

Evaluating the Impact of Digital Marketing Communications on Customer Loyalty: The Moderating Role of Service Quality in the Case of Algeria Telecom Company

تقييم تأثير اتصالات التسويق الرقمي على ولاء العملاء: الدور المعدل لجودة الخدمة في حالة شركة اتصالات الجزائر

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Abstract:

This study investigates the impact of Digital Marketing Communications (DMC) on Customer Loyalty, specifically focusing on the moderating role of Service Quality in the context of Algeria Telecom Company. Using a quantitative research approach, data were collected from 300 customers and analyzed to assess the relationships between DMC, Service Quality, and Customer Loyalty. The results reveal that DMC has a significant positive effect on Customer Loyalty, with a path coefficient of 0.452 and a P value of 0.001. Additionally, Service Quality was found to independently contribute to Customer Loyalty (path coefficient = 0.305, P value = 0.011) and to significantly moderate the relationship between DMC and Customer Loyalty (path coefficient = 0.135, P value = 0.030). These findings underscore the importance of combining effective digital marketing strategies with high service quality to maximize customer loyalty in the telecommunications sector.

Keywords: Digital Marketing Communications, Customer Loyalty, Service Quality, Moderating Effect, Telecommunications

JEL Classification Codes: M31, M37, L96, D83.

ملخص:

تبحث هذه الدراسة في تأثير اتصالات التسويق الرقمي (DMC) على ولاء العملاء، مع التركيز بشكل خاص على الدور المعدل لجودة الخدمة في سياق شركة اتصالات الجزائر. باستخدام نهج بحث كمي، تم جمع البيانات من عينة مكونة من 300 عميل وتحليلها لتقييم العلاقات بين اتصالات التسويق الرقمي وجودة الخدمة وولاء العملاء. تكشف النتائج أن اتصالات التسويق الرقمي لها تأثير إيجابي كبير على ولاء العملاء، حيث بلغ معامل المسار 0.452 وقيمة $P = 0.001$. بالإضافة إلى ذلك، تبين أن جودة الخدمة تساهم بشكل مستقل في تعزيز ولاء العملاء (معامل المسار = 0.305، $P = 0.011$) وتعمل كمعدل مهم للعلاقة بين اتصالات التسويق الرقمي وولاء العملاء (معامل المسار = 0.135، $P = 0.030$). تؤكد هذه النتائج على أهمية الجمع بين استراتيجيات التسويق الرقمي الفعالة وجودة الخدمة العالية لتعزيز ولاء العملاء في قطاع الاتصالات.

كلمات مفتاحية: اتصالات التسويق الرقمي، ولاء العملاء، جودة الخدمة، التأثير المعدل، الاتصالات

تصنيفات JEL : D83, L96, M37, M31

1. Introduction:

In the rapidly evolving telecommunications industry, digital marketing communications (DMC) play a crucial role in shaping customer relationships and fostering loyalty. For companies like Algeria Telecom, leveraging digital channels such as social media, email marketing, and online advertising is essential to engage customers effectively and build lasting loyalty. However, while the impact of DMC on customer loyalty has been explored in various contexts, there is a limited understanding of how service quality moderates this relationship. Given the unique challenges and opportunities within the Algerian telecommunications market, it is imperative to investigate how service quality influences the effectiveness of DMC strategies in enhancing customer loyalty.

This study aims to address the research problem of understanding the moderating role of service quality in the relationship between DMC and customer loyalty within Algeria Telecom Company. The primary research questions guiding this investigation are: (1) How do digital marketing communications affect customer loyalty in Algeria Telecom? (2) Does service quality enhance or weaken the impact of DMC on customer loyalty? The objectives of this study are to analyze the direct effect of DMC on customer loyalty and to examine the moderating role of service quality in this relationship. By providing insights into these dynamics, the research seeks to offer valuable recommendations for Algeria Telecom to optimize its digital marketing strategies and improve customer loyalty through enhanced service quality.

2. Literature Review:

2.1 Digital Marketing Communications

Digital Marketing Communications refer to the activities conducted online to promote products or services, utilizing various digital platforms like social media to engage with consumers effectively. These communications involve strategies that aim to attract and persuade consumers through personalized and targeted content, fostering a constant dialogue with users (Koreniuk & Dmytrochenkov, 2023). The rapid evolution of digital technologies has revolutionized marketing practices, leading to a shift toward personalized interactions and direct engagement with individual users (Moch. et al., 2023). Effective digital marketing communications require a blend of content marketing, public speaking skills, and digital PR to create compelling messages that resonate with the audience and drive positive responses. By leveraging the capabilities of the internet and digital resources, companies can enhance brand identity, attract new business, and adapt to the changing landscape of consumer behavior in the digital era.

