

The Impact Of Direct Marketing Tools On Achieving Customer Loyalty Of A Sample Of Mobilis Agency Customers In Jijel

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Abstract :

This study aims to determine the extent to which the tools of direct marketing, represented by its tools, affect customer loyalty of a sample of Mobilis agency customers in Jijel, which has become very important for achieving continuity and leadership in the institution. The questionnaire was used and distributed to the study sample, and the SPSS 20 program was used to process this data and the multiple linear regression model was used as a statistical method to determine this effect.

The study found that the dimensions of direct marketing, represented by its tools, influence customer loyalty by 35.3%, while the remaining 64.7% is attributed to other factors. It also found that direct marketing via catalog and kiosk marketing has no effect on customer loyalty, while direct marketing via television and telephone, direct mail, as well as personal selling and online, does have an effect on customer loyalty. An increase of one unit in each of the following marketing dimensions—television and telephone, direct mail marketing, personal selling and online marketing—will increase customer loyalty by approximately 28.9% for television and telephone, 20.9% for direct mail, and 28% for personal selling and online marketing.

Keywords: Direct marketing, television and telephone Marketing, direct mail marketing, catalog and kiosk marketing, personal selling and online marketing, customer loyalty.

JEL Classification : M31, L96, C83

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Introduction

Customer loyalty is one of the key factors that affect the success and continuity of an organization, as it is the only way to build competitive advantages and a good indicator that reflects the extent of customer commitment and affiliation, especially in light of the rapid developments that the business world has witnessed recently, the most prominent of which is respect for competition. Most institutions have realized that building it, is no longer an option for them, but rather a fundamental marketing goal that they strive to achieve, by building a base of loyal customers who generate revenue for them on the one hand and continuity on the other, through their continued purchasing in the long term, which means their continued dealings with them. To achieve this, many organizations have adopted new

marketing approaches in dealing with their customers in order to acquire and retain them for life. This has led to the emergence of direct marketing as one of the most common and rapidly developing modern marketing trends in recent years, adopted by many organizations, particularly service-oriented ones, to achieve direct communication and connection with customers and obtain spontaneous responses. And strong interactive relationships with them, and this is through the organization's reliance on a set of tools, within the framework of direct marketing, which vary between what is traditional and what is modern, including email, direct mail, telephone calls, television, catalog, personal selling and online marketing and others.

The Problematic of the study: Given the importance of direct marketing and its various tools within organizations, and in order to be successful, they have increasingly relied on direct marketing in their marketing plans to achieve customer loyalty, considering it an effective link between the organization and the customer. In order to determine whether the Mobilis agency in Jijel adopts direct marketing tools that affect customer loyalty, we pose the problem of our research paper: **How do direct marketing tools affect customer loyalty of a sample of Mobilis agency customers in Jijel?**

This main question leads to the following sub-questions:

- How does television and telephone marketing affect customer loyalty in the study sample?
- How does direct mail marketing affect customer loyalty in the study sample?
- How does catalog and kiosk marketing affect customer loyalty in the study sample?
- How does personal selling and online marketing affect customer loyalty in the study sample?

Research hypotheses: These are considered answers to the questions posed, and the study hypotheses are as follows:

Main hypothesis: There is a statistically significant effect of the dimensions of direct marketing, represented by its tools, on customer loyalty of a sample of Mobilis agency customers in Jijel .

The following sub-hypotheses fall under this category:

- 1) There is a statistically significant effect of television and telephone marketing on customer loyalty in the study sample.
- 2) There is a statistically significant effect of direct mail marketing on customer loyalty in the study sample.
- 3) There is a statistically significant effect of catalog and kiosk marketing on customer loyalty in the study sample.

- 4) There is a statistically significant effect of personal selling and online marketing on customer loyalty in the study sample.

