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## ARTICLE TITLE

THE IMPACT OF MARKETING INNOVATION IN ENHANCING  
CUSTOMER LOYALTY: A CASE STUDY OF CUSTOMERS OF THE  
INSTITUTION "MOBILIS" - BOUIRA AGENCY

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# THE IMPACT OF MARKETING INNOVATION IN ENHANCING CUSTOMER LOYALTY: A CASE STUDY OF CUSTOMERS OF THE INSTITUTION "MOBILIS" - BOUIRA AGENCY

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## ABSTRACT

This study aims at identifying the impact of marketing innovation on customer loyalty. To achieve this objective, the descriptive-analytical approach was used, by administering a questionnaire as the primary tool for data collection. The researchers selected randomly a sample of 100 customers of the Mobilis institution. Data processing and analysis were conducted using the Statistical Package for the Social Sciences (SPSS). The findings revealed a statistically significant relationship between marketing innovation and customer loyalty through its impact on the four dimensions of loyalty which are trust, complaint behavior, and word of mouth. The correlation coefficient for the five dimensions was similar, as was their explanatory power.

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## KEYWORDS

Innovation, Marketing Innovation, Customer Satisfaction, Customer Loyalty

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## Introduction.

The world is experiencing great dynamism in all fields at an accelerating pace. In light of these changes, institutions must be sufficiently vigilant to keep up. It has become essential for institutions to adopt modern marketing, which plays an important role within organizations. This has led to intense competition among institutions to find new ways to satisfy consumers and gain greater loyalty. Therefore, those who succeed in this endeavor are the winners in this fierce competition, as customer loyalty cannot be achieved without differentiation.

Innovation has become an essential and urgent necessity, especially in the face of growing challenges stemming from rapid technological advancements and the ongoing digital revolution. Institutions that seek to excel, lead, and maintain competitiveness are those that innovate. The consumer has become the ultimate decision-maker, pushing institutions to compete in satisfying their needs and securing their loyalty by better meeting their desires.

**Research Problem:** Is there a statistically significant relationship between marketing innovation and customer loyalty at the national telecommunications company Mobilis in Bouira agency?

**Sub-questions:**

- Is there a statistically significant relationship between marketing innovation and trust in the national telecommunications company Mobilis in Bouira agency?
- Is there a statistically significant relationship between marketing innovation and complaint behavior in the national telecommunications company Mobilis in Bouira agency?
- Is there a statistically significant relationship between marketing innovation and word-of-mouth in the national telecommunications company Mobilis in Bouira agency?

**Research Hypotheses:**

**Main Hypothesis:**

- There is a statistically significant relationship between marketing innovation and customer loyalty at the national telecommunications company Mobilis in Bouira agency.

The main hypothesis is divided into the following sub-hypotheses:

- There is a statistically significant relationship between marketing innovation and trust in the national telecommunications company Mobilis in Bouira agency.
- There is a statistically significant relationship between marketing innovation and complaint behavior in the national telecommunications company Mobilis in Bouira agency.
- There is a statistically significant relationship between marketing innovation and word-of-mouth in the national telecommunications company Mobilis in Bouira agency.

**Importance of the Study:**

The importance of this study lies in the following points:

- Understanding the significance and role of marketing innovation in enhancing customer loyalty.
- Identifying the role of marketing innovation in strengthening customer loyalty within institutions in general and at the national telecommunications company Mobilis in particular.
- Examining the contribution of marketing innovation in enhancing customer loyalty at the company.
- Highlighting the need to prioritize marketing innovation in telecommunications institutions.

**Objectives of the Study:**

This study aims to:

- Shed light on customer loyalty, its importance, and the tools for building it.
- Identify the relationship between marketing innovation provided by the national telecommunications company Mobilis in Bouira agency and its customers' loyalty.
- Understand customers' opinions regarding innovations in the services provided by the national telecommunications company Mobilis in Bouira agency.

**Research Methodology:**

The present research adopts the descriptive analytical approach in examining the study variables, as it is suitable for many studies that adopt a cognitive approach. The theoretical part relies on literature and references to describe the phenomenon, followed by the practical part, which analyzes the study variables and tests the hypotheses through field surveys and statistical analyses.

