

The Impact of Electronic Marketing on Improving the Quality of Tourism Services.

A case study of sample of customers of Tourism and travel agencies in the Wilaya of El Oued

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Abstract:

This study aimed to determine the contribution of electronic marketing with its seven dimensions on improving the quality of tourism services. To achieve the objectives of the study, a questionnaire was used as a data collection tool. A total of 48 questionnaires were analyzed, which were distributed among a sample of customers of the tourism agencies in El-Oued Province, using the SPSS statistical program. The results of the study showed that the use of electronic marketing has an impact on improving the quality of tourism services, particularly in relation to the following dimensions: electronic service, electronic promotion, website, and virtual communities. The study also indicated a correlation between electronic marketing and the improvement of tourism service quality, especially concerning the dimensions of: electronic service, electronic promotion, website, and virtual communities in the tourism agencies in El Oued Province. finally, a set of suggestions.

Keywords: *Electronic Marketing; Tourism Services; Quality Tourism Services; Tourism agencies; Tourism Agencies.*

Jel Classification Codes: *M31; Z32*

1. Introduction :

In light of the changes and developments occurring in the tourism sector, which compel tourism institutions to adapt and strive to expand their market share, there is a focus on providing services of the highest quality based on advancements in information and communication technology. This has led to a transition from a market economy to a digital economy.

For tourism institutions to succeed in offering a range of high-quality tourism services, it is crucial to understand the means capable of achieving this, foremost among them being electronic marketing. This grants agencies a competitive advantage reflected through the use of elements of the electronic marketing mix and its various core pillars in delivering distinguished and high-quality tourism services to satisfy customer needs and desires and achieve the goals of the tourism institution.

From the above, the contours of the study's problem emerge, which can be crystallized in the following main question:

What is the impact of electronic marketing on improving the quality of tourism services in travel agencies in the Wilaya of El Oued?

The main problem branches out into a series of the following sub-questions:

- Is there a relationship between electronic marketing and the quality of tourism services?
- Is there an impact of electronic marketing, in its various dimensions, on the quality of tourism services provided by travel agencies in the Wilaya of El Oued?

To answer the problem raised after formulating the following hypotheses:

- **Main Hypothesis One:** There is a statistically significant relationship between electronic marketing and the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Main Hypothesis Two:** There is a statistically significant effect of electronic marketing on the quality of tourism services in travel and tourism agencies in the Wilaya of El Oued at a significance level of 5%.

The following sub-hypotheses branch from this:

- **Sub-Hypothesis One:** There is an effect of the electronic service dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-Hypothesis Two:** There is an effect of the electronic pricing dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-Hypothesis Three:** There is an effect of the electronic distribution dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-Hypothesis Four:** There is an effect of the electronic promotion dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-Hypothesis Five:** There is an effect of the website dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.

- **Sub-Hypothesis Six:** There is an effect of the privacy and electronic information security dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.

- **Importance of the Study:**

The importance of the study stems from the role that travel agencies play in ensuring the success of their operations and achieving their marketing objectives through the use of the Internet and various electronic means to deliver their tourism services efficiently and effectively, thereby ensuring quality and the ability to satisfy the needs and desires of their clients. In addition, the continuous development in the tourism sector that agencies strive to keep up with through the use of various electronic marketing techniques to achieve a competitive advantage and attain customer satisfaction.

- **Study Objectives :**

This study aims to achieve a number of objectives, including:

- Clarifying the concept of electronic marketing, its importance, and its various dimensions.
- Clarifying the concept of service quality in tourism, its importance, and highlighting its different dimensions.
- Identifying the level of electronic marketing usage in travel agencies in the Wilaya of El Oued.
- Identifying the level of service quality in tourism at travel agencies and in the Wilaya of El Oued.
- Testing the nature of the relationship and impact between electronic marketing in its various dimensions and service quality in tourism.

- **Study Methodology:**

This study relied on a descriptive-analytical approach to describe the relationship between electronic marketing and the quality of tourism services. This approach involves accurately describing the phenomenon as it exists in reality and expressing it quantitatively and qualitatively through data collection. Subsequently, it analyzes and interprets the phenomenon to reach conclusions that contribute to the development and improvement of the current situation.