2.2 Customer Loyalty

Customer loyalty is a crucial aspect for businesses, representing the satisfaction and repeated purchases made by customers (Febrianto & Eti, 2022). It is a key factor in ensuring stable and long-term income for brands, receiving significant attention in marketing and management theory (Tatiana & Kirillova, 2023). Customer loyalty is influenced by various factors such as service quality, price, location, customer satisfaction, and trust, all of which play a role in shaping consumer behavior and decision-making processes (Tatiana & Kirillova, 2023). Understanding and managing customer loyalty is essential for firms to develop effective

loyalty programs and enhance customer relationships, ultimately leading to increased profitability and success in the market (Sri et al., 2023).

2.3 Service Quality

Service quality refers to the effectiveness and satisfaction with which a service meets customer expectations, encompassing factors like the delivery manner, satisfaction levels, conformity to needs, and potential to exceed expectations (Serdar, 2023). It plays a crucial role in customer satisfaction and loyalty, impacting the success and bottom line of businesses (Aulia & Yusrizal, 2023). Various models have been developed to assess service quality, tailored to different industries like fast food restaurants, where disruptive technologies such as artificial intelligence and automation enhance service quality (C. & J., 2023). Additionally, Islamic business ethics guide service quality practices in some establishments, emphasizing principles like balance, free will, responsibility, and Ihsan (A. & Lilis, 2023). Ultimately, high service quality not only adds value to customers, fosters reliability, and supports long-term relationships but also influences customer buying interest and loyalty, contributing significantly to business success.

2.4 Review of relevant prior research and scholarly works:

2.4.1 The relationship between Digital Marketing Communications and Customer Loyalty

Digital marketing communications play a crucial role in fostering customer loyalty across various industries. Research indicates that e-marketing communication positively influences customer satisfaction and loyalty at Vietnamese commercial banks (Nguyễn & Tang, 2023), while digital marketing significantly impacts consumer loyalty in the case of Gojek in Denpasar City (Koming et al., 2023). Moreover, the importance of digital marketing in building brand loyalty is highlighted, emphasizing the role of trust, quality perception, and competitive advantage in enhancing customer loyalty (Bo, 2023). Additionally, the impact of digital marketing on coffee shop brand image and customer loyalty is evident, showcasing a positive influence on both aspects in the case of Kopi Kenangan in Pekanbaru (Elma et al., 2023). Furthermore, the interconnectedness of digital customer experience, emotional marketing, customer satisfaction, and loyalty underscores the significance of a holistic approach in leveraging digital strategies to enhance customer loyalty.

First hypothesis (H1): There is no statistically significant positive relationship the Digital Marketing Communications and Customer Loyalty at a 5% significance level.

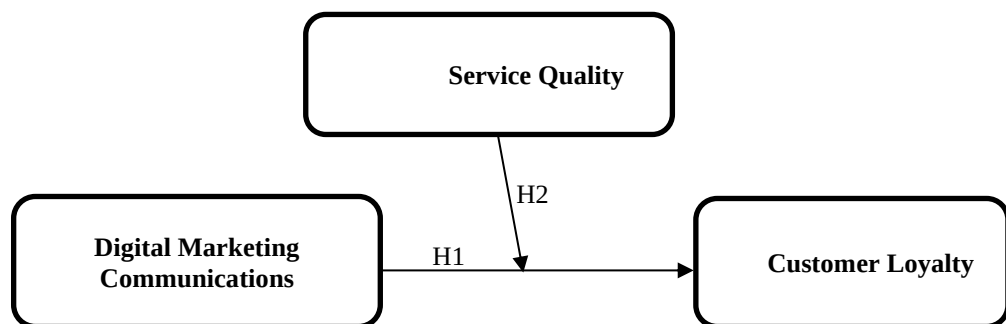
2.4.2 The relationship between Service Quality and the relationship of Digital Marketing Communications to Customer Loyalty

