

VALUE CREATION IN PUBLIC SECTOR THROUGH DIGITAL COMMUNICATION FOR BETTER CUSTOMER SATISFACTION

Abdelmalek LOUNICI (*)
PhD Student at ESC, (Algeria)
lounici.malek@gmail.com

Lynda FADEL
PhD Student at EHEC, (Algeria)
lyndafadel.digital@gmail.com

Amira ABDOU
PhD Student at EHEC, (Algeria)
nouriamira18@gmail.com

Amel SAIDANI
Assistant Professor at EHEC
(Algeria)
a.saidani@hec.dz

Abstract:

The rise of new technologies like social media, search engine optimisation, big data and mobile changed the way we live, communicate and interact with people and companies. The society is facing some radical changes due to the development of those technologies and their massive expansion; brands need to adapt in order to stay competitive in those new settings. This paper aims to introduce digital technologies to public organisations and to showcase its impact on service quality and enhancing customer engagement and satisfaction. In order to test and confirm our hypothesis, an online survey was conducted on a sample of 156 Mobilis clients. Results show that digital technologies have a great role in improving service quality and enhancing customer engagement and customer satisfaction in the public sector.

Keywords: Digital Communication, Service Quality, Customer Engagement, Customer Satisfaction.

INTRODUCTION

If anything is dynamic in today's world, it is the concept and process of communication. Every aspect of it including its channels keeps evolving by the years. Fax, phone, and later the Internet, have radically multiplied our communication possibilities. For example, it is now possible to instantly communicate with a large portion of human beings. Nevertheless, those new possibilities can generate new challenges to companies.

The rise of those technologies has changed the way we live, consume and communicate. The society is facing some radical changes due to the development of those technologies and their massive expansion.

We're currently living in a world in which the way people communicate has changed dramatically. Social Networks have redefined the way we collaborate in groups and communities while making information continuously available. Every aspect of it, including its channels, keeps evolving. This evolution offered more communication possibilities by breaking the geographical barriers that limited their expansion back in the past.

The main purpose of this paper is to showcase the importance of using digital communication, and its role in improving service quality and enhancing customer satisfaction and customer loyalty.

(*) **Auteur correspondant**

In order to achieve that, this work was split into two parts. First, the theoretical part, which focuses on the emergence of digital communication and how it changed the way brands and companies works, precisely in service quality and customer management. The second part that is a study case conducted after an internship at Mobilis using a quantitative study carried out over a portion of customers to better understand their expectation and service perception, in order to spot the light on the major importance of digital communication in the telecommunication field and public sector globally and the need to master its strategies and tools to excel at their business.

1. Literature review

This part aims to provide a comprehensive review of the extant literature on digital communication and its impact on service quality, customer engagement and customer satisfaction.

1.1 Digital technologies in communication

Digital technologies are changing the everyday life of customers and citizens and are radically transforming the nature of products and services (Pirolaa, et al., 2020). These technologies can provide multiple tools to brands and companies and allow them to gain competitive advantages and increase their profits (Mosconi, et al., 2019). The main benefit of digitalization is to improve the relationship between the brands and its customers by enabling a higher level of connectivity and interaction (Berman, et al., 2014). Companies can use those digital technologies to understand the behaviour of their customers and meet their needs (Piccinini, et al., 2015), while customers can use them to stay informed about products and services and decide whom to trust or purchase (Berman, 2012).

(Keller, 2009) identified three implications that companies should consider in order to build strong brands in this new digital environment. Marketers must (1) consider all possible communication options, (2) mix and match the communication options chosen to maximise their respective strengths and weaknesses, (3) ensure that interactive marketing can play a significant role in the marketing communications plan.

(Florès, 2012) explained that digital communication has been growing steadily over the last ten years and it corresponds to any type communication / interaction on digital medias like internet, social networks or mobile applications.

(Samson, et al., 2014) Conducted a study in the field of the automotive industry and found out that online digital communication is the preferred source of information for customers, due to the detailed specifications, and features that can be provided to the users. The authors also concluded that this type of communication has an influence on their buying decision.

1.2 Service quality

Service quality has been given increased attention in recent years due to its specific contribution to business competitiveness and can be defined as is the customer's overall perceived assessment of service performance (Akroush, et al., 2015). According to (Ingaldi, 2018) service quality can be defined as « *the ability to continuously satisfy the needs and expectations of external and internal customers, including technical, functional elements* ». Service quality is one of the critical success factors that influence the competitiveness of a service organization (Auka, et al., 2013).

Hypothesis 1. Digital communication has a significative impact on service quality in the public sector.

1.3 Customer loyalty

Consumer brand loyalty is a key element for all brands and businesses in all industries, because it allows them to grow and maintain their growth and profitability (Rai, et al., 2012), and is an essential factor in the survival and development of any business (Chen, 2012).