2. Basic concepts of Electronic Marketing

2.1. Definition of Electronic Marketing:

Electronic Marketing can be considered as a new philosophy and a contemporary business approach that involves promoting goods, services, information and ideas through the Internet and other electronic communication channel. A review of relevant studies and published research has indicated that definitions of E-Marketing vary depending on each author's perspective, background and area of expertise (Aree, 2021, p. 3890).

According to Dave Chaffey e-marketing can be defined as the utilization of electronic communications technology to accomplish marketing goals (Baker, 2003, p. 638). **Strauss and Frost** defined electronic marketing as: "Using data and electronic applications to plan, implement, price and distribute ideas, goods and services to create exchange relationships that meet individual and organizational objectives (Ghezali & Boudi, 2019, p. 33).

The American Marketing Association defines electronic marketing as: " an organizational function and a set of processes designed to establish communication, deliver value to customers and oversee customer relationships in a manner that benefit both the organization and its stakeholders, carried out through electronic tools and means. (Tadjine & Mebarki, 2024, p. 6). This definition clarifies that e-marketing involves more than just selling goods and offering services via Information Technology, it encompasses much more than that.

From the previous definitions, we conclude that e-marketing refers to the management of the interaction between a company and its consumers in the virtual environment space to attain mutual benefits, utilizing various technical tools and methods to deliver goods and services via Internet, thereby enhancing efficiency and lowering costs.

2.2. The Importance of Electronic Marketing:

Electronic marketing is a modern, contemporary marketing method that enables marketers to attract customers via the most suitable and effective channels. E-marketing utilizes smartphones, tablets, email, and smart TVs as communication channels to reach target audiences, frequently yielding superior results compared to traditional marketing techniques. It also provides increased transparency, allowing buyers to compare products and select the most competitive prices. It also enables marketers to assess the effectiveness of their marketing efforts and connect with their target audience rapidly (Al-Ababneh, 2025, p. 36) .

Electronic marketing importance can be outlined through the following points (Al-Zubi & Al-Nasr, 2020, p. 22) :

- **Suitability:** Electronic marketing allows the customer to order and purchase a product, whether it is a good or a service, at any time while sitting in their place.
- **Database and Information:** Computers store a vast amount of data and information about products, whether they are goods or services, including quantities, categories, brands, packaging, labels, prices, and more.
- **Response to Market Demands:** The business organization updates its database and information quickly and easily to adapt to customer requests.
- **Cost Reduction:** This is because the costs of online storage are low, which reduces product costs and lowers them for the customer through lower prices.
- **Reduction of Discrepancies and Objections Between Parties in the Exchange Process:** This is due to the fact that completing sales transactions between sellers and buyers does not require salespeople and marketers to meet face-to-face with the customer.
- **Building and Efficiently Managing Good Relationships:** Marketers can engage with buyers or initiate dialogues that lead to building good and long-term relationships with effective management of these relationships.

2.3. dimensions of the Electronic Marketing Mix:

2.3.1 Electronic Product :

The product has been influenced by technological changes, becoming what we refer to as the electronic product: products that can be exchanged automatically over the internet without the influence of geographical boundaries.

There are several characteristics that distinguish the electronic product, including (Abu Farah , 2000, p. 12):

- The ability to purchase all desired products by the consumer from any institution in the world, from any location, at any time, except for certain products that are not distributed online.
- Rapid receipt of goods and electronic products.
- The ability to provide a database regarding electronic products.
- The availability of a very large number of products on the network, which offers the virtual buyer extensive and significant opportunities for online shopping.

2.3.2 Electronic Pricing :

The price is influenced by shifts in information technology. The electronic price we refer to is: "the value that the consumer pays online through electronic payment methods to the seller of the good or service in exchange for obtaining it," meaning that the price is the electronic monetary equivalent set by the seller.