**Theoretical Framework of the Study**

**Marketing Innovation**

The Organization for Economic Co-operation and Development (OECD) defines innovation as "the implementation of a new or significantly improved product (good or service), a new marketing method, or a new organizational method in business practices, workplace organization, or external relations" (Amcher & Hassaine, 2018, p. 251).

Marketing innovation is also defined as "the application of a new marketing method that involves significant changes in product design, product positioning, promotion, or pricing strategies. Marketing innovation can be described as the process of generating, developing, and efficiently implementing ideas across all marketing practices" (Kebab, 2017, p. 430).

**Importance of Marketing Innovation:**

Marketing innovation holds great significance for organizations, customers, and society in general:

- **For organizations:** It provides a competitive advantage, and it distinguishes the institution from its competitors and enhances its brand image, leading to increased market share, sales, and profitability while it attracts new customers and retains existing ones.
- **For customers:** Whether individuals or organizations, marketing innovation helps meet the needs, improve the satisfaction of existing needs, and anticipate future customer demands.
- **For society:** The benefits realized by organizations and customers translate into broader societal benefits, such as raising living standards and increasing national output. If applied in international marketing, it can also enhance a country's ability to compete in global markets (Kebab, 2017, p. 71).

#### **Stages of Implementing Marketing Innovation:**

The marketing innovation process consists of six key stages:

- **Idea Generation:** Institutions may require new ideas depending on their market conditions. Some may need only a few ideas due to operational challenges, while others require a continuous flow of ideas to adapt to a changing environment (Dhmour, 2008, p. 250).
- **Initial Screening:** This stage filters out unfeasible ideas, and the goal in the idea generation phase is to collect as many ideas as possible without constraints. The screening process ensures that only relevant and viable ideas proceed for further evaluation (Jumaa, 2003, p. 5).
- **Idea Evaluation:** Ideas are assessed in detail, for their advantages and disadvantages to determine their feasibility. Non-viable ideas are discarded, while promising ideas move forward (Slimani, 2007, p. 36).
- **Innovation Testing:** Innovations are tested to determine their applicability. Inapplicable innovations are eliminated, while viable ones advance to the next stage.
- **Implementation:** This involves putting innovative ideas into practice and integrating them into the marketing activities of the institution.
- **Evaluation:** After implementation and allowing a sufficient timeframe for application, the innovation is evaluated based on its outcomes. Lessons learned from successes and failures help refine future innovations.

#### **Customer Loyalty**

Loyalty has been defined in various ways:

- Oliver (1997) defines it as "a deep commitment to repurchasing or continuing a product or service consistently despite external influences and marketing efforts aimed at changing consumer behavior" (Aliouch, 2017, p. 57).
- Kotler describes loyalty as "a strong commitment to continuously purchasing or obtaining a product or service despite competitive marketing efforts" (Khelout, 2013, p. 52).
- It is also seen as "the repeated purchasing behavior of customers who trust a product due to brand reputation, price, quality, or other factors" (Lilik, Muinah, & Putri, 2024, p. 2632).

From the previous definitions, customer loyalty can be described as "the behavior exhibited by the customer towards a product, brand, or institution, resulting in repeated purchases on a continuous basis, with positive beliefs and attitudes, despite all temptations from competitors."

2-2-2 Types of Loyalty: There are several types of loyalty, including: (Al-Nazir, 2009, pp. 42-43)

**Disloyalty:** This represents a state of weak ties and lack of loyalty to the institution that interacts with the customer. In this type, implementing customer loyalty programs and policies is futile, and these programs are considered a waste of money and effort.

**Inertia Loyalty:** This refers to a weak connection with the institution but with a high frequency of visits. It often occurs due to laziness and reluctance to put in the effort to seek out new services offered by the institution, or due to the customer's proximity to the institution. This type of loyalty can be enhanced if the service provider manages to differentiate itself from competitors, for example, by adding new services not previously offered to customers.

**Latent Loyalty:** An example of this is when a strong relationship exists with an institution or service, but the engagement with the same institution decreases. This type of loyalty occurs because decisions are not only based on the decision-maker's preferences but are also influenced by the opinions of those around them. It may also occur when the agency's services lack diversity and updates. In this case, there is potential to elevate the customer's loyalty level, considering that the request for service transfer remains within the agency rather than the customers themselves.

