

The Role of Electronic Marketing in Enhancing Customer Satisfaction within Hotel Institutions: A Field Study of Customers of Al-Aziz Hotel in Theniet El Had, Tissemsilt Province

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Abstract:

This study aims to investigate the role of electronic marketing in enhancing customer satisfaction within hotel institutions, taking Al-Aziz Hotel in the municipality of Theniet El Had (Tissemsilt Province) as a field study. To achieve this objective, the study adopted the descriptive-analytical method, targeting a purposive sample of (30) customers staying at the hotel, and using a questionnaire as the main tool for data collection. The data were statistically processed using the Statistical Package for the Social Sciences (SPSS V26).

The study reached a number of results, the most prominent of which is the existence of a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the electronic marketing mix elements in achieving customer satisfaction. This positive effect is limited to the dimensions of electronic pricing and electronic distribution. Conversely, the results showed no statistically significant effect of the dimensions of electronic product, electronic promotion, and information privacy and security on customer satisfaction in the institution under study.

Keywords: Electronic Marketing, Customer Satisfaction, Hotel Institutions, Al-Aziz Hotel.

JEL Classification: M31.

1. Introduction

Hotel institutions are currently striving to keep pace with the various developments taking place in the business environment in the field of information and communication technology and the shift towards the digital economy, in order to achieve a leading and strategic position in the market, attract the largest possible number of customers in the tourism and service sector, and expand their activities across the largest possible number of local and/or international markets. The so-called potential customer has thus become the primary objective of these institutions, which seek to satisfy, take care of, and serve them in the best possible manner, while retaining existing customers in an effort to achieve their satisfaction through their services and products, according to numerous adopted strategies, some traditional and others modern. Electronic marketing is considered one of these adopted methods and has become one of the most important modern concepts through which hotel institutions have

been able to move from the concept and practices of traditional marketing towards the use of advanced tools associated with modern technology in carrying out their service and marketing operations and activities, within an advanced marketing environment. It affects, in one way or another, customers' desires and requirements in terms of product or service quality and price, thereby achieving customer satisfaction and, consequently, customer loyalty.

Based on the foregoing, Al-Aziz Hotel, located in the municipality of Theniet El Had, Tissemsilt Province, is among the hotel institutions seeking to benefit from electronic marketing in its various elements in order to develop the services it provides to customers in the field of tourism, given that the hotel is located near El Meddad National Park, which is rich in highly important tourist areas and diverse and distinctive vegetation. This is aimed at achieving one of its most important objectives, namely customer satisfaction, which, through customer loyalty, contributes to achieving profitability and business continuity.

From this standpoint, through this research paper, we will attempt to answer the following main question, which represents the research problem:

- To what extent does electronic marketing affect customer satisfaction at Al-Aziz Hotel in Theniet El Had, Tissemsilt Province?

This main question gives rise to a set of sub-questions, including:

- To what extent are the dimensions of electronic marketing available at Al-Aziz Hotel in Theniet El Had, Tissemsilt Province?
- Is there a positive effect of the dimensions of electronic marketing on the satisfaction of the customers of the institution under study?
- To what extent is satisfaction achieved among the customers of Al-Aziz Hotel?

Based on the nature of the research problem and through an understanding thereof, the following main hypothesis was formulated:

There is a statistically significant effect at the significance level (0.05) of electronic marketing on customer satisfaction at Al-Aziz Hotel, Tissemsilt Province.

This main hypothesis gives rise to the following sub-hypotheses:

- There is a statistically significant effect at the significance level of the online product on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level of price on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level of electronic promotion on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level of electronic distribution on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level of information privacy on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level of information security on customer satisfaction at Al-Aziz Hotel.

This research paper aims to identify the theoretical framework of the study variables (electronic marketing and customer satisfaction), and to highlight the effect of electronic marketing on customer satisfaction in hotel institutions through a field study of the customers of Al-Aziz Hotel in Theniet El Had, Tissemsilt Province. It also seeks to identify the level of availability of the dimensions of electronic marketing at the hotel under study. This is based on the descriptive method with regard to the theoretical aspect of the study, while the applied aspect relies on a case study through the analysis of questionnaire data and information using the SPSS program.