The pricing process is dynamic, flexible, and not fixed; it changes and fluctuates every day. The price is determined according to specific variables. There are many pricing methods, including pricing based on the usual markup percentage, customer capabilities, and primarily competition. There are other pricing policies; if electronic marketing provides consumers and customers the opportunity to set product prices, it also gives producers the chance to compare their products' costs with competitive costs. Digital currency is used in its electronic pricing strategy, allowing customers to proceed, and the strategy involves entering their account number with a certain amount of credit to benefit from specific services. (Didawi , 2022, p. 28)

2.3.3 Electronic Distribution :

The direct connection between the virtual institution and the virtual consumer clearly supports consumer-oriented institutional technology, which the institution could not implement in the absence of electronic marketing, which has harnessed this direct connection without the intervention of an intermediary. However, this does not mean that the role of intermediaries in the marketing process is eliminated; intermediaries play an effective role in facilitating the flow of products from the producer to the consumer, thereby achieving both spatial and temporal utility. Therefore, all traditional and modern distribution channels can be adopted within an integrated distribution system that takes into account the nature of the products and services offered by the institution in the market, the nature of the consumers, and the available capabilities for all parties involved in the exchange process.

The advantage of « Place » feature of the e-marketing mix is that the process should be seamless and easy, while simultaneously building customer relationships. The physical place becomes virtual, encompassing the intangible aspects of the transaction. The Internet's primary contribution to business is not only its ability to sell products online but also its ability to build customer relationships (Tadjine & Mebarki, 2024, p. 8).

2.3.4 Electronic Promotion :

Electronic promotion is the contact of the organization with the target market, represented by current and prospective consumers, in order to convince them to purchase the promoted product, whether it is a good, service or idea, which is a complementary activity to the rest of the other elements of the marketing mix, in order to achieve the marketing goals in general and thus achieve the desired goal of the organization as a whole, but this is through modern technologies, foremost of which is the internet, smartphones, and applications used in them (Kaaid, 2017, p. 43):

2.3.5 Privacy:

Privacy is considered one of the most important elements of the marketing mix, and it is fundamental. Every website contains its own privacy statement, which outlines how information is obtained and collected, and whether this information will be shared with third parties. Privacy represents the right of individuals, groups, and institutions to determine issues related to their data and personal information. These issues include: specifying a certain amount of data and information, determining how and when to use the data and information related to individuals, and privacy laws also emphasize that the personal data and information of the client should be protected. (Mefatih, 2022, p. 511). Privacy is not merely an ancillary aspect of electronic marketing but a crucial element in building an ongoing relationship with the customer .Privacy, as an element of the electronic marketing mix, refers to maintaining the confidentiality of information and not disclosing it except to legally authorized persons (Al-Hamami & Al-Ani, 2007, p. 21).

2.3.6 Electronic Information Security :

Security is considered one of the fundamental elements of the electronic marketing mix. The issue of security and confidentiality is of utmost importance in the world of electronic business, as it represents one of the primary problems faced by institutions conducting their operations online. This is due to the emergence of what is known as cybercrime, which has made customers and institutions in the electronic world more susceptible to cyber risks such as electronic fraud and various electronic assaults. This situation has prompted internet institutions to seek technological solutions capable of ensuring security and confidentiality, leading to the emergence of modern protection methods known as electronic security measures (Rakik & Ezeddine, 2016, p. 394).

2.3.7 Virtual Communities :

These are groups of individuals who interact with each other online around a common interest or goal, such as discussing a specific topic, exchanging knowledge, or supporting one another in shared issues. These communities are not tied to a specific geographic location but revolve around the digital activities in which members participate. Several advantages of virtual communities have been identified that contribute to attracting individuals and motivating them to engage (Bagozzi & Dholakia, 2002)

2.3.8 Website:

The website is a primary digital distribution channel in electronic marketing, as it is used to offer products and services to customers online, facilitating access to them and providing a convenient purchasing experience.

The website has several functions, including (Dave & Fiona, 2019):

- Distribution: Provides a direct channel for distributing products or services digitally.
- Display and Promotion: Used to present information and promotional offers.

- Interaction: Enables communication with customers and receiving their feedback and needs.
- Purchasing: Provides the ability to buy or reserve online.