The importance of this research lies in:

- The role of direct marketing in efficiently achieving organizational goals by offering promotions through direct marketing channels, which contribute to customer engagement, acquisition, and the pursuit of new customers;
- Direct marketing enables organizations to understand their existing relationship with customers and strengthen this relationship in a way that aligns with their needs and requirements, through developing marketing strategies and enhancing customer interaction;
- It helps organizations, especially service-oriented ones, keep pace with the rapid evolution of customer demands.

Previous studies

- The study by **(Sharaf & Mokhtari, 2020)** aimed to determine the extent to which direct marketing and its tools influence customer loyalty at the Djezzy organisation in Laghouat. A questionnaire was used and distributed to the study sample, SPSS software was also used for data analysis. The study concluded that direct marketing has an impact on customer loyalty, attributable to the effective use of direct marketing methods (personal selling, online communication, and telephone contact), which helps organisations achieve customer loyalty.
- The study by **(Sugiono, Nurwuulandari, & Khairina,, 2021)** aimed to find out the effect of advertising, promotion, personal selling, direct digital marketing and public relations on sales performance and customer loyalty. The study concluded that the advertising variable does not have a positive effect on sales performance and customer loyalty, while the promotion variable does not have a positive effect on sales performance but has a positive effect on customer loyalty. The personal selling variable has a positive effect on sales performance and employee performance but does not have an effect on customer loyalty. As for the direct digital marketing and public relations variables, it has a positive effect on both sales performance and customer loyalty.
- The study by **(Dalia, 2008)** aimed to identify the characteristics of the audience that makes purchases through television and online advertising. It concluded that the growth of direct marketing in Egypt faces several challenges, most notably the desire of individuals to examine and inspect products before buying. This suggests that television advertising has a weak impact on customers' purchasing decisions. Furthermore, online marketing is linked to the important issue of website security and privacy. The study also found that advertising design lacks direct customer engagement.

- The study by **(Izzat & Khanfar Iyad Abdul-Ilah, 2016)** aimed to determine the impact of direct marketing elements on customer purchasing behavior at Zain Telecommunications Company. The research variables included advertising, public relations, personal selling, direct marketing, and sales promotion. The study concluded that direct marketing elements had a positive impact on purchasing behavior, with direct marketing ranking first and public relations ranking last.
- The study by **(Khalil Walid, 2016)** aimed to determine the extent to which direct marketing contributes to customer loyalty at Mobilis by distributing a questionnaire to a group of Mobilis subscribers. The study concluded that direct marketing opens communication and distribution channels between the producing company and its customers without intermediaries, thus bringing the two parties closer. On the one hand, it allows for a precise and accurate identification of customer needs, and on the other hand, it enables customers to express their honest opinions regarding their expectations and desired uses for the product. Therefore, the study found a positive impact of direct marketing on customer loyalty.

I. Theoretical framework of the study variables

The concept of direct marketing: Direct marketing seeks to achieve connection with the customer group and looks forward to obtaining an automatic response and strong relationships with them, as it is characterized by performing two important functions, which are promotion and distribution at the same time. It is used to manage consumer desire and attract customers, and this is one of the tasks of promotion. It is also used to complete sales procedures, transfer ownership, and the sales process, payment and collection, and these are the functions of distribution. In addition, it is characterized by the low cost of setting it up, therefore it is suitable for small establishments.

1. Definition of Direct Marketing: Several definitions of direct marketing have been offered; the most important ones will be highlighted below:

- Direct marketing is a direct marketing effort to acquire and retain customers by contacting them without using an intermediary. Its goal is to achieve a direct response. (David Jobber, 2009, p. 331)

Philip Kotler defined direct marketing as being about direct contact with carefully targeted consumers, often on an individual and interactive basis. (Kotler, 2010, p. 75)

Definition (Lasary): "Direct marketing is interactive marketing that uses a range of media to elicit a response. (Lasary, 2013, p. 183)

From the previous definitions, it can be concluded that direct marketing consists of activities carried out by the organization with the aim of creating a kind of

communication with its customers in an interactive way that allows them to respond and inquire easily and without any trouble about the marketing offers presented to them, provided that the operations related to these activities are carried out without any intermediary between the organization and its customers.