**High or Distinguished Loyalty:** This represents a strong commitment to the organization and frequent engagement with its services. This type of loyalty is highly desirable by all producing organizations, as these customers act as promoters of the organization and its services.

**2-2-3 Dimensions of Customer Loyalty:** Researchers have made numerous efforts and scientific contributions to diagnosing the dimensions of customer loyalty. Some view customer loyalty as a two-dimensional construct, while others consider it a multi-dimensional concept. Oliver (1997) proposed three dimensions of customer loyalty: cognitive loyalty, emotional loyalty, and behavioral loyalty. He later developed these into four dimensions: cognitive loyalty, affective loyalty, conative (commitment) loyalty, and behavioral loyalty. Since then, efforts have been made to introduce additional dimensions to measure customer loyalty in the service industry. Below is an explanation of the dimensions relevant to this study (Al-Enezi, 2017, p. 39).

**Trust:** In marketing literature, trust is considered as one of the fundamental pillars of successful relationship marketing, and it strengthens long-term relationships by maintaining the confidentiality of customer information and ensures commitment to delivering on promises. In the same context, Nguyen views customer trust as a fundamental element in building customer loyalty. The above-mentioned researchers recognize that numerous marketing studies highlight the significant role of customer trust in fostering positive behavioral intentions toward the organization.

From the above, it is evident that the trust dimension is reflected in the positive perception and goodwill that the customer holds toward the organization (its products and services), as a result of credibility, reliability, and the fulfillment of promises. (Al-Enezi, 2017, p. 40)

**Complaint Behavior:** Customer complaints are a dynamic process influenced by stimuli resulting from previous negative experiences. They are not merely the outcome of a short period or direct reactions but rather a complex and ongoing process that represents a unique and personal behavior, much like the individual making the complaint. Dissatisfaction constitutes a significant part of customer complaint behavior. This behavior does not only occur after a purchase but can also happen during the purchasing process. Customers react and complain based on incoming information, context, and other service delivery locations. Complaints provide valuable insights to service providers, such as identifying issues, common service problems, improving service design, delivery, understanding perceived service quality, and assisting in planning (Hammadi, 2019, pp. 222-223).

**Word of Mouth:** This refers to an informal communication method used to share information about products, brands, or institutions between consumers. It can be managed by organizations through various marketing activities (Younesi, 2023, p. 480).

### **Third: The Applied Framework of the Study**

#### **3-1 Study Methodology**

##### **3-1-1 Data Collection Tools**

To implement the research methodology, a questionnaire was administered to obtain data and information. References and periodicals were used to cover the theoretical aspect, while a questionnaire was utilized for the practical part. The questionnaire was structured into three sections, each containing several statements, as shown in the following table:

**Table 1. Questionnaire Sections**

<b>Section Number</b>	<b>Section Name</b>
First Section	Personal Data Section
Second Section	Marketing Innovation Section
Third Section	Customer Loyalty Section

**Source:** Prepared by the researchers

Additionally, the five-point Likert scale was used in all the questions.

##### **3-1-2 Validity and Reliability of the Study Tool**

• **Questionnaire Reliability:** The reliability of the questionnaire is tested using **Cronbach's Alpha** for each variable, as shown in the following table:

**Table 2.** Cronbach's Alpha Value

Questionnaire Validity	Cronbach's Alpha Coefficient	Sample Size
0.96	0.907	100

**Source:** Prepared by the researchers based on the output of the "SPSSV25" software.

From table 2, it is evident that the **Cronbach's Alpha coefficient reached 90.7%**, which is higher than the minimum threshold of **0.6** for all questionnaire items. This indicates that the study related to the research problem is reliable across all questionnaire items.

- **Questionnaire Validity:** The validity coefficient was calculated by taking the square root of **Cronbach's Alpha reliability coefficient**, which resulted in a high percentage exceeding **60%**, confirming the validity of the study.

### 3-1-3 Study Population and Sample

The study population consists of a sample of 105 customers affiliated with the Mobilis company.