3. Quality of Tourism Services

3.1 Definition of Quality Tourism Services

Tourism services are defined as: "A set of activities and experiences provided to the tourist during their trip, aimed at meeting their recreational or practical needs through services (accommodation, transportation, catering, entertainment, and guidance...) that are produced and consumed simultaneously, characterized by their intangibility and diversity according to customer expectations." (Drejeris & Rusteika, 2024, p. 10)

It is also defined as: "A combination of tangible and intangible services offered in the tourism market to satisfy the needs and desires of tourists at the moment of their readiness, in addition to all the individuals providing the services, the locations, activities, facilities, and values." (Al-Taie, 2003, p. 130)

As for **the quality of tourism services**, there are multiple definitions due to the differing needs and expectations of customers when searching for the required service quality, as well as the variation in judgments regarding service quality. Among the definitions, we mention the following:

Quality in the field of tourism is defined as "the elevation of the tourist service to the level expected by tourists, and quality should be viewed as a state of satisfaction for both customers and employees, which is the assured way to enhance productivity and increase income in tourism establishments in general." (Mahmoudi, 2016, p. 71).

Some scholars consider it a measure of the extent to which the level of tourism service provided to tourist customers meets their expectations, based on dimensions through which the quality of the provided tourism service is judged. It reflects the degrees of satisfaction that the tourism service offers to its seekers and it expresses the extent of the commitment of tourism organizations to fulfill the desires and needs of tourist customers, as well as to meet their expectations and aspirations, thereby earning their satisfaction. It can be said that the quality of services is not fixed and varies from one customer to another. The tourist, as the service recipient, judges the level of quality by comparing what they received with what they expected in terms of satisfaction from that tourism service and the extent of the benefits and value derived from it (Nesba & Bassi, 2023, p. 261)

The World Tourism Organization defines it as "the result of a process that involves meeting all the legitimate needs, requirements, and expectations of consumers from products and services at an acceptable price, such that it complies with the agreed contractual terms and the quality parameters included therein, such as safety, security, health, public cleanliness, ease of access, transparency, authenticity, and the compatibility of the relevant tourism activity with its human and natural environment." (Mahmoudi, 2016, p. 71)

It is also defined as "the management process that ensures the alignment of the tourism service with the requirements and expectations of customers at an acceptable price, taking into account the designed values and activities." (Yahiaoui & Bouhedid, 2018, p. 390).

Through the previous definitions, we conclude that the quality of tourism service includes a set of essential features and characteristics of the product that have the ability to meet the needs of tourists, satisfy their desires, and fulfill their expectations.

3.2 The Importance of Quality in Tourist Services

The quality of tourist services is of great importance to institutions in order to achieve success and stability. Both customers and employees must collaborate to create and deliver the tourist service at the highest level. Institutions should pay attention to both employees and customers; therefore, the importance of quality in providing tourist services lies in the following (Al-Daradkeh, 2001, p. 437):

- Growth of the Service Sector: The number of institutions providing services has increased. For example, half of American institutions are engaged in service provision, and service institutions continue to grow at an increasing and continuous rate.
- Increased Competition: The growing number of service institutions will lead to intense competition among them. Therefore, relying on service quality will provide these institutions with numerous competitive advantages.
- Economic Significance of Service Quality: Currently, service institutions focus on expanding their market share. Thus, institutions should not only strive to attract new customers but also maintain existing ones. To achieve this, greater attention must be paid to the level of service quality.
- Understanding the Customer: Customers desire good treatment and dislike dealing with institutions that focus solely on service. It is not enough to provide quality service at a reasonable price without offering good treatment and a deeper understanding of the customer.

3.3 Dimensions of Service Quality in Tourism:

The dimensions of service quality in tourism are essential for evaluating the level of service provided. The concept of service is reflected through the assessment of the client or beneficiary of the service regarding the degree of excellence or overall superiority in-service performance. The quality of services has main dimensions that vary from one model to another.

According to the **SERVQUAL** model, which was adopted in our study, the dimensions of service quality in tourism include five main dimensions, which are (Parasuraman, Zeithaml, & Berry, 1996)

- **Tangibility**: This includes the physical aspects associated with the service, such as tools, equipment, facilities, employee appearance, and means of communication.
- **Reliability**: The ability to deliver the promised service accurately and consistently, meaning fulfilling promises and providing the service on time.
- **Responsiveness**: The willingness to assist customers and provide service promptly, which includes problem-solving and responding to inquiries.
- **Assurance**: The knowledge and courtesy of employees, and their ability to instill confidence and reassurance in the customer. This includes trust, security, and professional skills.
- **Empathy**: Providing individual attention to customers, understanding their needs, and offering tailored services that meet their expectations.