2.The Importance of Direct Marketing: The importance of direct marketing can be summarized in the following points: (Qandil, 2024, pp. 49- 50)

- Extreme precision in market targeting reduces the likelihood of incorrect targeting, a possibility that can drain the organization's material and human resources and represents an unjustified waste of resources.
- Direct marketing represents a strategic approach, as it strives to eliminate intermediaries, reduce costs, improve product quality, and maintain the best direct and friendly relationships with consumers. All of this can give the organization a competitive advantage.
- Direct marketing is a powerful tool for building relationships with consumers. By using databases, organizations can target small groups of consumers or even individual consumers to promote their services through personalized contact. Direct marketing can also be timed, allowing for contact at precisely the right moment.
- For consumers, direct marketing is convenient and easy to use, such as browsing mailing lists or websites at any time, day or night, to find information about the products and services offered.

3. Characteristics of Direct Marketing: Despite the differences in the means of direct marketing, it shares these characteristics, which are considered strengths for direct marketing practitioners:

3.1.Interactivity: One of the most important advantages and characteristics of direct marketing is that it gives an opportunity for both the organization and the customer to interact. Electronic direct marketing methods that rely on modern communication technology are more effective than other direct marketing methods because of their ability to communicate with the largest number of consumers and learn about their reactions in a more interactive way, as the consumer can interact with the organization's employees. The internet, like other digital media such as television and mobile phones, has huge interactive capabilities and potential that did not exist previously. (Jacques Lendrevu, 2000, p. 401)

3.2.Response: A distinctive characteristic of direct marketing is the speed with which customers respond to marketing materials and communications sent by the organization through its various channels. It achieves a rapid response rate compared to other traditional direct marketing methods. It establishes face-to-face contact that ensures interaction between the market and the customer, utilizing a range of methods from direct mail to the internet. This allows for direct measurement of feedback, in addition to enabling customer interaction, specifying

their requests, and reaching any customer anywhere. (Jacques Lendrevu, 2000, p. 401)

3.3.Dialogue: At its core, it involves organizing communication with targeted audience groups and utilizing available communication channels within the organization to generate a response to the organization's goods and services. This response may be expressed through a purchase, obtaining information, or any other form of interaction, all aimed at achieving a specific meaning and outcome. (Jacques Lendrevu, 2000, p. 401)

3.4.Privacy: Direct marketing is a valuable tool for obtaining a wealth of data that is considered private to customers. By legitimately collecting this data from customers, it helps identify their true motivations for purchasing, primarily through various means, most notably the internet. (Jacques Lendrevu, 2000, p. 401)

4.Direct Marketing Tools :

4.1-Direct Marketing via the Internet: It is considered among the communication protocols, which is the language that modern computers use with each other. Its use helps institutions maximize their market position and makes them able to achieve positioning and identify opportunities and threats. It is known as a place that allows individuals to meet and communicate despite the distances that separate them from each other. Therefore, it is an important strategic means that allows institutions to deal with their customers at any time and throughout the year. (UPU, 2015, p. 21)

4.2.Direct telephone marketing: Telephone marketing is considered one of the most effective direct marketing tools for direct communication with customers and covering a large number in a short time, and at a lower cost compared to other tools. It is known as one of the prominent direct marketing methods, as it is a fast and immediate interactive media tool. It is also a quick way to communicate directly with current or potential customers and convince them of the sales offers of the institution and urge them to deal with it. Telephone marketing is considered the most widely used direct marketing communication tool. (Geetika, 2012, p. 98)

4.3.Direct marketing via catalog (catalogue of products): Catalogs are a direct marketing tool that utilizes print, visual, and electronic materials. These materials are mailed to selected customers, published in magazines, or offered online through websites. With the spread of the internet, more catalogs have gone digital, and electronic catalogs have been added to the promotional mix of organizations alongside print catalogs. It should be noted that the printed catalog remains the primary method and is considered a sales-enhancing tool when used in conjunction with the electronic version. It is defined as a direct marketing method that uses print, video, and electronic catalogs and sends them directly to a select group, based on the premise that the products are available in stores. Mail-order catalogs are further divided into two categories. (UPU, 2015, p. 21)

4.4.Kiosk Marketing: Direct kiosk marketing is an effective and common method for promoting goods and services in the commercial markets of many countries.