Service quality plays a crucial role in influencing customer loyalty across various industries. Research by Putri and Wiyadi (Devi & Putri, 2024) highlights that service quality significantly impacts consumer loyalty through customer satisfaction. Additionally, Dolorosa, Julianti, and Suharyani (Eva et al., 2023) emphasize the importance of service quality dimensions like ease of use and communication in driving customer loyalty. Furthermore, Louisa and Simbolon (Laeticia et al., 2023) demonstrate that e-service quality significantly influences customer e-trust and e-satisfaction, ultimately leading to customer loyalty in the

digital realm. These findings collectively underscore the significance of service quality in fostering customer loyalty. Moreover, effective digital marketing communications, as indicated by Putro Pamungkas (Linda et al., 2024), can positively influence customer satisfaction and loyalty, further emphasizing the interconnectedness of service quality and digital marketing in enhancing customer loyalty.

Second Hypothesis (H2): There is no significant role for Service Quality in affecting the relationship between Digital Marketing Communications and Customer Loyalty at a 5% significance level.

Figure 1. Theoretical framework.



2.5 Gaps in existing literature :

Moderating Role of Service Quality in Digital Marketing Communications and Customer Loyalty: While the impact of digital marketing communications on customer loyalty has been widely studied, there is limited research exploring how service quality moderates this relationship. Most existing studies focus on the direct effects of DMC or service quality individually on customer loyalty, without considering the potential interaction between these variables.

Much of the current literature is generalized across various industries or focused on specific sectors like banking or retail. There is a scarcity of research specifically examining the telecommunications industry, particularly in emerging markets such as Algeria. This context-specific analysis is crucial for understanding unique market dynamics and consumer behavior.

Existing studies often investigate isolated variables affecting customer loyalty. There is a need for comprehensive models that incorporate multiple factors, including DMC, service quality, and customer satisfaction, to provide a more holistic understanding of what drives customer loyalty.

Most studies employ cross-sectional designs, capturing data at a single point in time. Longitudinal studies that track changes over time are necessary to understand the evolving nature of digital marketing strategies, service quality, and customer loyalty.

The rapid advancement of digital technologies and their integration into marketing strategies require continuous examination. There is a gap in the literature regarding the impact of newer digital tools and platforms on customer loyalty and how service quality can be maintained or enhanced through these advancements.

By addressing these gaps, the current study aims to provide a more nuanced understanding of the interplay between digital marketing communications, service quality, and customer loyalty, particularly in the context of the Algeria Telecom Company.

3. Methodology:

3.1 Research Design and Approach

This study employs a quantitative research design to evaluate the impact of digital marketing communications (DMC) on customer loyalty, with service quality as a moderating variable, within the context of the Algeria Telecom Company. The research adopts a cross-sectional survey approach, which involves collecting data from a sample of customers at a single point in time. This approach is suitable for examining relationships between variables and testing the proposed hypotheses.

The research framework is based on the following hypotheses:

H1: There is a statistically significant positive relationship between digital marketing communications and customer loyalty.

H2: Service quality moderates the relationship between digital marketing communications and customer loyalty, enhancing this relationship.

3.2 Data Collection Methods Sampling:

- **Target Population:** Customers of Algeria Telecom Company.
- **Sample Size:** A minimum of 300 customers to ensure statistical power and representativeness.
- **Sampling Technique:** Stratified random sampling to ensure diverse representation across different customer segments (e.g., residential, business, urban, rural).

3.3 Data Collection Instrument:

A structured questionnaire will be developed to measure the key variables:

- **Digital Marketing Communications:** Assessed using items related to the frequency, content, and perceived effectiveness of digital marketing efforts (e.g., social media, email campaigns).
- **Customer Loyalty:** Measured through items assessing repeat purchase intentions, brand advocacy, and overall satisfaction.
- **Service Quality:** Evaluated using the SERVQUAL model, which includes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles.

The questionnaire will be pre-tested with a small group of customers to ensure clarity and reliability. The survey will be administered online and via face-to-face interactions in Algeria Telecom retail locations.

Data collection will occur over four weeks.

3.4 Rationale for the Chosen Methods

The quantitative approach allows for objective measurement of variables and statistical testing of hypotheses. The use of a large sample size enhances the generalizability of the findings to the broader customer base of Algeria Telecom.