These five dimensions are the foundation of the **SERVQUAL** model used in the study to measure service quality and its impact on customer satisfaction, and it is applicable to tourism or any other service sector.

4. The Relationship Between Electronic Marketing and Achieving Quality in Tourism Services:

Electronic marketing occupies an important position in the tourism industry, especially with the rapid development of modern technology and the increasing popularity of the internet. It plays an effective and powerful role in promoting tourism services and improving their quality.

The use of Internet technology is the most important factor in today's era, particularly after most travel agencies adopted global marketing strategies to activate electronic business. Electronic marketing has become one of the most effective tools in the tourism sector due to its ability to promote tourist attractions and provide tourists with all the necessary additional information. Although the travel services offered to customers are an important factor in competition, service providers are increasingly competing for consumer trust by focusing on the quality of information. The tourism industry has realized that the Internet can better meet the essential information needs at all stages of the tourism experience than any other technology. The availability of this technology increases the opportunity to enter the international tourism market, provided that the displayed website is based on technological innovation, is effective and reasonable in design, and earns consumer trust, allowing tourism facilities to also benefit from electronic marketing (Didawi , 2022, p. 87).

On the other hand, electronic marketing is one of the modern tools that contribute to improving the performance of tourism institutions, as it enhances the efficiency of communication with customers and helps in providing more accurate services that align with their expectations. This positively reflects on the quality of the tourism services offered. The relationship between electronic marketing and achieving quality in tourism services can be clarified from the perspective of the electronic customer as well as the tourism institution, as follows:

4.1 Quality of Tourism Service from the Perspective of the Electronic Customer

The quality of tourism services is one of the competitive strategies employed by organizations to maintain sustainability and competitive advantage in a highly competitive business environment, which has transcended local boundaries to become global. A tourism organization must be renowned for its high-quality services and provide offerings to customers in a manner that meets their needs, tastes, and expectations from their perspective. This includes providing products, services, and travel activities that align with their perceptions and expectations. The organization must be capable of fulfilling the needs and expectations of its online customers in a way that ensures their satisfaction with the organization that operates electronically. It must consider their satisfaction regarding product features, product pricing, promotional methods, and distribution and delivery techniques and mechanisms. This is the objective that electronic marketing achieves for customers through the organization of a website, where the product is a cornerstone of the interest in the quality of tourism service. Given that tourism products represent the image of the organization, electronic marketing requires merely understanding and studying customer opinions and feedback regarding the organization's tourism products and performance in order to enhance the quality of tourism services to meet their desire for satisfaction with the products.

Every tourism organization must strive to achieve the concept of service quality in tourism and adopt this concept in order to ensure the best interaction between organizational inputs to increase the level of outputs and improve service quality. Since electronic marketing is part of this tourism

organization, it is logical to enhance the quality of tourism services based on the concept of Total Quality Management (TQM) in tourism services by providing updated information or through technical and electronic means (i.e., the marketing department uses a computer-based information system) which provides it with the necessary information about the market, preferences, competitors, suppliers, and all other factors that affect quality, especially since the technology used by tourism organizations or institutions within the framework of electronic marketing enables them to establish direct or real communication with customers (Abu Farah , 2000, p. 100)

4.2 Quality of Tourism Service from the Perspective of the Tourism Organization

Tourism organizations have formulated a set of standards and specifications that must be met before launching tourism products, whether goods or services, in the market. Once the product is completed, it will be evaluated based on objective criteria.

Furthermore, any deviation from the standards and rules signifies a deviation from the level of quality in tourism services that the organization aims to achieve in its tourism products. From an e-business perspective, the quality of tourism services is designed to align with the objective standards, rules, and achievements in tourism. The role of e-marketing is to limit or reduce the deviation between the planned and the actual.

However, if there is a deviation, e-management must strive to narrow the gap in the quality of tourism services, as a larger negative gap results in a greater decline in service quality. This is why organizations that market their travel products online through their websites must develop standards that cover multiple aspects and ensure the production, marketing, and sale of tourism products online in the best way that meets their needs, desires, and tastes. As a result, the organization achieved customer satisfaction, through which service quality is automatically realized. (Abu Farah , 2000, p. 101).