To answer the research problem, we divided the research paper into three main sections as follows:

The first section addresses the theoretical framework of electronic marketing through a set of dimensions represented by (product, price, promotion, distribution, privacy, and information security).

The second section is devoted to the subject of customer satisfaction in hotel institutions.

The third section concerns the field study, which required us to prepare a questionnaire and distribute it to the customers of Al-Aziz Hotel in Tissemsilt Province.

2. Theoretical Framework of Electronic Marketing

2.1 Concept of Electronic Marketing

Electronic marketing is considered a field of modern marketing knowledge that has received considerable attention from researchers and writers, and a fundamental approach to achieving success, excellence, and innovation in the business environment that is compatible with the modern era, through unique and distinctive strategies and methods for providing electronic services via the Internet, in order to influence customers' attitudes and orientations and gain their satisfaction. Electronic marketing has been given numerous definitions, including the following:

Electronic marketing is defined as: “the process of creating and maintaining customer relationships through direct electronic activities aimed at facilitating the exchange of ideas, products, and services that achieve the objectives of both parties.” (Ben Bardi and Attia, 2017, p. 40).

Others refer to electronic marketing as: “all marketing activities carried out through the Internet, which involves managing the interaction between the organization and the consumer within the virtual environment in order to achieve mutual benefits. The virtual environment of electronic marketing relies primarily on Internet technology, and the electronic marketing process does not focus solely on selling products to the consumer, but also focuses on managing relationships between the institution and the consumer on the one hand, and between the elements of the internal and external environment on the other hand.” (Al-Sabbagh, 2016, p. 14).

Accordingly, regardless of the multiplicity of definitions provided for electronic marketing, they share one idea, namely that electronic marketing encompasses all activities carried out according to a clear digital vision through the Internet using digital marketing resources, in order to attract and retain customers and achieve a competitive advantage in the electronic

business market. Based on the foregoing, electronic marketing is characterized by several features, including the following: (Ben Chenina and Matay, 2019, p. 581)

- Reducing the distance between institutions: Electronic marketing reduces the distances between large and small institutions in terms of production, distribution, and human competencies, as small institutions can access international markets through the Internet without having the infrastructure of large institutions.
- The absence of paper documents in electronic marketing: Transactions are carried out electronically without the need to use paper, from the negotiation process through to product delivery and receipt of payment.
- Electronic marketing is characterized by the use of the element of stimulation to attract users' attention to electronic messages, given the large number of institutions that disseminate their electronic messages.
- There are no restrictions other than cost on the amount of information that can be displayed on the Internet, which is continuous.
- Extensive service: Electronic marketing is characterized by providing extensive service and enabling customers to interact with the marketing website at any time, without the institution owning the website knowing unless the customer contacts it. It also cannot monitor visitors to its website.
- Digitalization: This refers to the ability to express the product, or at least its benefits, at a digital level of information; in other words, it is the influencing capability created by the website on the network to encourage customers to accept the distinctive characteristics of the product through its digital results.

2.2 Objectives of Electronic Marketing in Hotel Institutions

The objectives of electronic marketing differ from one institution to another depending on the nature of the work or activity, its size, objectives, and other marketing methods. Among these objectives, in general, are the following: (Ibrahimi, Maliki, and Kelal, 30–31 December 2019, p. 201)

- Introducing the product or service and identifying the most important features that distinguish the product from its competing products.
- Increasing the institution's sales rate.
- Increasing customer affiliation with the institution by regularly monitoring customers' desires and needs through email, email advertising, or any other electronic means.
- Establishing a broad and strong database of potential customers.
- Enabling the institution's products and services to reach customers more quickly.
- Differentiating and distinguishing the way the institution's products and services are presented from those of competitors.
- Increasing the efficiency and effectiveness of the institution's operations and enhancing its competitiveness.

- Enabling hotel institutions to provide customer support through various means via the Internet, develop commercial and service performance, and increase the level of quality in electronic business operations.