This type of kiosk includes both mobile and fixed kiosks for product promotion and marketing. It is defined as an electronic device with an informational nature that facilitates the purchasing process, inquiries, and searching for all information related to products, unlike automated dispensers that sell products directly to the customer. Such kiosks can be found in duty-free hotels, airports, transportation hubs for booking travel tickets, and in large chain stores for placing orders for products not currently available in the store. (Chanpreet, 2023, p. 08)

4.5.Direct mail marketing: Direct mail is one of the oldest and most popular traditional marketing methods. This type of marketing is characterized by the use of email or regular mail to send marketing messages directly to potential customers. It also represents an effective way to deliver information about products and services through electronic, paper, and other messages. It is known as a commonly used method that works to deliver a specific printed advertising message to a precisely defined market. The advertising message is often in the form of an invitation to buy or try a product, benefit from a service, or participate in a business activity. The message may be in the form of a brochure, leaflet, or any materials and printed materials that the advertiser wishes to deliver to the target person with the aim of influencing them. (Armstrong Gary, 2012, p. 986)

4.6. marketing by Personal selling Also known as personal selling, this is the dedicated executor of an organization's strategies and plans. It plays a fundamental role in the promotional mix, as it is the element that concludes the sales process and represents the buyer's interaction with the organization. Therefore, sales activity requires significant attention and a distinct dimension within the organization's promotional activities. Furthermore, the sales force contributes to building the organization's image. Some experts believe that personal selling occupies an important and effective position in accelerating sales and ensuring their continuity. (UPU, 2015, p. 21)

4.7.Television marketing is considered the preferred method for showcasing and demonstrating product features and uses because it incorporates sound, image, and movement. Therefore, in addition to its standard format, it also has another form aimed at promoting the commercial offer, known as advertising programs. It can also be said that if you want others to buy from you through television, you must offer a unique and distinctive product, as purchasing from local retail stores is easier, cheaper, and faster. (UPU, 2015, p. 21)

5.The Concept of Customer Loyalty:

5.1.Definition of Customer Loyalty: - Oliver defined loyalty as a deep commitment to purchasing or acquiring a product despite pressures and marketing efforts to induce the consumer to change their purchasing behavior. (Zawi Sharaf, 2010, p. 06)Loyalty is defined as a positive behavioral relationship between the consumer and the organization. Satisfaction is considered its first stage, and it is translated through the consumer's commitment to repeatedly purchasing the same organization's products or services, speaking positively about them, and

recommending them to others. Loyalty reaches its highest levels when the consumer becomes the most important promotional tool for the organization. (Qandil, 2024, p. 154) Loyalty is generally divided into behavior-based loyalty, attitude-based loyalty, and composite loyalty. (Tamilla Curtis and All, 2011, p. 03) Based on the above, customer loyalty can be defined as: the process of repeatedly attempting to purchase the same product or brand, and the organization's commitment to providing more than the customer expects, making it difficult for them to switch to a competitor.

5.2.The Importance of Customer Loyalty: Customer loyalty has become extremely important for organizations. This importance is reflected in: (Najoud, 2006, p. 123)

- Retaining existing customers at a lower cost than acquiring new ones.
- Loyal customers are more profitable for the organization than disloyal ones.
- Loyal customers ensure the organization's stability.
- Loyal customers are a source of positive reputation and image for the organization.