### 3-2 Presentation of Results and Hypothesis Testing

#### 3-2-1 Description of Study Sample Characteristics

**Table 3.** Description of Study Sample Characteristics

Variable	Number	Percentage (%)
<b>Gender</b>		
Female	27	27%
Male	78	78%
<b>Total</b>	100	100%
<b>Age</b>		
Less than 20 years	10	10%
21-30 years	49	49%
31-40 years	37	37%
41-50 years	6	6%
More than 50 years	3	3%
<b>Total</b>	100	100%
<b>Educational Level</b>		
Middle School	7	7%
High School	19	19%
University	56	56%
Postgraduate Studies	23	23%
<b>Total</b>	100	100%
<b>Employment</b>		
Unemployed	36	36%
Self-Employed	25	25%
Employee	43	43%
Retired	1	1%
<b>Total</b>	100	100%

**Source:** Prepared by the researchers based on the output of the "SPSSV25" software.

Key Observations from the Table Above

- The majority of the sample consists of males, which represents 78% of the total sample.
- Most participants belong to the 21-30 age group, accounting for 49% of the sample.



- The largest proportion of respondents hold a university degree (56%), followed by those with postgraduate studies (23%). The percentage of respondents with high school education is 19%, while the middle school level is the lowest at 7%.
- Employees make up the largest category (43%), followed by unemployed individuals (36%), then self-employed individuals (25%), and finally retirees (1%).

### 3-3 Hypothesis Testing

#### 3-3-1 Testing the Sub-Hypotheses of the Study

##### A- Testing the First Sub-Hypothesis (Marketing Innovation Trust)

**Hypothesis:** "There is a statistically significant effect at a significance level of  $\alpha \geq 0.05$  of marketing innovation at the National Telecommunications Company 'Mobilis' in Bouira Agency on trust."

**Table 4.** Regression Test Results for the Hypothesis

Independent Variable	Constant B0	Regression Coefficient B	T-Test
	Value	Significance	
Trust Dimension	0.735	0.666	9.053
Sample Size	100		
Significance Level	0.000		
Coefficient of Determination ( $R^2$ )	0.4430		
Correlation Coefficient (R)	0.666		

**Source:** Prepared by the researchers based on SPSSV25 outputs.

Key Findings from the Table:

- The coefficient of determination ( $R^2$ ) is 0.443, which means that the independent variable (marketing innovation) explains 44.3% of the variance in the dependent variable (customer loyalty - trust dimension), while the remaining percentage is due to other factors.
- The correlation coefficient (R) is 0.666, which indicates a strong relationship between the independent and dependent variables.
- The F-test result confirms the regression model is statistically significant, as the significance level is  $\leq 0.05$ .
- The regression coefficient (B) for marketing innovation is 0.666, which means there is a positive relationship between marketing innovation and trust. A one-unit increase in marketing innovation leads to a 0.666 increase in trust.

The simple regression model can be represented as:

$$Y=0.735+0.666X1 \quad Y = 0.735 + 0.666 X1 \quad Y=0.735+0.666X1$$

Where:

- $X1X1X1$  = Marketing Innovation
- $YYY$  = Customer Loyalty - Trust Dimension

The T-test results confirm that this relationship is statistically correlated at a significance level of  $\alpha \leq 0.05$ .

The results confirm the validity of the first sub-hypothesis, proving that marketing innovation at Mobilis in Bouira Agency has a statistically significant effect on trust.

This answers the research question and confirms a statistically significant impact of marketing innovation on trust.

##### B- Testing the Second Sub-Hypothesis (Marketing Innovation and Complaint Behavior)

There is a statistically significant effect at a significance level of  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on complaint behavior.

**Table 5.** Regression Analysis Results for Testing the Third Sub-Hypothesis

Independent Variable	Constant Value "B0"	Regression Coefficient "B"	T-Test "T"	Significance Value
-	0.929	0.518	6.145	0.000
<ul style="list-style-type: none"> <li>• <b>Dependent Variable:</b> Complaint Behavior</li> <li>• <b>Sample Size:</b> 100</li> <li>• <b>Significance Level:</b> 0.000</li> <li>• <b>Coefficient of Determination (R<sup>2</sup>):</b> 0.268</li> <li>• <b>Correlation Coefficient (R):</b> 0.518</li> </ul>				

**Source:** Prepared by the researchers based on the outputs of the "SPSS V25" program.

#### Analysis of the results:

The coefficient of determination  $R^2$  is 0.268, which means that the independent variable (marketing innovation) explains 26.8% of the variance (or differences) in the dependent variable (customer loyalty), and the remaining percentage is attributed to other factors.