2.3 Elements of the Electronic Marketing Mix

The elements of the electronic marketing mix aim to provide distinctive value to the customer through information technology, with customer satisfaction being the main objective of this mix. Its most important elements are as follows:

- **Online Product:** The product may be a tangible good, a service, an idea, a person, a place, or something else. It constitutes the essence of economic activity, whether traditional or conducted over the Internet. The product offered online is characterized by the following: (Ibrahimi, Maliki, and Kelal, 30–31 December 2019, p. 202)
- The possibility of purchasing the product from any institution in the world at any time.
- The availability and speed of electronic delivery and payment systems.
- The level of availability of data and information plays a decisive role in the success of the product.
- The availability of a brand for the offered product is one of the essential conditions for its success.
- **Online Pricing:** The electronic pricing strategy must be consistent with the basic and fundamental principles of the institution's activity, its strategic objectives, and its promises to customers. There are several pricing strategies both offline and online, including fixed pricing, whereby sellers set the prices of goods and the buyer or customer must either accept them or leave them, and dynamic pricing, which is a strategy of offering different prices to different customers, whereby Internet users receive up-to-date price information upon request from product sales databases. There is also barter, which involves exchanging goods or services for other products instead of cash, and this strategy is considered unprofitable for the institution. Accordingly, electronic pricing enables the institution to enhance its profits through various methods, including accuracy in determining price levels, rapid adaptation in response to market changes, and price segmentation. (Raghad Mohamed Fawzi, 2019, p. 22)
- **Electronic Promotion:** There is a set of basic tools used to promote electronic businesses via the Internet, including: the website, search engines, directories, electronic advertising, email, news groups, and social media.
- **Electronic Distribution:** The distribution process in the field of electronic business follows the process of buying and selling through the Internet, where distribution methods differ according to the form and nature of the product, whether it is a good or a service.

The distribution of goods is carried out through reliance on the supporting logistics systems available in the real-world field, whereas the electronic distribution of services is carried out according to the nature of the services, which allows for the possibility of achieving more integrated commerce through numerous and varied methods, including:

- Distribution of services through the selling institution's website: This is done by accessing the required service using the password obtained by the electronic buyer after paying the required amount through electronic payment methods.
- Distribution of the service through downloading: This takes place after payment of the amount required by the institution.
- Mixed distribution: Part of the process is carried out electronically and the other part in reality. For example, renting a hotel room is carried out through an electronic request as a first step, whereas staying in the room takes place in reality (at the hotel).
- Distribution through email: This includes services involving the sale of files or sending notifications to customers confirming the receipt of orders and shipments, notifying them of the receipt of their financial payments by the institution, and so on.

- Online Data Privacy:

Some specialists consider privacy to be one of the elements of the electronic marketing mix due to its importance and sensitivity to both the customer and the institution. Information privacy refers to the right of individuals, groups, institutions, and the state to determine a set of matters concerning the data and information related to them. This is confirmed when a customer is required to provide a personal password when registering and/or opening an account on the institution's main website. Among the issues associated with privacy is the need to determine the quantity, manner, and timing of the data and information that the marketing institution (electronic store) is permitted to use. The latter faces numerous problems and considerable difficulties in achieving a balance between the need to obtain and retain a sufficient amount of customer data and information, on the one hand, and not violating the privacy (personal life) of the same customer, on the other hand. Among the most important elements for implementing a privacy policy are the following:

- The commitment of those who collect personal data not to use it without authorization and the customer's explicit consent.
- A statement explaining how and for what purposes the data are collected and used, which must be clear to the customer before the collection process begins.
- Enabling the customer to access the data concerning them and verify its correctness, accuracy, and comprehensiveness.
- Providing the customer with multiple options regarding the use of personal data so that they can freely choose among them.

- Electronic Business Security:

The issue of data security and confidentiality is one of the important issues that receives considerable attention from specialists in the field of electronic business over the Internet. Information security refers to the protection and securing of all resources used in information processing, whereby the institution itself, its employees, the computer equipment used, as well as data and information storage media, are protected from theft, intrusion, and forgery. The importance of information security stems from the fact that it is used by everyone without exception (the state, institutions, and individuals), while it is also a target for intrusion by

everyone without exception. Sometimes, information is the decisive factor between victory and defeat, and between gain and loss. Information security consists of three components:

- Information confidentiality: This includes all measures necessary to prevent unauthorized persons from accessing sensitive or confidential information.
- Information integrity: Through the measures necessary to protect information from alteration.
- Ensuring the availability of information and computing resources: Information becomes of no value if those who are entitled to access it cannot reach it or require a long time to do so. (Hasab Al-Jabou Jaber, 2011, p. 04)

3. Customer Satisfaction in Hotel Institutions

3.1 Definition of Customer Satisfaction

Customer satisfaction is a fundamental and essential indicator of the customer's inclination toward a product in light of their positive and negative expectations regarding these products. Therefore, institutions seek to achieve customer satisfaction, as they were established to meet their needs and desires... (Ben Al-Taher, 2017, p. 24). In this regard, Kotler defined satisfaction as: “a psychological state following a particular good or service, simply expressed as a feeling resulting from the difference between the customer's expectations and perceived performance, while at the same time depending on the previous attitude toward the good or service.” (Baali and Ben Djelloul, 2022, p. 18)

Regarding customer satisfaction, Karaman confirms the existence of two concepts. One focuses on distinguishing between service quality and satisfaction based on accumulated transactions. The first is achieved through exchange processes that are determined in light of the level of the customer's previous expectations in relation to the final outcome, whereas the second concept is based on the customer's overall experience of use over a specific period of time. (Ben Amara and Rabie, 2022, p. 344)

Based on the foregoing, we can say that customer satisfaction is the fundamental axis for establishing a lasting and interconnected relationship between the customer and the institution by creating the customer's conviction that the product provided to them corresponds to their expectations and needs. In other words, it is a positive or negative reaction resulting from the comparison between expectations and the actual perceived performance after using the product (good or service). Satisfaction is characterized by three levels:

- Performance < Expectations ===== Dissatisfied customer.
- Performance = Expectations ===== Satisfied customer.
- Performance > Expectations ===== Highly satisfied customer.

3.2 Importance of Customer Satisfaction

Customer satisfaction is one of the strategic marketing objectives of any institution. It constitutes an asset, and its importance lies in the following:

- Customer satisfaction with the performance or service and/or good provided generates new customers for the institution through word-of-mouth regarding the product.
- Satisfaction creates an incentive for the customer to become loyal to the institution or brand.

- The institution's ability to achieve customer satisfaction with regard to the product (good/service) it provides reduces the likelihood of the customer turning to other competing institutions.
- Measuring customer satisfaction by the institution leads to determining its market share.
- High levels of satisfaction encourage customers to repeat the purchasing process, which means repeated transactions between the institution and the customer. Consequently, a continuous communication relationship may arise between them, known as feedback, which leads the institution to develop its services periodically and continuously.

3.3 Determinants of Satisfaction

Expectations: Customer expectations are considered among the most important elements that the institution must pay attention to in order to create products that correspond to these expectations, thereby creating what is known as satisfaction. The customer judges the quality of the service based on what they expect and what they actually receive. Therefore, the term expectation was divided into two questions: (Ibrahimi, Maliki, and Kelal, 30–31 December 2019, p. 209)

- What does the customer expect when seeking to obtain the service?
- What does the customer desire when seeking to obtain the service?

Through answering these two questions, two different levels of customer expectations can be identified:

- Desired level: Represents the level of service desired by the customer.
- Adequate level of expectations: Represents the level acceptable to the customer.
- Actual (perceived) performance: This refers to the level of performance perceived by the customer when obtaining the service, in addition to the actual characteristics of the service. (Baali and Ben Djelloul, 2022, p. 20)
- Congruence: Congruence is achieved when the actual performance of the product equals the expected performance. As for non-congruence, it is the degree to which the service performance deviates from the level of expectation that appears before obtaining it.

4. Field Study and Its Methodological Procedures

4.1 Study Procedures

4.1.1 Study Variables

The study variables consist of electronic marketing as an independent variable, with its dimensions represented by (product, price, promotion, distribution, privacy, and information security), and customer satisfaction as a dependent variable.

4.1.2 Study Population and Sample

The study population consists of the customers of Al-Aziz Hotel in Theniet El Had, Tissemsilt Province. The study sample was selected randomly and consisted of 30 customers to whom

the questionnaire was distributed. All questionnaires were retrieved and were valid for processing and analysis after examination and verification.