Cross-sectional Survey Approach:

- **Efficiency and Feasibility:** A cross-sectional design is efficient for capturing a snapshot of customer perceptions and behaviors within a specific time frame. It is feasible given the resource constraints and the need for timely results.
- **Stratified Random Sampling:** Stratified random sampling ensures that different customer segments are proportionately represented, providing a comprehensive understanding of the impact of DMC and service quality across the customer base.

The use of a structured questionnaire allows for consistent data collection across respondents. The inclusion of validated scales (e.g., SERVQUAL) ensures the reliability and validity of the measurements.

The questionnaire is designed to comprehensively capture the key variables of interest, enabling a thorough analysis of the relationships between DMC, service quality, and customer loyalty.

- **Mixed Data Collection Methods (Online and Face-to-Face):**

Combining online and face-to-face survey methods increases accessibility for respondents, accommodating those who may prefer or have limited access to digital platforms.

Face-to-face interactions in retail locations can help achieve higher response rates and ensure the inclusion of a diverse customer demographic.

By employing this methodology, the study aims to provide robust and actionable insights into how digital marketing communications and service quality influence customer loyalty at Algeria Telecom Company.

4. Data Presentation and Analysis:

4.1 First: Assessment of measurement Model:

4.2 Convergent Validity:

Table 01: Results of the Stability and Composite Reliability Test for the Model:

variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	The average variance extracted from AVE
Customer Loyalty	CL_1	0.946	0.874	0.941	0.888
	CL_2	0.939			
Service Quality	SQ_1	0.732	0.856	0.893	0.582
	SQ_2	0.820			
	SQ_3	0.751			
	SQ_4	0.735			
	SQ_5	0.831			
	SQ_6	0.697			
Digital Marketing Communications	DMC_1	0.650	0.888	0.911	0.597
	DMCI_2	0.820			
	DMC_3	0.734			
	DMC_4	0.823			
	DMC_5	0.818			

	DMC_6	0.786			
	DMC_7	0.760			

Source: Compiled by researcher based on the outputs of Smart PLS4.

Customer Loyalty (CL) shows very high factor loadings (0.939 to 0.946), a Cronbach's Alpha of 0.874, and a Composite Reliability of 0.941, indicating excellent reliability. The Average Variance Extracted (AVE) for Customer Loyalty is 0.888, well above the 0.5 threshold, suggesting that a substantial portion of the variance is captured by the indicators. Service Quality (SQ) has moderate to high loadings (0.697 to 0.831), with a Cronbach's Alpha of 0.856 and Composite Reliability of 0.893, indicating good reliability, though the AVE of 0.582 suggests that the indicators explain a reasonable amount of variance. Digital Marketing Communications (DMC) also shows acceptable loadings (0.650 to 0.823), with a Cronbach's Alpha of 0.888 and Composite Reliability of 0.911, confirming strong reliability, while the AVE of 0.597 indicates that the model sufficiently captures the variance in the DMC indicators.

discriminate Validity :

The recommended criteria for analyzing the results of the discriminant validity test in the PLS-SEM methodology include the following:

- **Fornell-Larcker Criterion:**

Table 02: Fornell-Larcker Criterion

variables	Customer Loyalty	Digital Marketing Communications	Service Quality
Customer Loyalty	0.942	/	/
Digital Marketing Communications	0.631	0.772	/
Service Quality	0.580	0.705	0.763

Source: Compiled by researcher based on the outputs of Smart PLS4.

Customer Loyalty has an AVE square root of 0.942, higher than its correlations with Digital Marketing Communications (0.631) and Service Quality (0.580). Similarly, Digital Marketing Communications has an AVE square root of 0.772, exceeding its correlation with Service Quality (0.705), and Service Quality has an AVE square root of 0.763, also above its correlation with Digital Marketing Communications (0.705). These results confirm that each construct is more closely related to its measures than to other constructs in the model, indicating strong discriminant validity across the constructs.