5. Application Framework of the Study

5.1 Study Community and Sample :

The study community includes all customers of travel agencies in the Wilaya of El Oued. A total of 60 questionnaires were distributed to customers at 8 travel agencies. After reviewing the retrieved questionnaires, which numbered 50, it was found that only 48 were ready for analysis.

5.2 Study Tool :

The questionnaire was relied upon as the primary tool for collecting necessary preliminary information and data from the studied sample. This was achieved by formulating a set of statements that were objectively answered by the sample individuals. It was distributed based on purposive sampling due to the nature of the questions posed in the form, which require individuals who are accustomed to dealing with and visiting the agencies and have sufficient knowledge about the impact of electronic marketing dimensions on the quality of tourism services in the Wilaya of El Oued. The SPSS 27 statistical program was used to process, analyze data, and extract the study results. The questionnaire was divided into two sections :

Section One : Pertains to the personal data of the study sample (gender, age, educational qualification, interaction with the agency, electronic marketing tools).

Section Two: Consists of the study axes and is divided into two main axes as follows:

- **Axis One** : Includes the independent variable "electronic marketing" and consists of (29) phrases, through six dimensions : electronic service, electronic pricing, electronic promotion, electronic distribution, security and privacy, website.
- **Axis Two**: Includes the dependent variable represented by the quality of tourism and hotel services and consists of (13) phrases.

5.3 Stability of the Study Tool :

The stability of the questionnaire refers to the ability of this questionnaire to yield the same results if it were distributed multiple times under the same conditions and circumstances. Cronbach's Alpha was relied upon to measure the stability of the study, which is considered one of the best metrics to indicate the reliability and validity of the questionnaire. The results were as follows:

Table (1): Stability Degree and Validity Coefficient

Variables	N Phrases	Cronbach's Alpha Coefficient	Validity Coefficient
Dimensions of Electronic Marketing	29	0.761	0.872
Quality of Tourism Services	13	0.822	0.906
Total Questionnaire	42	0.847	0.920

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

Through the table above, we note that the value of Cronbach's Alpha for the dimensions of e-marketing reaches 76.1% with a validity coefficient of 87.2%, which is a high value as it should not be less than 60%. Therefore, it enjoys a good level of validity and reliability. Regarding the axis of tourism service quality, the Cronbach's Alpha coefficient reached 82.2% with a validity coefficient of 90.6%, thus it also enjoys a good level of validity and reliability. We also observe that the overall value of all questionnaire statements reached 84.7% with a validity coefficient of 90%, which is greater than the minimum threshold of 60%, indicating the reliability of the study tool.

5.4 Analysis of the Questionnaire Axes :

5.4.1 Analysis of the Electronic Marketing Axis: In order to identify the respondents' trends regarding the dimensions of electronic marketing and their level of awareness of each dimension according to the five-point Likert scale, the statements measuring each dimension of this axis will be analyzed. Therefore, we will analyze the results presented in the following table :

**Table (2): Analysis Results the Direction of the Respondents Answers
Electronic Marketing Axis**

Phrases	Mean	Sd deviation	The Direction of the Respondents Answers
Electronic Service	3,70	0,372	Agree
Electronic Pricing	4,07	0,398	Agree
Electronic Distribution	4,02	0,602	Agree
Electronic Promotion	3,79	0,586	Agree

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Security and Privacy	3,94	0,520	Agree
Website	4,12	0,467	Agree
Total Electronic Marketing Axis	3,65	0,302	Agree

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

Through the table above, we observe that the trends in the sample responses regarding the electronic marketing axis leaned towards agreement on all statements with a mean (3.65) and a standard deviation of (0.302). This falls within the range of (3.41 – 4.21), indicating that the arithmetic mean is close to the theoretical mean (5). The table presents the calculated values of the arithmetic mean and standard deviation for the opinions and attitudes of the sample members regarding their level of agreement or disagreement with each statement of the dimensions of electronic marketing as follows:

The sixth dimension, related to the website, ranked first in terms of the importance given to it by the sample members: the responses leaned towards agreement on all its statements, with an arithmetic mean estimated at 4.12 and a standard deviation of 0.467. This indicates a convergence of individual opinions and denotes awareness and understanding of the concept of the website dimension among the study sample. Meanwhile, the second dimension related to electronic pricing ranked second; the responses leaned towards agreement on all its statements, with an arithmetic mean of 4.07 and a standard deviation of 0.398. This indicates a convergence of individual opinions and suggests that there is awareness and understanding of the concept of the electronic pricing dimension among the study sample.