5.3.Loyalty-building strategies: Every organization follows a set of strategies that work to attract customers, and among loyalty-building strategies we find: (Morgent, 2015, p. 26)

- a) **Product-centric strategy:** This involves the organization following up with the customer throughout the product lifecycle to build a long-term relationship. The focus here is on developing and improving the product to meet the customer's needs and desires and ensure their satisfaction.
- b) **Ambassador-centric strategy:** This involves the organization focusing on a customer who can persuade a potential customer to do business with the organization. This approach relies on the ambassador's sales power and effectiveness.
- c) **Anti-attrition strategy:** This refers to the organization's transition from a stable environment to a more competitive one, which necessitates facing the risk of losing customers.
- d) **Event-based loyalty strategy:** This involves the organization leveraging international and local events to acquire new customers and convert them into loyal, repeat customers.

II. Methodology and approach to applied study

1. Population and Sample:

1.1. Study Population: The study population consists of all customers who deal with Mobilis. Due to the difficulty of conducting a comprehensive survey of all customers, a random sample was selected from this population for study.

1.2. Study Sample: The study sample included 200 customers randomly selected from Mobilis SIM card users in Jijel.

2. Study Variables and Research Tools:

2.1. Independent Variable: Direct Marketing. For this indicator, we relied on the following tools:

- Direct marketing via telephone and television;
- Direct mail;
- Direct marketing via catalogs and kiosks;
- Direct marketing via personal selling and online.

2.2. Dependent Variable: Customer Loyalty. This is measured through its dimensions.

We will attempt to demonstrate the study's preferential model using the dependent and independent variables to illustrate the impact of direct marketing on customer loyalty, using the following relationship:

$$Y = a + bx$$

Assuming the model is multiple, the model is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$$

Y: Customer Loyalty

x_1 : Television and Telephone

x_2 : Direct Mail

x_3 : Catalog and Kiosk Marketing

x_4 : Personal Selling and online marketing

a: Constant

b_i : Degree of Influence

3. The study tool (questionnaire) consisted of 29 questions and was divided into two parts:

- **Part One:** This part included general information falling under the category of personal data, such as gender, age, educational level, and length of time spent dealing with Mobilis.

- **Part Two:** This part comprised two sections: The first section concerned direct marketing tools, including television and telephone marketing, direct mail marketing, catalog and kiosk marketing, personal selling and online marketing. This section contained 19 statements. The second section concerned customer loyalty and contained 10 statements.

4.Questionnaire Reliability Test: To test the reliability of the questionnaire, we use Cronbach's alpha, which ranges from 0 to 1. This represents the percentage of respondents who give the same answer when questioned a second time under the same conditions.

Table 1: Results of the Reliability Test for the Study Variables.

	Cronbach's alpha coefficient	decision
The questionnaire as a whole	0.837	High and acceptable

Source: Prepared by the researcher based on the outputs of the (SPSS) program.

The Cronbach's alpha reliability coefficient is 0.837, which is greater than 0.60, therefore the questionnaire has high reliability.

Analysis of Results and Hypothesis Testing

5.Questionnaire Axes Analysis:

In this section, we will analyze the questionnaire axes to answer our research questions. Descriptive statistics measures, namely means and standard deviations, were used to determine the significance of the items in each questionnaire axis.

Table (2): Means and Standard Deviations of the Study Variables

Study variables		Arithmetic average	Standard deviation
Direct marketing	TV and telephone marketing	3.82	0.46
	Direct mail marketing	2.95	0.65
	Marketing through catalogs and kiosks	3.46	0.66
	personal selling and online marketing	3.82	0.56
Overall score for direct marketing tools		3.57	0.58
Customer loyalty variable		3.52	0.60

Source: Prepared by the researcher based on the outputs of the (SPSS) program.