Heterotrait-Monotrait Ratio of Correlations (HTMT) Criterion:

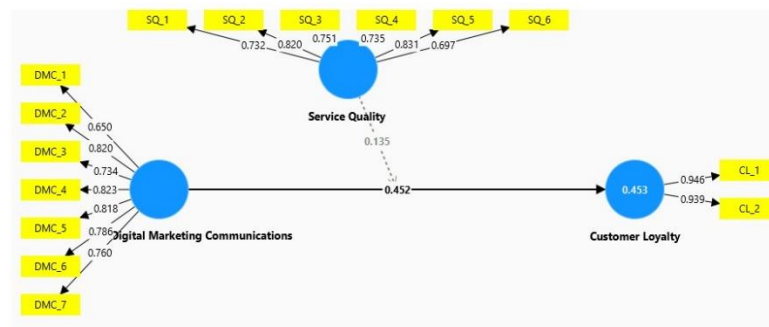
Table 03: the heterotrait-monotrait ratio of correlations (HTMT)

variables	Customer Loyalty	Digital Marketing Communications	Service Quality
Customer Loyalty	/	/	/
Digital Marketing Communications	0.686	/	/
Service Quality	0.654	0.805	/

Source: Compiled by researcher based on the outputs of Smart PLS4.

For discriminant validity to be established, HTMT values should generally be below 0.85, with a stricter threshold of 0.90 in some cases. The HTMT value between Customer Loyalty and Digital Marketing Communications is 0.686, indicating a moderate correlation but within the acceptable range. The HTMT between Customer Loyalty and Service Quality is 0.654, also well below the threshold, suggesting good discriminant validity. However, the HTMT between Digital Marketing Communications and Service Quality is 0.805, which, while slightly higher, still falls within the acceptable range under the 0.85 threshold, indicating that these constructs are distinct from one another.

Figure 2: General Structural Model for the Study



Source: Compiled by researcher based on the outputs of Smart PLS4.

4.4 Secondly: Testing the Internal Model (Structural Model)

Table 04: Validity of the Structural Model

Variables	Coefficient of Determination (R2)	Explanatory size (F2)
Customer Loyalty	0.453	/
Digital Marketing Communications	/	0.188
Service Quality	/	0.083

Source: Compiled by researcher based on the outputs of Smart PLS4.

Digital Marketing Communications has an F^2 value of 0.188, indicating a moderate effect on the model, while Service Quality has an F^2 value of 0.083, suggesting a small effect. These findings imply that while both Digital Marketing Communications and Service Quality contribute to explaining Customer Loyalty, Digital Marketing Communications plays a more substantial role in the model. Overall, the structural model demonstrates moderate explanatory power, with Digital Marketing Communications having a more significant impact on Customer Loyalty than Service Quality.

4.4.1 Discussion of testing the study hypotheses

First hypothesis (H1): There is no statistically significant positive relationship between Digital Marketing Communications and Customer Loyalty at a 5% significance level.

Second Hypothesis (H2): There is no significant role for Service Quality in affecting the relationship between Digital Marketing Communications Initiatives and Customer Loyalty at a 5% significance level.

Table 5: Testing the Hypotheses for the Study (H₁, H₂)

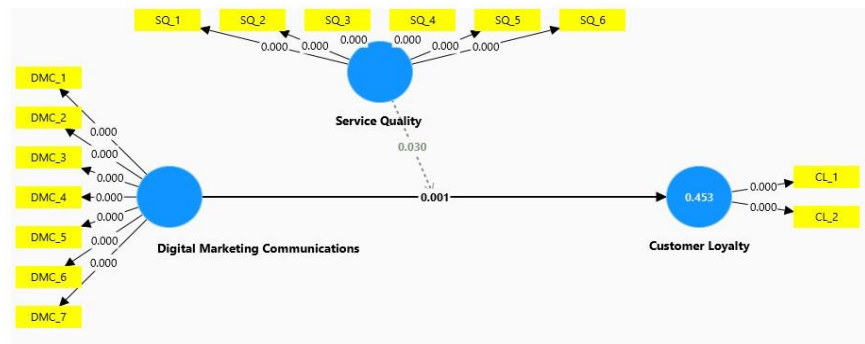
Hypothesis	Paths	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
H₁	Digital Marketing Communications -> Customer Loyalty	0.452	0.450	0.132	3.438	0.001	Hypothesis Accepted
H₂	Service Quality x Digital Marketing Communications -> Customer Loyalty	0.135	0.135	0.062	2.172	0.030	Hypothesis Accepted

Source: Compiled by researcher based on the outputs of Smart PLS4.

The results in Table 5 reveal the outcomes of hypothesis testing for the study. For Hypothesis 1 (H1), which posits that Digital Marketing Communications positively influence Customer Loyalty, the path coefficient is 0.452, with a T statistic of 3.438 and a P value of 0.001. These results indicate a statistically significant and positive relationship, leading to the acceptance of H1. This suggests that effective digital marketing communications significantly enhance customer loyalty.