4.1.3 Study Instrument

The questionnaire was designed and divided into two parts as follows:

Part One: It included the personal data of the study sample, represented by (gender, age, and educational level).

Part Two: It included the study variables represented by electronic marketing and customer satisfaction. The following table presents the questionnaire distributed to the study sample.

Table No. (01): Distribution of the Questionnaire Questions

Number of Statements	Dimensions
03	Personal Data
24	Electronic Marketing with Its Dimensions
06	Customer Satisfaction

Source: Prepared by the Researchers

4.1.4 Measurement Scale of the Instrument:

The five-point Likert scale was used, as it is considered one of the most widely used scales for measuring opinions and is easy to apply. The responses were translated as follows:

Strngly disagree	Disagree	Neutral	Agree	Strngly agree	Scores
1	2	3	4	5	Weights

The degree of relative importance of the responses of the sample members is determined using the following equation: (the upper limit of the scale (5) – the lower limit of the scale (1)) divided by the number of required categories (3), resulting in 1.33. Then, 1.33 is added to the lower limit to obtain the upper limit, and so on, resulting in the following response analysis scale:

Table No. (02): Level of Relative Importance of the Responses of the Sample Members

Relative Importance of the Response	Range
Low Level	]2,33 – 1]
Medium Level	]3,66 – 2,33]
High Level	]5 – 3,66]

Source: Prepared by the Researchers

4.2 Statistical Analysis of the Questionnaires

4.2.1 Test of Validity and Reliability of the Study Instrument:

In order to verify the validity of the questionnaire and ensure that it measures what it was designed to measure, it was presented to a group of professors with scientific competence and professional experience. Following the recommendations provided and making some

modifications, it was formulated in its final form and distributed to the customers of Al-Aziz Hotel in Theniet El Had, Tissemsilt Province.

To ensure that the questionnaire measures the factors intended to be measured, we tested the internal consistency of the items. As shown in Table No. 03 below, the reliability coefficient for the independent variable, electronic marketing, reached 0.876, while the reliability coefficient for the dependent variable, customer satisfaction at Al-Aziz Hotel, reached 0.765. These are high and acceptable values, indicating that the instrument has a high degree of reliability, as the reliability coefficients for all items and dimensions of the study exceed the accepted value of (0.70). The reliability coefficient for all questionnaire items reached (0.907), which is a very high value, indicating that the questionnaire has a high degree of reliability and can be used and relied upon in the field application of the study. Table No. 03 illustrates this:

Table No. (03): Cronbach's Alpha Reliability Coefficient for the Study Variables

Cronbach's Alpha Coefficient	Number of Items	Study Dimensions
0.876	24	Electronic Marketing
0.765	06	Hotel Customer Satisfaction
0.907	30	Questionnaire as a Whole

Source: Prepared by the Researchers Based on the Outputs of the SPSS V26 Program

4.2.2 Analysis of the Characteristics of the Study Sample

The results of the study presented in Table No. 04 below, with regard to the gender variable, show that the percentage of males reached 70%, while the percentage of females was 30%, out of the total sample of 30 customers.

As for the age variable, the age group between 31 and 50 years constituted the majority, with a percentage of 80%, followed by the age group over 50 years, at 13.33%, while the age group under 30 years recorded a percentage of 6.67%.

Regarding the educational level variable, the percentage of customers with a university-level education reached 63.30%, followed by customers with a secondary-level education at 26.70%, while those with postgraduate education accounted for 10%. This indicates that the hotel receives customers from different segments of society, particularly since its geographical location is adjacent to National Road No. 14, allowing customers to stop, take a rest, and enjoy the hotel's services. It is also located near the El Meddad National Cedar Park, a scenic tourist site.

Table No. (04): Distribution of the Study Sample Members According to Personal Characteristics

)Percentage (%)	number	categories	variable	%percentage	number	categories	variable
6.67	02	Less than 30	Age	70	21	male	Sex

80.00	24	From 31 to 50	Years	30	09	female	
13.33	04	More than 51		100	30	total	
100	30	Total					
				26.7	08	secondary	Academic level
				63.3	19	university	
				10	3	High studies	
				100	30	total	

Source: Prepared by the Researchers Based on the Outputs of the SPSS V26 Program

4.3 Analysis and Discussion of the Results:

4.3.1 Test of the Normal Distribution of the Study Instrument:

This is presented in Table No. (05).