- The table above shows that the level of **marketing via television and telephone** is high, as the arithmetic mean for the axis of marketing via television and telephone as a whole was estimated at (3.82), which is a value that expresses the existence of a high level of the tool of marketing via television and telephone from the point of view of the study sample. The table also shows the low dispersion (0.46) in the responses of the sample members about this axis and its statements, which reflects the convergence of views of the study sample member regarding their agreement with this element.
- The table above shows that the level of **direct mail marketing** is moderate, as the arithmetic mean for the entire direct mail marketing axis was estimated at (2.95), a value that expresses the existence of a moderate or average level of direct mail marketing from the point of view of the study sample. The table also shows the low dispersion (0.65) in the responses of the sample members regarding this axis, which reflects the convergence of views of the study sample members regarding their agreement with this element.
- The table above shows that the level of **catalog and kiosk marketing** is high, as the arithmetic mean for the catalog and kiosk marketing axis was estimated at (3.46), which is a value that expresses the existence of a high level for the catalog and kiosk marketing axis from the point of view of the study sample. The table also shows the low dispersion (0.66) in the responses of the sample members about this axis, which reflects the convergence of views of the study sample members regarding their agreement with this element.
- The table above shows that the level of **personal selling and online marketing** is high, as the arithmetic mean for the personal selling and online marketing axis as a whole was estimated at (3.82), which is a value that expresses the existence of a high level from the point of view of the study sample. The table also shows the low dispersion (0.56) in the responses of the sample members about this axis and its statement, which reflects the convergence of the views of the study sample members regarding their agreement with this element
- The table above shows that the level of **customer loyalty** is high, as the arithmetic mean for the customer loyalty axis as a whole was estimated at (3.52) which is a value that expresses the existence of a high level of the customer loyalty axis from the point of view of the study sample. The table also expresses the low dispersion (0.60) in the responses of the sample members about this axis with its statement, which reflects the convergence of views of the study sample members regarding their agreement with this element.

6.Hypothesis Testing: The study model will be tested using multiple linear regression, which measures the effect of the independent variable on the dependent

variable. Specifically, the study will examine the extent to which direct marketing tools explain customer loyalty.

6.1.Sub-hypotheses:

Decision rule: If $\text{sig} \geq \alpha = 0.05$, we accept the H_0 hypothesis and reject the alternative hypothesis H_1 . If $\text{sig} \leq \alpha = 0.05$, we reject the H_0 hypothesis and accept the alternative hypothesis H_1 .

Table No. (3): Results of multiple regression for the effect of direct marketing.

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	0,297	0,714		0,416	0,002
First dimension	0,168	0,176	0,289	0,953	0,030
Second dimension	0,167	0,102	0,209	1,642	0,01
Third dimension	0,268	0,120	0,128	2,241	0,346
Fourth dimension	0,304	0,142	0,280	2,143	0,038

Statistically significant at a significance level of $\alpha \leq 0.05$

Source: Prepared by the researcher based on SPSS output.

From the table above, we derive the regression equation, which takes the following form:

$$y = 0.297 + (0.289) x_1 + (0.209) x_2 + (0.128) x_3 + (0.280) x_4$$

a. Testing the first sub-hypothesis:

H_0 : There is no statistically significant effect of television and telephone marketing on customer loyalty in the study sample.

H_1 : There is a statistically significant effect of television and telephone marketing on customer loyalty in the study sample.

From the table, we find that $\text{Sig} = 0.030$, which is less than the required significance level $\alpha \leq 0.05$. Therefore, we reject the H_0 hypothesis and accept the alternative hypothesis H_1 , meaning there is a statistically significant effect of television and telephone marketing on customer loyalty in the study sample. Furthermore, a one-unit increase in the television and telephone marketing dimension will lead to a 28.9% increase in customer loyalty. Thus, the first sub-hypothesis is accepted.

b. Testing the second sub-hypothesis:

H_0 : There is no statistically significant effect of direct mail marketing on customer loyalty in the study sample.

H₁: There is a statistically significant effect of direct mail marketing on customer loyalty in the study sample.

From the table, we find that Sig = 0.01, which is less than the required significance level of $\alpha \leq 0.05$. Therefore, we reject the H₀ hypothesis and accept the alternative hypothesis H₁, meaning there is a statistically significant effect of direct mail marketing on customer loyalty in the study sample. Furthermore, a one-unit increase in the direct mail marketing dimension will lead to a 20.9% increase in customer loyalty. Thus, the second sub-hypothesis is accepted.

c. Testing Sub-Hypothesis 3:

H₀: There is no statistically significant effect of catalog and kiosk marketing on customer loyalty in the study sample.