For Hypothesis 2 (H2), which examines whether Service Quality moderates the relationship between Digital Marketing Communications and Customer Loyalty, the path coefficient is 0.135, with a T statistic of 2.172 and a P value of 0.030. These findings also indicate a statistically significant effect, albeit weaker than H1, leading to the acceptance of H2. This suggests that while Service Quality does moderate the impact of Digital Marketing Communications on Customer Loyalty, its effect is modest. Overall, both hypotheses are supported, highlighting the importance of digital marketing and service quality in driving customer loyalty.

Figure 3: Results of path coefficients



Source: Compiled by researcher based on the outputs of Smart PLS4.

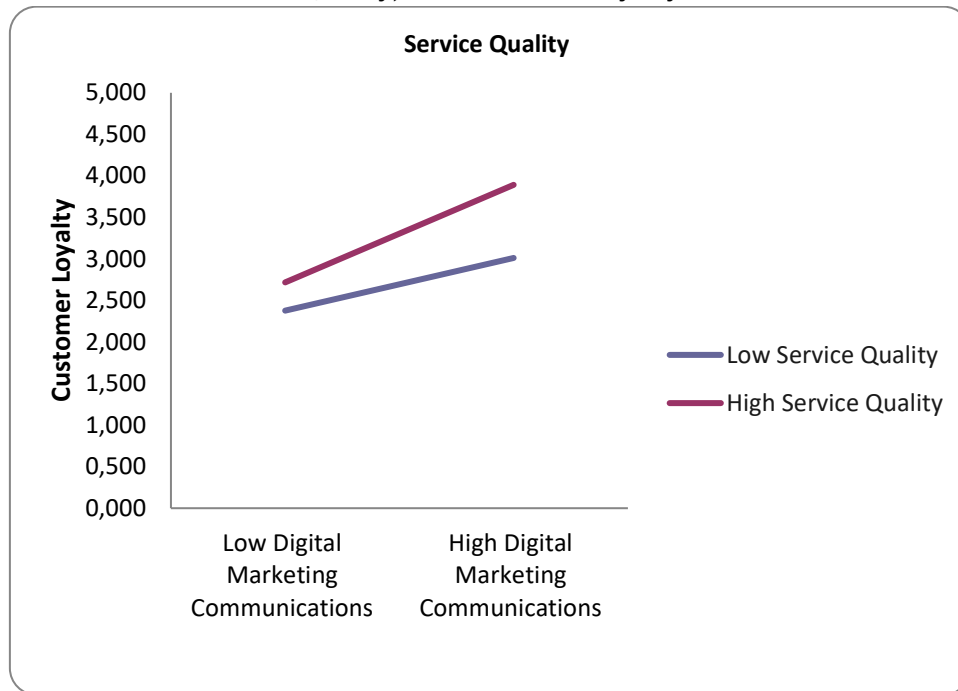
Table 6: Testing the effectiveness of the moderating variable (Service Quality) in reducing the Digital Marketing Communications on Customer Loyalty

Relationship	Path Coefficient	P Values	Hypothesis
Digital Marketing Communications -> Customer Loyalty	0.452	0.001	Accepted
Service Quality -> Customer Loyalty	0.305	0.011	Accepted
Service Quality x Digital Marketing Communications -> Customer Loyalty	0.135	0.030	Accepted

Source: Compiled by researcher based on the outputs of Smart PLS4.

Table 6 evaluates the effectiveness of Service Quality as a moderating variable in the relationship between Digital Marketing Communications and Customer Loyalty. The results show that Digital Marketing Communications have a significant direct effect on Customer Loyalty, with a path coefficient of 0.452 and a P value of 0.001, confirming that effective digital marketing communications positively influence customer loyalty. Service Quality also independently affects Customer Loyalty, with a path coefficient of 0.305 and a P value of 0.011, indicating its significant positive impact. The interaction term, Service Quality x Digital Marketing Communications, has a path coefficient of 0.135 and a P value of 0.030, demonstrating that Service Quality significantly moderates the relationship between Digital Marketing Communications and Customer Loyalty. This moderation suggests that higher service quality enhances the positive impact of digital marketing on customer loyalty, although the effect size is modest. Overall, the results confirm the significant role of Service Quality in strengthening the link between digital marketing efforts and customer loyalty.