Table No. (05): “Test of the Normal Distribution of the Study Instrument (Kolmogorov-Smirnov and Shapiro-Wilk)”

Significance (.Level (Sig	Sample Size	Z Value	Dimensions
0.169	30	0.135	Electronic Marketing
0.036	30	0.165	Customer Satisfaction

Source: Prepared by the Researchers Based on the Outputs of the SPSS26 Program.

The table above shows that the statistical significance level for the electronic marketing dimension of the study reached 0.169, which is greater than 0.05, confirming that its data follow a normal distribution. In contrast, the statistical significance level for the customer satisfaction dimension reached 0.036, which is less than 0.05, confirming that its data do not follow a normal distribution.

4.3.2 Analysis of the Current State of the Study Variables in the Institution under Study

Based on the data presented in the table below, we note that the overall arithmetic mean of the dimensions of the electronic marketing dimension as a whole was (3.65), with a standard deviation of (0.751). This indicates a considerable level of electronic marketing at Al-Aziz Hotel across its various dimensions.

The online product dimension ranked first in terms of importance, with an arithmetic mean of (4.01) and a standard deviation of (0.950), with a high overall trend. The electronic distribution dimension ranked second, with an arithmetic mean of (3.84) and a standard deviation of (0.900), with a high overall trend. The electronic promotion dimension ranked third, with an arithmetic mean of (3.72) and a standard deviation of (0.122), with a high overall trend.

The information security dimension ranked fourth in terms of importance, with an arithmetic mean of (3.65) and a standard deviation of (0.977), with a moderate overall trend. The electronic pricing dimension ranked fifth, with an arithmetic mean of (3.32) and a standard deviation of (0.117), with a moderate overall trend. Finally, the information privacy dimension ranked sixth and last, with an arithmetic mean of (3.27) and a standard deviation of (0.109), with a moderate overall trend. This indicates a moderate level of electronic marketing in the institution under study.

As for the customer satisfaction dimension at the hotel, according to the data presented in Table No. 06 below, it appears that the dimension as a whole, with all its items, had an overall arithmetic mean of (3.55) and a standard deviation of (0.115), with a moderate overall trend. This indicates that there is a considerable level of customer satisfaction at the hotel.

Table No. (06): Analysis of the Current State of the Study Variables in the Institution under Study

Overall Trend	Standard Deviation	Arithmetic Mean	Study Variables
high	0.950	4.01	Electronic Product
midium	0.117	3.32	Electronic Pricing
high	0.122	3.72	Electronic Promotion
high	0.900	3.84	Electronic Distribution
midium	0.109	3.27	Information Privacy
midium	0.977	3.65	Information Security
midium	0.751	3.65	Electronic Marketing Dimension
midium	0.115	3.55	Customer Satisfaction Dimension

Source: Prepared by the Researchers Based on the Outputs of the SPSS V26 Program.

4.3.3 Testing the Hypotheses:

· Test of the Relationship between Electronic Marketing and Customer Satisfaction at Al-Aziz Hotel in Theniet El Had, Tissemsilt Province

The results of Table No. (07) below indicate the existence of a strong, positive, and direct correlation between electronic marketing and customer satisfaction at Al-Aziz Hotel in Theniet El Had, Tissemsilt Province. This is confirmed by Pearson's correlation coefficient, which reached ($R = 0.763$). Considering the coefficient of determination ($R^2 = 0.582$), this

value indicates that approximately 58% of customer satisfaction is attributable to the hotel's adoption of electronic marketing. In other words, electronic marketing as an independent variable (with its dimensions combined) explains 58% of the variance in achieving customer satisfaction at the hotel, while the remaining percentage is attributable to other factors outside the study model.

Table No. (07): “Linear Correlation between Electronic Marketing and Customer Satisfaction at the Hotel under Study”

Erreur standard de l'estimation	R-deux ajuste	Coefficient of Determination(R^2)	Correlation Coefficient ®	Model
0.414	0.567	0.582	0.763	

Source: Prepared by the Researchers Based on the Outputs of the SPSS V26 Program.