The correlation coefficient  $R$  is 0.518, and it indicates a moderate correlation between the independent sub-variable and the dependent variable. Additionally, the significance level of 0.000 confirms a statistically significant effect since  $\alpha \leq 0.05$ .

The regression coefficient for the independent variable (marketing innovation) is 0.518, suggesting a positive relationship between this independent variable and the dependent sub-variable (complaint behavior). This means that any increase or improvement in marketing innovation by one unit results in an increase in trust by 0.518.

Based on the results, it can be concluded that there is a statistically significant effect at  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on complaint behavior, which confirms the validity of the third sub-hypothesis.

This answers the research question and proves that marketing innovation has a statistically significant impact on complaint behavior.

Thus, the simple regression model between the independent variable (marketing innovation) and trust can be represented as follows:

$$Y = 0.929 + 0.518X_1 \quad Y = 0.929 + 0.518 X_1 \quad Y = 0.929 + 0.518X_1$$

Where:

- $X_1$  = Marketing Innovation
- $Y$  = Customer Loyalty and Trust Dimension

#### C- Testing the Third Sub-Hypothesis (Marketing Innovation and Word-of-Mouth Communication)

There is a statistically significant effect at a significance level of  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on word-of-mouth communication.

**Table 6.** Regression Analysis Results for Testing the Fourth Sub-Hypothesis

Independent Variable	Constant Value "B0"	Regression Coefficient "B"	T-Test "T"	Significance Value
-	0.669	0.579	7.199	0.000
<ul style="list-style-type: none"> <li>• <b>Dependent Variable:</b> Complaint Behavior</li> <li>• <b>Sample Size:</b> 100</li> <li>• <b>Significance Level:</b> 0.000</li> <li>• <b>Coefficient of Determination (R<sup>2</sup>):</b> 0.335</li> <li>• <b>Correlation Coefficient (R):</b> 0.579</li> </ul>				

**Source:** Prepared by the researchers based on the outputs of the "SPSS V25" program.



**Analysis of the Results:**

The coefficient of determination  $R^2$  is 0.335, which means that the independent variable (marketing innovation) explains 33.5% of the variance (or differences) in the dependent variable (customer loyalty), while the remaining percentage is attributed to other factors.

The correlation coefficient  $R$  is 0.579, and it indicates a moderate correlation between the independent sub-variable and the dependent variable. Additionally, the significance level of **0.000** confirms the presence of a statistically significant relationship since  $\alpha \leq 0.05$ .

The regression coefficient for the independent variable (marketing innovation) is 0.579. This is a positive relationship between this independent variable and the dependent sub-variable (word-of-mouth communication). This means that any increase or improvement in marketing innovation by one unit results in an increase in trust by 0.579.

Therefore, it can be concluded that there is a statistically significant effect at  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on word-of-mouth communication, and this confirms the validity of the fourth sub-hypothesis.

This answers the research question and proves that marketing innovation has a statistically significant impact on word-of-mouth communication.

Thus, the simple regression equation between the independent variable (marketing innovation) and trust can be represented as follows:

$$Y = 0.665 + 0.579X_1 \quad Y = 0.665 + 0.579 X_1 \quad Y = 0.665 + 0.579X_1$$

Where:

- $X_1$  = Marketing Innovation
- $Y$  = Customer Loyalty – Trust Dimension

**3-4-2 Testing the Main Hypothesis of the Study**

There is a statistically significant effect at a significance level of  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on customer loyalty.

**Table 7.** Regression Analysis Results for Testing the Main Hypothesis

Independent Variable	Constant Value "B0"	Regression Coefficient "B"	T-Test "T"	Significance Value
-	0.763	0.717	2.962	0.000
<ul style="list-style-type: none"> <li>• <b>Dependent Variable:</b> Customer Loyalty</li> <li>• <b>Sample Size:</b> 100</li> <li>• <b>Significance Level:</b> 0.000</li> <li>• <b>Coefficient of Determination (<math>R^2</math>):</b> 0.515</li> <li>• <b>Correlation Coefficient (<math>R</math>):</b> 0.717</li> </ul>				

**Source:** Prepared by the researchers based on the outputs of the "SPSS V25" program.

**Analysis of the Results:**

The coefficient of determination  $R^2$  is 0.515, and it means that the independent variable (marketing innovation) explains 51.5% of the variance (or differences) in the dependent variable (customer loyalty), while the remaining percentage is attributed to other factors.