H₁: There is a statistically significant effect of catalog and kiosk marketing on customer loyalty in the study sample.

From the table, we find that Sig = 0.346, which is greater than the required significance level $\alpha \leq 0.05$. Therefore, we accept the H₀ hypothesis and reject the alternative hypothesis H₁, meaning there is no statistically significant effect of direct marketing via catalog and kiosks on customer loyalty in the study sample. Consequently, the third sub-hypothesis is rejected.

d. Testing Sub-Hypothesis 4:

H₀: There is no statistically significant effect of personal selling and online marketing on customer loyalty in the study sample.

H₁: There is a statistically significant effect of personal selling and online marketing on customer loyalty in the study sample.

From the table, we find that Sig = 0.038, which is less than the required significance level $\alpha \leq 0.05$. Therefore, we reject the H₀ hypothesis and accept the alternative hypothesis H₁. This means there is a statistically significant effect of personal selling and online marketing on customer loyalty in the study sample. Furthermore, a one-unit increase in both personal selling and online marketing leads to a 28% increase in customer loyalty. Therefore, Sub-Hypothesis 4 is accepted.

6.2.Main Hypothesis:

H₀: There is no statistically significant effect of the dimensions of direct marketing, represented by its tools, on customer loyalty of a sample of Mobilis agency customers in Jijel.

H₁: There is a statistically significant effect of the dimensions of direct marketing, represented by its tools, on customer loyalty of a sample of Mobilis agency customers in Jijel.

To test the hypothesis, Fisher's test, correlation coefficient, and multiple linear regression were used, as follows:

Table (4): Multiple Linear Regression Results:

	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics		
					R ²	F	Sig
impact of direct marketing tools on customer loyalty	0.594	0.353	0.296	0.51066	0.353	106.6	0.000

Statistically significant at the significance level $\alpha \leq 0.05$

Source: Prepared by the researcher based on SPSS outputs

The results of the statistical data analysis revealed a statistically significant effect of the dimensions of direct marketing, represented by its tools (television and telephone marketing, direct mail marketing, catalog and kiosk marketing, personal selling, and online marketing). The correlation coefficient (R) was 0.594, indicating a positive relationship between the two variables. The coefficient of determination (R²) was 0.353, while the adjusted coefficient of determination (R²) was 0.296. This indicates that the dimensions of direct marketing, represented by its tools, ((TV and telephone marketing, direct mail marketing, catalog and kiosk marketing, personal selling and online marketing)) were able to explain 35.3% of the variance in customer loyalty to Mobilis. The remaining 64.7% is attributed to other factors outside the model. This indicates a statistically significant effect, as the calculated F-value of 106.6 is significant at the $\alpha \leq 0.05$ level, and the calculated significance level of 0.00 is lower than the adopted significance level of $\alpha \leq 0.05$.

Therefore, the null hypothesis is rejected, and the alternative main hypothesis is accepted, stating that there is a statistically significant effect of the dimensions of direct marketing, represented by its tools, on customer loyalty of a sample of Mobilis agency customers in Jijel.