Due to its importance in the development of relations with consumers, loyalty is a notion that continues to interest researchers and has been the subject of several studies in the literature. The most cited definition in the literature belongs to (Jacoby, et al., 1978), they define loyalty as a biased behavioral response, expressed by a decisional unit, in relation to one or more brands among a set of brands.

According to (Andreassen, et al., 1998) loyalty means intentional consumer behavior towards a brand. The definition of (Oliver, 1999) is also one of the most cited in the literature, the author defines it as a deep commitment to redeem or sponsor a product or service consistently in the future, causing thus, repeated purchases of the same brand, despite influences and marketing efforts likely to cause changes in consumer behavior.

In this new digital environment (Khan, et al., 2017) found out that digital marketing places contribute greatly on increasing customer loyalty. (Ahmed, et al., 2015) stated that digital media has a key role in creating brand loyalty since advertising has changed from traditional to digital so there is a much scope available in this area. Based on this discussion, we hypothesize that:

Hypothesis 2. Digital communication has a significant impact on customer loyalty in the public sector.

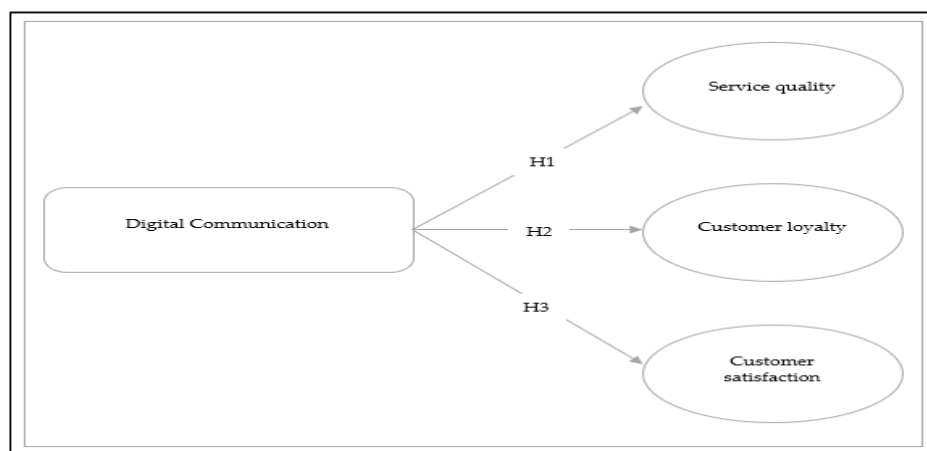
1.4 Customer Satisfaction

Satisfaction is considered by companies as the first criterion that allows them to measure and assess their relationship with the market and consumers (Aimee, 2019). The concept of customer satisfaction has attracted the attention of several researchers in recent years. (Vanhamme, 2002) ensures that the assessment of a member's experiences with a virtual community.

(Iriqat, et al., 2020) found on their research that there is a significant impact of digital transformation strategy on Customers' Satisfaction in Palestinian telecom industry. Based on this result, we hypothesize that:

Hypothesis 3. Digital communication has a significant impact on customer satisfaction in the public sector.

Figure 1. Research model



Source: Developed by the researcher

2. Methodology

The methodology used to test the research model was a survey on 156 Mobilis clients. The study being descriptive, we opted for a sampling method by convenience.

- Information Gathering Tool: Questionnaire
- Method of administration : The questionnaire was set online to whomever wanted to participate from Mobilis users
- Survey period: the data collection period was from August 17th to August 25th
- Pretest : The questionnaire was shared online with Mobilis users and customers.

3. Results and discussion

3.1 Participants

A total of 156 customers from Mobilis were voluntary participants in this study. Table 2 shows the descriptive statistics of all respondents.

Table 2. Descriptive Statistics of Respondents

Characteristics	Category	Frequency (N)	Percentage (%)
Gender	Male	58	38 %
	Female	95	62 %
Age	Less than 20	6	3,9 %
	20 – 30	137	89,5 %
	31 – 40	6	3,9 %
	Over 40	4	2,6%
Education level	University	4	2,7 %
	Superior education	84	56 %
	Professional training	53	35,1 %
	Secondary	10	6,6 %
Socio-professional status	Student	103	66 %
	Employee	37	23,7 %
	No profession	10	6,4 %
	Retired	4	2,6 %
	Others	2	1,2 %