We also note that the fourth dimension, related to electronic distribution, came in third place in terms of the importance given to it by the sample members. The responses leaned towards agreement on all its statements, with an arithmetic mean of 4.02 and a standard deviation of 0.602. This indicates a convergence of individual opinions and suggests awareness and understanding of the concept of the electronic distribution dimension among the study sample.

The fifth dimension related to security and privacy ranked fourth. The responses indicated agreement with all of its statements, with a mean 3.94 and a standard deviation of 0.520, which indicates convergence in individuals' opinions and suggests that there is awareness and understanding of the concept of the security and privacy dimension among the study sample. Meanwhile, the third dimension related to electronic promotion ranked fifth in terms of importance assigned to it by the sample individuals. The responses indicated agreement with all of its statements, with a mean 3.79 and a standard deviation of 0.586, which indicates convergence in individuals' opinions and suggests that there is awareness and understanding of the concept of the electronic promotion dimension among the study sample.

Finally, the first dimension related to electronic service ranked sixth: the responses indicated agreement with all of its statements, except for one statement that leaned towards strong agreement, which was statement number five. The mean was estimated at 3.70, with a standard deviation of 1.030. Therefore, the overall weighted average represents the center of the data regarding the trends of the sample individuals, who agree and are aware of the electronic service dimension as one of the dimensions of electronic marketing.

From the above, we conclude that the study sample is aware of the concept of electronic marketing

with its six dimensions (electronic service dimension, electronic pricing dimension, electronic promotion dimension, electronic distribution dimension, security and privacy dimension, and website dimension).

5.4.2 Analysis of the Quality of Tourism Services Axis:

The axis of the responses from the study sample regarding the quality of tourism services will be analyzed through the arithmetic means and standard deviations of the answers provided by the sample individuals. Therefore, we will analyze the results presented in the following table:

**Table (3): Analysis Results the Direction of the Respondents Answers
Quality of Tourism Services Axis**

Phrases	mean	Sd Deviation	Relative Importance	The DirectionOf the Respondents Answers
The agency's employees possess high skill and competence in dealing with customers.	4.06	0.726	6	Agree
The agency's employees provide electronic services with precision and high efficiency.	3.72	0.892	11	Agree
The agency is committed to its promises to its customers.	3.31	1.034	13	Agree
The agency is committed to delivering services on time.	3.72	0.939	12	Agree
The agency is keen to respond to customer complaints quickly and credibly.	4.10	0.928	5	Agree
The agency cares about responding to all customer inquiries.	3.89	0.881	10	Agree
The agency communicates continuously with its customers.	4.04	0.742	7	Agree
The agency ensures that its customers are informed about its offerings in simple language.	4.14	0.714	4	Agree
The agency is keen to understand customer needs and align with them.	4.04	0.742	9	Agree
I trust the electronic services provided by the agency.	4.25	0.635	1	Strongly Agree
The agency places great importance on its customers when dealing with them.	4.00	0.850	8	Agree
I feel secure when dealing with the agency.	4.14	0.743	3	Agree
The agency's employees interact with customers courteously and respectfully.	4.20	0.682	2	Agree
Total for Axis Two: Quality of Tourism Services.	3.97	0.461		Agree

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

Through the table above, we observe that the trends in the sample responses regarding the axis of tourism service quality were positive towards all statements in the axis, with responses leaning towards agreement on all statements, yielding a mean (3.97) and a standard deviation of (0.461). This falls within the range of (3.41 - 4.21), indicating that the arithmetic mean is close to the theoretical mean (4), which suggests a high level of acceptance. The table above presents the results of calculating the values of the arithmetic means and standard deviations of the opinions and trends of the sample individuals regarding the axis of tourism service quality, where the arithmetic means of the responses ranged between (4.25 - 3.31) and the standard deviations ranged between (0.635 - 1.034) Based on all of the above, it can be said that there is a positive evaluation from the sample

individuals regarding the quality of tourism services and that they are aware of this concept.

