanrasset, and Ouargla). After distributing the questionnaire, 105 questionnaires were retrieved, representing %95.45, and 05 of them were excluded for being invalid.

3-Statistical analysis tools used: The questionnaire was used as a tool for collecting data, then the research sample was selected in order to test the validity of the proposed model in the study and verify its effectiveness, It was also judged by some professors, and was divided into two axes, each consisting of fifteen. Paragraph, where The first axis includes paragraphs that show the extent of the customer's approval of the availability of the electronic management application in Algeria Telecom agencies, and the second axis shows the extent of its impact on their confidence.

In analyzing the questionnaire and answering its paragraphs, the five-point Likert scale was used as shown below:

Table 1: shows the five-point Likert scale scores:

Measurement Strongly	Disagree	not agree	Neutral	OK	Strongly Agree
class	1	2	3	4	5

Source: Prepared by researchers based on the outputs of the SPSS program .

Response levels were classified into three levels: strong, medium, and weak, as follows

Table 2: Levels of agreement for Likert scale values

Average	Degree of approval
Less than 2.34	Weak
(from 2.34 to 3.67)	Medium
(from 3.67 to 5)	Strong

Source: (Haji and Baghfir, 2023, page 263)

Upon completing the questionnaire collection, the data was processed and entered into the Statistical Package for the Social Sciences (SPSS) software, version 26..

4- Measuring the stability and reliability of the study tool: To assess the stability and reliability of the study tool, we will calculate the Cronbach's alpha coefficient, which indicates the degree of internal consistency and the correlation among a set of items. An acceptable value for Cronbach's alpha ranges from 0 to 1, with a threshold of 60% or higher being considered acceptable. The results are presented in the table below:

Table 3: Cronbach's alpha coefficient value questionnaire reliability

the number	the hub	Number of paragraphs	Cronbach's alpha coefficient
01	Independent variable: Implementing electronic management in the Algeria Telecom Corporation	15	0.925
02	Dependent variable: Electronic management contributes to enhancing customer confidence	15	0.870
Overall reliability of the questionnaire		30	0.933

Source: Prepared by researchers based on the outputs of the SPSS program.

From the table above, we can conclude that the stability coefficient (Cronbach's alpha) for the independent variable is 0.925, while the stability coefficient for the dependent variable is 0.870. Additionally, the overall stability value is 0.933. These results indicate that the tool is capable of yielding consistent results if the measurement is repeated multiple times under the same conditions on the same sample.

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5- Personal variables of the study sample:

Table No. 4: Arrangement of the study sample according to personal variables

Variables	Category	Repetition	percentage
Sex	Male	81	81
	feminine	19	19
	the total	100	100
Age group	Less than 30 years old	8	8
	(30-40) years old	46	46
	(40-50) years old	31	31
	More than 50 years	15	15
	the total	100	100
Educational level	Primary	1	1
	Middle	7	7
	Secondary	35	35
	University	57	57
	the total	100	100
Subscription duration	Less than 5 years	14	14
	From 5 to 10 years	32	32
	From 10 to 15 years	36	36
	From 15 to 20 years	12	12
	From 20 years and over	6	6
	the total	100	100
Communication media used	E-mail	81	81
	Facebook account	15	15
	Twitter account	0	0
	Other accounts	4	4
	the total	100	100

Source: Prepared by the researchers based on the outputs of the SPSS v26 program.

From the previous table, we conclude that the percentage of males exceeds that of females, and more than half of the participants hold a university degree. When combined with those who have completed secondary education, this figure exceeds 90%. Additionally, all members of the sample possess electronic accounts, which serves as an incentive for the effective use of e-management..

7- Presentation and analysis of the study variables:

7-1- Presenting and analyzing the first axis:

Table No. 5: Presentation of the analysis of the paragraphs:

the number	Axis	Arithmetic mean	standard deviation	Degree of approval
1	The institution has the means and electronic devices to facilitate operations and improve efficiency	3.88	0.977	Strong
2	Electronic management methods are used in dealing with customers while they are inside or outside the institution	3.83	0.888	Strong
3	The institution has electronic tools to automatically organize the entry and passage of customers through the required window	4.07	0.946	Strong
4	electronic display screens that allow the display of entry ticket numbers in an organized sequence and directing them to the required window	4.25	0.892	Strong
5	The institution provides the possibility of using information and communication technology to conduct various operations remotely	3.58	1.038	Strong
6	Information and communication technology is used to deliver and communicate offers and information to customers such as email and text messages	4.01	0.835	Strong
7	The application of electronic management in the institution contributes to reducing errors and improving the accuracy of information by verifying the name and number directly in the system when reserving information	3.92	0.895	Strong
8	The institution's e-management application allows customers to perform various operations related to their subscriptions and accounts from any agency nationwide	3.97	0.893	Strong
9	The organization uses electronic media to display its services within its agencies and in other places such as airports, etc	3.73	0.993	Strong
10	The institution has a website and various accounts on various social media platforms through which it introduces itself and displays its various services and offers, and also allows it to communicate with its various visitors by providing the required information.	4.12	0.808	Strong
11	The institution has the means and electronic devices to facilitate operations and improve efficiency	3.58	1.174	Medium