• **Test of the Main Hypothesis:**

The main hypothesis is tested based on the results presented in Table No. (08) below:

Table No. (08): “Regression Variance Test of the Effect of Electronic Marketing on Customer Satisfaction”

Significance Level	F Value	Mean Square	Degrees of Freedom	Sum of Squares	
0.000	38.966	6.696	1	6.696	Regression
		0.172	28	4.812	Error
			29	11.508	Total

Source: Prepared by the Researchers Based on the Outputs of the SPSS26 Program.

Based on the table above, the significance of the study model is evident through the F value, which reached (38.966) with a significance level of (0.000), which is less than (0.05), for degrees of freedom ($df = 1$ and 28). This indicates that the regression is significant and is not equal to zero, demonstrating that the dimensions of electronic marketing, collectively or at least one of them, have a significant effect on customer satisfaction at the hotel under study. This is in accordance with Table No. (08). Accordingly, we accept the null hypothesis H_0 and reject the alternative hypothesis H_1 , i.e.: There is a statistically significant effect at the significance level (0.05) of electronic marketing on customer satisfaction at Al-Aziz Hotel, Tissemsilt Province.

• **Test of the Sub-Hypotheses:**

The sub-hypotheses are tested based on multiple regression analysis of the strength of the effect of electronic marketing, with its dimensions, on customer satisfaction at Al-Aziz Hotel in Theniet El Had, Tissemsilt Province, according to the results recorded in Table No. (09) below.

Table No. (09): “Multiple Regression Analysis of the Strength of the Effect of Electronic Marketing on Customer Satisfaction at the Hotel under Study”

Significance (.Level (Sig	T Value	Standardized Coefficients	Unstandardized Coefficients		Independent Variables
		Beta value	Std.	B	
					Dependent

			Error		Variable	
0.361	-0.933	-	0.774	-0.722	(constant)	
0.392	0.872	0.131	0.182	0.159	Customer satisfaction	Online Product
0.05	1.987	0.356	0.175	0.348		Electronic Pricing
0.819	-0.231	-0.034	0.140	-0.032		Electronic Promotion
0.029	2.328	0.410	0.225	0.524		Electronic Distribution
0.852	0.189	0.026	0.147	0.028		Information Privacy
0.416	0.827	0.114	0.163	0.135		Information Security

Source: Prepared by the Researchers Based on the Outputs of the SPSS26 Program.

First Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of the online product on customer satisfaction at Al-Aziz Hotel.

Based on Table No. (09) above, we note that the slope coefficient reached 0.159. Statistically, any increase in the orientation toward the electronic product by one unit leads to an increase in customer satisfaction by 15%. The significance level was 0.392, which is greater than 0.05, indicating the absence of significance. Accordingly, we reject the null hypothesis H₀ and accept the alternative hypothesis H₁, i.e.: There is no statistically significant effect at the 05% significance level of the online product on customer satisfaction at Al-Aziz Hotel.

Second Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of price on customer satisfaction at Al-Aziz Hotel.

Based on the results recorded in Table No. (09) above, we note that the slope coefficient reached 0.348. Statistically, any increase in the orientation toward electronic pricing by one unit leads to an increase in customer satisfaction by 34%. The significance level was 0.05, which is equal to 0.05, indicating the existence of significance. Accordingly, we accept the null hypothesis H₀ and reject the alternative hypothesis H₁, i.e.: There is a statistically significant effect at the 05% significance level of price on customer satisfaction at Al-Aziz Hotel.

Third Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of electronic promotion on customer satisfaction at Al-Aziz Hotel.

According to the results of Table No. (09) above, we note that the slope coefficient reached (-0.032). Statistically, any decrease or reduction in the orientation toward electronic promotion by one unit leads to a decrease in the level of customer satisfaction by 3.20%. The significance level was 0.819, which is greater than 0.05, indicating the absence of significance. Accordingly, we reject the null hypothesis H₀ and accept the alternative hypothesis H₁, i.e.: There is no statistically significant effect at the 05% significance level of electronic promotion on customer satisfaction at Al-Aziz Hotel.

Fourth Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of electronic distribution on customer satisfaction at Al-Aziz Hotel.