Figure 4: Path coefficients of The Interaction (Digital Marketing Communications * Service Quality) --> Customer Loyalty



Source: Compiled by researcher based on the outputs of Microsoft Excel.

5. Discussion:

5.1 Interpretation of Findings

The results of this study provide valuable insights into the relationships between digital marketing communications (DMC), service quality, and customer loyalty within the context of the Algeria Telecom Company. The findings indicate that DMC has a significant and positive impact on customer loyalty, with a path coefficient of 0.452 and a strong statistical significance ($P = 0.001$). This suggests that effective digital marketing strategies—such as targeted messaging, personalized content, and engaging online interactions—are crucial in fostering customer loyalty.

The study also tested the moderating role of service quality in the relationship between DMC and customer loyalty. The results show that service quality does indeed moderate this relationship, with a path coefficient of 0.135 and statistical significance ($P = 0.030$). This finding implies that while DMC alone can enhance customer loyalty, the effect is amplified when combined with high service quality. Customers are more likely to remain loyal when they not only receive effective digital communications but also experience reliable and satisfactory service.

5.2 Comparison with Prior Research

The findings of this study are consistent with and build upon existing literature. Previous research has highlighted the critical role of digital marketing in enhancing customer

satisfaction and loyalty across various industries. For example, studies by Nguyễn and Tang (2023) and Komang et al. (2023) demonstrated that digital marketing positively influences customer loyalty in the banking sector and ride-hailing services, respectively. The current study aligns with these findings, further confirming that digital marketing is a powerful tool for fostering customer loyalty, even in the telecommunications sector.

The significant impact of service quality on customer loyalty observed in this study is also supported by prior research. Numerous studies have emphasized the importance of service quality as a determinant of customer loyalty, with Putri and Wiyadi (2024) and Eva et al. (2023) reporting similar results in different contexts. The current study contributes to this body of knowledge by illustrating the specific role that service quality plays in the telecommunications industry.

Moreover, the study's exploration of service quality as a moderating factor adds a nuanced understanding to the existing literature. While previous research has often examined the direct effects of DMC and service quality on customer loyalty, this study extends the analysis by demonstrating how service quality enhances the effectiveness of DMC. This finding resonates with research by Linda et al. (2024), who highlighted the interconnectedness of service quality and digital marketing in driving customer satisfaction and loyalty. However, the current study goes further by quantifying the moderating effect, providing empirical evidence that high service quality can significantly boost the loyalty-enhancing effects of DMC.

In summary, this study reinforces and expands upon existing research, affirming the critical roles of digital marketing and service quality in building customer loyalty. It also offers a fresh perspective by demonstrating the synergistic effect of these two factors, suggesting that businesses, particularly in the telecommunications sector, should focus on both effective digital marketing strategies and maintaining high service quality to maximize customer loyalty.

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6. Conclusion:

This study empirically examined the impact of Digital Marketing Communications (DMC) on Customer Loyalty, with a focus on the moderating role of Service Quality at Algeria Telecom Company. The applied study utilized quantitative methods, and the analysis revealed several key findings. First, Digital Marketing Communications were found to have a statistically significant and positive effect on Customer Loyalty, with a path coefficient of 0.452 and a P value of 0.001, indicating that effective DMC strategies are crucial for enhancing customer loyalty. Second, Service Quality was shown to have a significant positive impact on Customer Loyalty, with a path coefficient of 0.305 and a P value of 0.011. Furthermore, the interaction between Service Quality and DMC was also statistically significant (path coefficient = 0.135, P value = 0.030), confirming that Service Quality moderates the relationship between DMC and Customer Loyalty. These results, derived from the analysis, underscore the importance of both DMC and Service Quality in fostering customer loyalty.

The findings of this study highlight the critical role that Digital Marketing Communications and Service Quality play in driving customer loyalty, particularly in the telecommunications industry. Digital Marketing Communications are essential for engaging customers, building brand identity, and promoting long-term loyalty by providing personalized and relevant content. However, the study also demonstrates that the impact of these digital efforts is significantly enhanced when coupled with high Service Quality. Service Quality not only directly influences customer loyalty but also strengthens the positive effects of DMC, making it a crucial factor in customer retention strategies. For companies like Algeria Telecom, the integration of effective digital marketing with superior service delivery is key to maintaining strong customer relationships and achieving sustained competitive advantage in a rapidly evolving market.

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