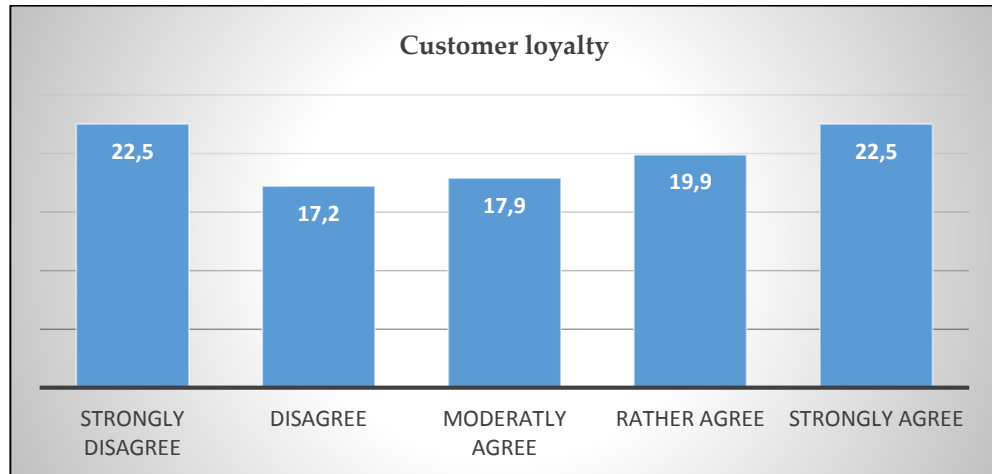
Source : Developed by the researcher

3.2 The impact of digital communication on service quality

To measure the influence of digital communication on service quality and test the first hypothesis, we did a Pearson correlation on the active engagement of the brand on social media and the perceived quality of service. We found out that the Pearson test is positive (**R=0,4**). We can affirm our hypothesis and say that the digital communication on social media has a positive impact on service quality.

3.3 The impact of digital communication on customer loyalty

The graph below present the level of loyalty Mobilis costumers hold towards the brand. We notice a good level of loyalty with a positive agreement of 42.4% and 17.9% of moderated agreement, against 39.7% of disagreement to the statement.

Figure 2. Distribution sample of customer loyalty to the brand

Source : Developed by us based on research results.

To measure the impact of digital communication on customer loyalty and test our hypothesis, we did the Pearson correlation between two sets of questions :

The information availability on social media and customer loyalty to the brand, and we found that that the Pearson correlation between those two questions is **R=0,4**. The availability of the information on Mobilis social media accounts has a significant impact and can derive customer loyalty.

We also test the impact the active engagement and presence of Mobilis on their social media on the customer loyalty and we found a positive relation between the two variables with **R=0,5**.

3.4The impact of digital communication on customer satisfaction

To measure the influence of digital communication on customer satisfaction and test the third hypothesis, we also did a Pearson correlation on the active engagement of the brand on social media and the customer satisfaction. We found out that the pearson test is positive (**R=0,6**). We can affirm our third hypothesis and say that the digital communication on social media has a positive impact and can increase customer satisfaction.

CONCLUSION

Currently, digital communication has a significative place within companies; it is one of the key elements of success and sustainability in the turbulent markets resulting from the new economic situation created by the popularisation of the web and the extent of digital evolution.

We have moved from unidirectional communication to multidirectional communication where the consumer has all the necessary tools to express their needs and desires as well as their experience and appreciation of the products and services offered by companies.

Today, the consumer has become more informed, more aware and more demanding. They see themselves as holders of the power and they intend to use it to their advantage. Every company aim is to maintain the long-term relationship with their customers and. In order to acquire the potential customers, their needs should be acknowledged to adapt their products or services in order to increase customer satisfaction.

As discussed, customers play a crucial role in the market chain process. To make it clearer, satisfied customers are the ones who can bring new customers to the companies by the power of the recommendation. This paper has gone into depth to understand the co-relation between customer satisfaction, service quality, customer loyalty and the brand digital communication, and can confirm that digital communication plays a crucial role and has a significant impact on those three concepts.

REFERENCES :

1. Hellier, Phillip K, et al. 2003. Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*. 1762-1800, 2003, Vol. 31, 11/12.
2. Ingaldi, Manuela. 2018. Overview of the main methods of service quality analysis. *Production engineering archives*. 2018.
3. Iriqat, Raed A.M et Jaradat, Ahmad. 2020. The Impact of Digital Transformation Strategy on Customers Satisfaction in the Palestinian Telecom Industry. *International Journal of Business Excellence*. 2020.
4. Jacoby, Jacob et Chestnut, Robert W. 1978. *Brand Loyalty : Measurement and Management*. New York : John Wiley & Sons, 1978.
5. Keller, Kevin Lane. 2009. Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*. 2009.
6. Khan, Arifur Rahman et Islam, Md. Aminul. 2017. The impact of digital marketing on increasing customer loyalty. *International Journal of Economics, Commerce and Management*. 2017.
7. Kotler, Philip et Keller, Kevin Lane. 2012. *Marketing Management*. 14th Edition. s.l. : Pearson Education, 2012.
8. Mosconi, Elaine, Packmohr, Sven et Santa-Eulalia, Luis Antonio. 2019. Making Digital Transformation Real. Conference: 52nd Hawaii International Conference on System Sciences. 2019.
9. Oliver, Richard L. 1991. Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*. 25-48, 1991, Vol. 57, 3.