Based on the data in Table No. (09) above, we note that the slope coefficient reached 0.524. Statistically, any increase in the orientation toward electronic distribution by one unit leads to an increase in customer satisfaction by 52.40%. The significance level was 0.029, which is lower than 0.05, indicating the existence of significance. Accordingly, we accept the null hypothesis H0 and reject the alternative hypothesis H1, i.e.: There is a statistically significant effect at the 05% significance level of electronic distribution on customer satisfaction at Al-Aziz Hotel.

Fifth Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of information privacy on customer satisfaction at Al-Aziz Hotel.

Based on the outputs recorded in Table No. (09) above, we note that the slope coefficient reached 0.028. Statistically, any increase in the orientation toward information privacy by one unit leads to an increase in customer satisfaction by 2.80%. The significance level was 0.852, which is greater than 0.05, indicating the absence of significance. Accordingly, we reject the null hypothesis H0 and accept the alternative hypothesis H1, i.e.: There is no statistically significant effect at the 05% significance level of information privacy on customer satisfaction at Al-Aziz Hotel.

Sixth Sub-Hypothesis: There is a statistically significant effect at the 05% significance level of information security on customer satisfaction at Al-Aziz Hotel.

Based on the results recorded in Table No. (09) above, we note that the slope coefficient reached 0.135. Statistically, any increase in the orientation toward information security by one unit leads to an increase in customer satisfaction by 13.50%. The significance level was 0.416, which is greater than 0.05, indicating the absence of significance. Accordingly, we reject the null hypothesis H0 and accept the alternative hypothesis H1, i.e.: There is no statistically significant effect at the 05% significance level of information security on customer satisfaction at Al-Aziz Hotel.

5. Conclusion

Electronic marketing is no longer merely a promotional tool; rather, it has become an essential element in building a sustainable relationship between hotel institutions and their customers. It contributes to enhancing service quality, expanding the scope of reach, and providing an integrated digital experience that increases the level of satisfaction and trust.

Moreover, investing in innovative digital strategies provides hotel institutions with the opportunity to achieve a competitive advantage in a highly dynamic market.

Through the study we conducted, which aimed to demonstrate the role of electronic marketing in enhancing customer satisfaction through a field study of the customers of Al-Aziz Hotel in Theniet El Had, Tissemsilt Province, we reached a number of results, including the following:

- There is a statistically significant effect at the significance level (0.05) of electronic marketing on customer satisfaction at Al-Aziz Hotel, Tissemsilt Province.

- There is no statistically significant effect at the significance level 05% of the online product on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level 05% of price on customer satisfaction at Al-Aziz Hotel.
- There is no statistically significant effect at the significance level 05% of electronic promotion on customer satisfaction at Al-Aziz Hotel.
- There is a statistically significant effect at the significance level 05% of electronic distribution on customer satisfaction at Al-Aziz Hotel.
- There is no statistically significant effect at the significance level 05% of information privacy on customer satisfaction at Al-Aziz Hotel.
- There is no statistically significant effect at the significance level 05% of information security on customer satisfaction at Al-Aziz Hotel.

In light of the results obtained from this study, we put forward a number of recommendations for the hotel management, including the following:

- Emphasizing the need for hotel management to pay attention to the elements of electronic marketing in light of the tremendous technological development, in order to enhance customer satisfaction by introducing benefits and discounts on occasions and reducing prices, enabling the hotel to sustain its activities and achieve its strategic objectives.
- Updating the interface and content of the website to be consistent with the nature of the tourist area.
- Working to achieve a high level of security for customers' personal information, in order to achieve their satisfaction and, consequently, their loyalty to the hotel, through the use of strong and updated protection systems.
- Conducting a comprehensive and periodic electronic survey aimed at highlighting the various services and their prices, and the extent to which they meet customers' desires and requirements.
- Urging hotel management to adopt electronic promotion through various electronic media of the tourist sites that the province is rich in and to promote awareness of them.

Accordingly, it can be said that the success of hotel institutions in the digital age depends to a large extent on their ability to integrate electronic marketing into their comprehensive strategies, in a manner that ensures customer satisfaction and maintains their loyalty in the long term.

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