7. Interpretation and discussion of the results:

- There is a statistically significant effect on respondents' perceptions of direct marketing via television and telephone in achieving customer loyalty. Mobilis stands out for offering numerous telephone services such as text messaging, answering all customer inquiries, making telemarketing calls, and providing information about the agency's services. On television, it broadcasts advertisements highlighting the features of its services and promotional offers. This finding aligns with the results of the study by (Zawi Charaf and Mokhtari Abdeljabbar).
- There is a statistically significant effect of respondents' perceptions of direct mail marketing on achieving customer loyalty. This indicates that the agency sends printed advertising messages via regular mail, email, and voicemail, and also uses email to communicate with customers in case of problems or inquiries. This result is consistent with the findings of the studies by (Zawi Sharaf and Mokhtari Abdel Jabbar), (Sugiono E), and (Moussa Mohamed Moussa Ezzat).
- There is a statistically significant effect of respondents' perceptions of direct marketing through personal selling and the online on achieving customer loyalty. Mobilis agency employees are characterized by interactive communication skills, such as good dialogue with customers, listening to all customer concerns, and possessing comprehensive knowledge of the agency's services. Regarding the internet, the agency utilizes various social media channels and search engines to showcase its services and interact with its customers. This finding contradicts the results of (Sugiono's) study concerning personal selling, while regarding online marketing, the results align with those of this study. However, it also contradicts the findings of (Hassan Dalia)'s study.
- There is no statistically significant effect on the respondents' perceptions of direct marketing via catalogs and kiosks on achieving customer loyalty, even though the agency sends special electronic catalogs to the institutions it deals with regularly to explain the various details of its services, and it also has specialized kiosks to meet customers' requests for information. These kiosks are not available throughout the year, and they are not attractive enough to attract customers, according to the respondents. This result contradicts what was concluded in the study by (Zawi Sharaf and Mukhtari Abdul Jabbar).
- There is a statistically significant effect of respondents' perceptions of direct marketing and its various tools on achieving customer loyalty. This result is consistent with all previous studies referenced in the research. This can be explained by the very high level of loyalty, meaning that Mobilis agency customers in Jijel province have a high level of loyalty towards the agency and

its marketing operations directed at them, as the majority of the study sample expressed their desire and readiness to deal with the agency in the future, In addition to their adherence to the agency even in the event of offering best marketing practices by competitors that would enhance interaction and direct communication with their customers by relying on the Internet as a tool for personal selling, communication with the customer, communicating with customers via email and regular mail to inform them of any new developments, the impact of marketing tools on achieving customer loyalty was somewhat average, and this is due to the impact of other factors such as pricing and quality of services compared to the services of competitors.

Conclusion:

- The the Mobilis agency in Jijel offers a wide range of telephone services, including text messaging, answering customer inquiries, making telemarketing calls, and providing information about the agency's services. It also broadcasts advertisements on television highlighting its services and promotional offers.
- The the Mobilis agency in Jijel sends printed advertisements via regular mail and electronically via voicemail. It also uses email to contact customers in case of problems or inquiries.
- the Mobilis agency in Jijel regularly sends electronic catalogs to its partner organizations to explain the details of its various services. It also has dedicated kiosks to answer customer inquiries and provide them with the necessary information.
- the Mobilis agency in Jijel staff are known for their excellent communication skills, including engaging in effective dialogue with customers, listening attentively to all customer concerns, and possessing comprehensive knowledge of the agency's services. Regarding the internet, the agency utilizes various social media platforms and search engines to promote its services and interact with its customers.
- the Mobilis agency in Jijel customers demonstrate a high level of loyalty to the agency and its targeted marketing efforts.
- There is a statistically significant effect of television and telephone marketing on customer loyalty in the study sample.
- There is a statistically significant effect of direct mail marketing on customer loyalty in the study sample.
- There is no statistically significant effect of catalog and kiosk marketing on customer loyalty in the study sample.
- There is a statistically significant effect of personal selling and online marketing on customer loyalty in the study sample.

Suggestions:

- Given the global trend towards digitalisation and the benefits it brings, Mobilis and the Jijel Agency must allocate sufficient funding to support online direct marketing and innovation in its methods;
- the Mobilis agency in Jijel should improve the quality of its television advertisements, their presentation, and the timing of their airing to differentiate itself from competitors;
- It should raise awareness among its customers about the telephone numbers for customer service through effective television advertisements so that all customers can know and use them;
- Mobilis and the Jijel agency must explore ways of encouraging consumers to engage with their direct marketing channels, particularly their digital platforms, and constantly strive to bring an innovative touch to them;
- the Mobilis agency in Jijel should effectively adopt direct marketing methods and tools, as these are considered modern customer-focused approaches;
- It must adopt effective, customer-centric loyalty strategies and programs to improve customer loyalty;
- the Mobilis agency in Jijel needs to focus on enhancing its customer image through direct marketing tools.

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