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12	Electronic management methods are used in dealing with customers while they are inside or outside the institution	3.79	1.140	Strong
13	The institution has electronic tools to automatically organize the entry and passage of customers through the required window	3.99	1.087	Strong
14	electronic display screens that allow the display of entry ticket numbers in an organized sequence and directing them to the required window	3.89	0.973	Strong
15	The institution provides the possibility of using information and communication technology to conduct various operations remotely	3.81	0.929	Strong
The total		3.912	0.677	Strong

Source: Prepared by the researchers based on the outputs of the SPSS V26 program.

From Table No. 6, we conclude that most items in this section have a strong mean score, particularly the first axis related to the "Application of Electronic Management in the Algeria Telecom Corporation," which reached 3.912 with an overall standard deviation of 0.677. This indicates a considerable level of agreement among the study sample regarding the extent of management application. Additionally, for the items with lower mean scores, we found that some participants indicated that customers were unaware of certain tools and resources mentioned in the paragraphs. This lack of awareness may stem from either not being presented with these tools by the institutions or from insufficient knowledge about them, such as tools designed to measure customer satisfaction.

7-2- Presentation and analysis of the answers to the second axis (enhancing customer confidence through e-management tools)

Table No. 6: Presentation of the analysis of the paragraphs of the second axis

the number	Axis	Arithmetic mean	standard deviation	Degree of approval
1	Electronic management tools contribute to enhancing the speed of completing operations in the institution.	4.40	0.620	Strong
2	management tools contribute to enhancing ease of access to complete operations through applications and portals.	4.28	0.712	Strong
3	Feel confident while dealing with the organization remotely through its various applications and websites	4.09	0.668	Strong
4	E-administration has a major role in enhancing the neutrality of the administration with its clients.	4.06	0.664	Strong
5	Electronic management tools contribute to enhancing the honesty and credibility of management with clients.	3.94	0.862	Strong

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6	Electronic management tools contribute to enhancing the transparency of various operations without transgression or favoritism.	4.07	0.795	Strong
7	Electronic administration allows the retrieval of information and the extraction of alternative copies in the event of loss.	4.16	0.707	Strong
8	sent via the website or other means of communication will be answered in the same manner.	3.97	0.717	Strong
9	With each payment, you receive an invoice printed directly from the system, proving the amount paid and the period it covers.	3.97	0.731	Strong
10	You have confidence in the remote payment processes by entering the confirmation code and notifying you with a message or receipt of the amount paid	3.77	0.851	Strong
11	You can receive a detailed bill for the calls and services included in the general bill if you request it.	4.12	0.844	Strong
12	You have confidence in the institution that your personal information will not be hacked or published.	4.10	0.835	Strong
13	There is feedback from the institution about all the operations you perform or request or even a complaint, whether via text message or email.	3.83	0.853	Strong
14	Supports the conversion of all traditional systems in the rest of the institutions to electronic ones.	4.21	0.769	Strong
15	The organization encourages and motivates customers to increase their use of e-management tools.	4.11	0.764	Strong
The total		4.072	0.455	Strong

Source: Prepared by the researchers based on the outputs of the SPSS V26 program,

the table above indicates a high level of agreement among the study participants regarding all the items. There is also strong consensus on the various elements related to the dependent variable. This is reflected in the overall mean score for the dependent variable, which pertains to "Enhancing Customer Confidence Through Electronic Management Tools," with a mean of 4.072 and a general standard deviation of 0.455..

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8- The first hypothesis of the study:

First hypothesis: The Algerian Telecommunications Corporation applies electronic management in its various operations with customers.

Table No. 7: General analysis of the first axis (independent variable).

the independent variable	Arithmetic mean	standard deviation
Algeria Telecom applies e-management in its institutions and in its various operations with customers.	3.912	0.677

Source: Prepared by researchers based on the outputs of the SPSS v26 program

From Table No. 07, we find that the value of the general arithmetic mean of the independent variable represented in the first axis (application of e-management in the A.T Corporation), reached 3.912 and a general standard deviation of 0.677, which means that there is a fairly large agreement among the study sample regarding the confirmation that Algerian Telecommunications applies e-management in its various branches through its transactions and services with its customers..

9- Testing the second study hypothesis: The results of testing the second hypothesis related to the contribution of e-administration in enhancing the confidence of customers in the A.T Corporation were as follows:

Table No. 8: General analysis of the second axis (dependent variable).