The correlation coefficient  $R$  is 0.717, and it indicates a strong correlation between the independent variable and the dependent variable. The significance level of 0.000 confirms that the regression model is statistically significant since  $\alpha \leq 0.05$ .

The regression coefficient for the independent variable (marketing innovation) is 0.717. This is a positive relationship between this independent variable and the dependent variable (customer loyalty). This indicates that any increase or improvement in marketing innovation by one unit results in an increase in trust by 0.717.

Furthermore, the T-test result confirms that this relationship is statistically significant, as the significance level is  $\alpha \leq 0.05$ .

Based on the results, it can be concluded that there is a statistically significant effect at  $\alpha \leq 0.05$  of marketing innovation at the National Telecommunication Company "Mobilis" in Bouira Agency on customer loyalty, which confirms the validity of the main hypothesis.

Thus, the simple regression equation between the independent variable (marketing innovation) and trust can be represented as follows:

$$Y = 0.681 + 0.763X_1 \quad Y = 0.681 + 0.763 X_1 \quad Y = 0.681 + 0.763X_1$$

Where:

- $X_1$  = **Marketing Innovation**
- $Y$  = **Customer Loyalty**

#### Conclusions

This study demonstrates that marketing innovation is not just a tool for increasing revenue but a fundamental factor in enhancing customer loyalty. It creates value, builds trust, and fosters stronger customer-brand relationships. Companies that invest in innovation can keep up with technological advancements, which helps in building long-term relationships with their customers.

The applied part of this study aimed to answer the research question regarding the role of marketing innovation in enhancing customer loyalty at the National Telecommunication Company "Mobilis" in Bouira Agency. It examined customer loyalty levels based on the innovation in services provided and sought to reach findings and recommendations to help the agency strengthen its aspects, address weaknesses, and improve service performance. The ultimate goal is to assist the agency in enhancing customer loyalty, ensuring its continuity, and developing its operations within its competitive environment.

#### 1. Study Findings

The key findings from the practical study on the sample of the company's customers are as follows:

- The majority of the company's customers were males.
- Most customers belonged to the 20-40 age group.
- The majority had a secondary or university education level.
- Most customers were employees or self-employed.
- The overall customer evaluation of services at the National Telecommunication Company "Mobilis" in Bouira Agency was moderate.

- Word-of-mouth ranked first with a mean score of 3.0905.
- Trust ranked second with a mean score of 3.0476.
- Credibility ranked third with a mean score of 2.9571.
- Complaint behavior ranked fourth with a mean score of 2.8524.
- The overall customer loyalty evaluation was also moderate, with a mean score of 3.1143.

Regarding correlation results:

- Trust: A positive and strong correlation exists between trust (as a dependent variable) and marketing innovation at Mobilis (Bouira Agency), with a correlation coefficient  $R = 0.666$ .
- Complaint Behavior: A positive and moderate correlation was found, with  $R = 0.518$ .
- Word-of-Mouth: A positive and moderate correlation was found, with  $R = 0.579$ .
- Overall Customer Loyalty: A positive and strong correlation was found between marketing innovation and customer loyalty, with  $R = 0.717$ .

#### 2. Recommendations and Suggestions

Based on the study's findings, the following recommendations are suggested for Mobilis (Bouira Agency) to improve its marketing innovation strategy:

- Prioritize customer loyalty, as it represents the company's real capital in an increasingly competitive market. Products should be designed to meet customer needs and preferences through continuous market research.
- Focus on both new and existing customers by enhancing relationships and maintaining their loyalty.

- Improve complaint handling by listening to customers, addressing their concerns promptly, and considering their feedback. Customers who voice complaints are more valuable than those who remain silent and switch to competitors.

Promote a culture of innovation among employees to achieve superior performance. Encourage a positive attitude toward service improvement (internal marketing), especially among frontline employees, and make it a top priority.

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