The second axis (dependent variable)	Arithmetic mean	standard deviation
E-administration contributes to enhancing the confidence of customers with Algeria Telecom.	4.072	0.455

Source: Prepared by researchers based on the outputs of the SPSS v26 program

We conclude from Table No. 8 that the general arithmetic mean of the dependent variable represented in the second axis related to the role of e-management in enhancing the confidence of customers with the Algerian Telecommunications Corporation reached (4.072) and a general standard deviation of (0.455), which indicates the existence of a large agreement and a strong degree of approval among the study sample regarding the use of e-management tools in enhancing the confidence of customers.

-Pearson's Correlation Coefficient:

Table No. 9: Pearson's Correlation Coefficient.

	Customer trust		
	Sample size	Pearson	Sig
Electronic management	100	0.892	0.000

Source: Prepared by researchers based on the outputs of the SPSS v26 program

It is evident from the previous table that the significance level is less than the threshold of 0.05, with a value of 0.000. This confirms the presence of a statistically significant relationship and a notable correlation between the use of electronic management methods and the enhancement of customer confidence in the Algerian Telecommunications Corporation. Additionally, the correlation coefficient reached 0.892, indicating a strong positive direct correlation between the use of electronic management methods and the enhancement of customer confidence.

- Analysis of the results of simple linear regression:

Table No. 10: Analysis of the results of simple linear regression for the use of electronic management on customer confidence.

	Customer trust							
	B	Beta	T	Sig	R	R2	F	Sig
Constant	0.709	/	4.125	0.00	0.892	0.796	382.584	0.00
E- management	0.854	0.892	19.560	0.00				

Source: Prepared by researchers based on the outputs of the SPSS v26 program

The results presented in the table above indicate that the value of the independent variable is positive, estimated at 0.854. This suggests a positive direct relationship between the use of e-management methods and the increase in customer confidence. Specifically, a one-unit change in the use of e-management methods leads to a corresponding positive change in enhancing customer confidence with the Algerian Telecommunications Corporation. The significance level, which is less than the threshold of 0.05, is 0.00, confirming the existence of a statistically significant relationship and a notable correlation between e-management methods and customer confidence.

Furthermore, the coefficient of determination (R^2) is 0.796, meaning that 79.6% of the variations in the dependent variable—customer confidence in Algeria Telecom—are explained by the e-management variable, which is a very high percentage. The value of F is 382.58, with a probability value of 0.00, which is also below the significance level ($0.05 \geq \alpha$). Based on these findings, we affirm the validity of the second hypothesis, which posits that there is a statistically significant effect of using e-management methods on enhancing customer confidence with Algeria Telecom.

Conclusion:

Trust is regarded as one of the most critical factors that connect institutions with their customers, fostering a commitment to continued engagement. This trust is rooted in the psychological and emotional satisfaction it provides, linking both parties as long as transactions are ongoing and service satisfaction meets expectations. The role of electronic management and the various associated information and communication technologies has significantly contributed to this trust by increasing transparency in transactions, reducing bureaucracy, and facilitating the swift and efficient completion of various operations, whether conducted in person or remotely. Our study on a sample of Algeria Telecom customers confirmed that the implementation of electronic management plays a vital role in enhancing customer confidence. Therefore, it is essential to seriously consider and actively promote the integration of e-management across various institutions and organizations. Among the key findings and recommendations we reached are the following:

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A- Study results:

- There is a strong relationship and connection between adopting the use of electronic management and enhancing customer confidence in the Algeria Telecom Corporation.
 - Algeria Telecom applies e-management in most of its operations at the level of each of its branches.
 - Algeria Telecom is considered one of the largest leading institutions in the use of information and communications technology, due to its field of work and specialization, in which it is considered one of the most important distributors of Internet services and communications in Algeria.
 - The application of electronic management allows for enhancing transparency in transactions without abuse or favoritism.
- The application of electronic management allows for the elimination of bureaucracy. Electronic management allows avoiding intentional and unintended human errors, which enhances customer confidence.
- The application of electronic management allows for enhancing the neutrality of the administration with its customers.
 - The electronic management application allows retrieving information and redoing operations without effort and in a short time.

B- Recommendations:

- The need to conduct awareness-raising and awareness campaigns in order to increase, disseminate and generalize the use of electronic administration.
 - Supporting campaigns with a strong administrative and organizational will to achieve digital transformation.
 - Informing and sensitizing customers and those dealing with the institution about the various electronic tools and means available or placed at their service.
 - Algeria has a good infrastructure for various communications networks, which helps speed up the achievement of electronic administration.
 - The necessity of keeping pace with technological progress at the global level and exploiting all existing capabilities.
- The survival of companies in the competition depends on the extent to which they maintain their customers, and this requires doing everything necessary to gain their trust and loyalty.
- It is necessary for customers to participate in drawing up future plans for institutions by identifying their needs and inclinations and alleviating their fears, and this is easiest to do by applying electronic means.
 - Providing a good information security system to confront various programming challenges such as hacking and piracy.

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