5.5 Testing Hypotheses:

5.5.1 Testing the First Main Hypothesis:

The first main hypothesis states that "there is a statistically significant relationship between electronic marketing and the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%." This hypothesis will be tested through the Pearson correlation matrix to determine its statistical significance as follows:

H0: There is no relationship between the variables $r=0$

H1: There is a relationship between the variables $r \neq 0$

From the SPSS outputs, we obtained the following table:

Table (4): Correlation Coefficient between Study Variables

Dimensions and Axes	Axis Two: Quality of Tourism Services	
	Correlation Coefficient	Significance Level
Electronic Service Dimension	*0.656	0.016
Electronic Pricing Dimension	*0.314	0.030
Electronic Promotion Dimension	**0.497	0.000
Electronic Distribution Dimension	**0.438	0.044
Security and Privacy Dimension	0.247	0.090
the Website Dimension	**0.424	0.003
Axis One: Electronic Marketing	**0.526	0.000

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

Through the table above, we found the following:

- The correlation coefficient between the electronic service dimension and the overall quality axis of tourism services is (0.656), which indicates a strong positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and state that there is a relationship between the electronic service dimension and the quality axis of tourism services in the study sample at a significance level of 0.05.
- The correlation coefficient between the electronic pricing dimension and the overall quality axis of tourism services is (0.314), indicating a weak positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and state that there is a relationship between the electronic pricing dimension and the quality axis of tourism services in the study sample at a significance level of 0.05.
- We found that the correlation coefficient between the electronic promotion dimension and the overall quality axis of tourism services is (0.497), indicating a moderate positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and state that there is a relationship between the electronic promotion dimension and the quality axis of tourism services in the study sample at a significance level of 0.05
- We found that the correlation coefficient between the dimension of electronic distribution and the overall axis of tourism service quality equals (0.438), which indicates a moderate positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and conclude that there is a relationship between

electronic distribution and the axis of tourism service quality in the study sample at a significance level of 0.05.

- We found that the correlation coefficient between the dimension of security and privacy and the overall axis of tourism service quality equals (0.247), which indicates a weak positive correlation. This correlation is not statistically significant at the 5% level, as the sig value is greater than 0.05, meaning we accept the null hypothesis and conclude that there is no relationship between the dimension of security and privacy and the axis of tourism service quality in the study sample at a significance level of 0.05.

- We found that the correlation coefficient between the dimension of electronic location and virtual communities and the overall axis of tourism service quality equals (0.424), which indicates a moderate positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and conclude that there is a relationship between the dimension of electronic location and virtual communities and the axis of tourism service quality in the study sample at a significance level of 0.05.

- We found that the correlation coefficient between the overall axis of electronic marketing and the overall axis of tourism service quality equals (0.526), which indicates a moderate positive correlation. This correlation is statistically significant at the 5% level, as the sig value is less than 0.05, meaning we reject the null hypothesis and conclude that there is a relationship between the dimensions of electronic marketing and the quality of tourism services in the study sample at a significance level of 0.05.

Based on the above, it can be stated that "there is a statistically significant relationship between the dimensions of electronic marketing and the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%. Except for the dimension of (security and privacy), which had no relationship with the quality of tourism services, thus confirming the validity of the first main hypothesis.

5.5.2 Testing the Second Main Hypothesis:

The third main hypothesis will be tested using a simple regression equation between the total electronic marketing axis as an independent variable and the tourism services quality axis as a dependent variable, and multiple regression between the dimensions of electronic marketing as independent variables and the total tourism services quality axis as a dependent variable.

5.5.2.1 Impact Testing Using Simple Regression Between Electronic Marketing and Quality of Tourism Services:

To address the second main hypothesis, which states that "there is a statistically significant effect of electronic marketing on the quality of tourism services at the valley travel and tourism agencies at a significance level of (0.05)," we will find the simple regression equation between the total electronic marketing axis as an independent variable and the tourism services quality axis as a dependent variable by proposing the following null hypothesis:

Primary Null Hypothesis H_0 : There is no statistically significant effect of electronic marketing on the quality of tourism services in the valley travel agencies at a significance level of 0.05.

To test this hypothesis, simple regression analysis was used, as illustrated in the following table:

Table (5): Results of the Impact Test of Electronic Marketing on the Quality of Tourism Services

The impact of Electronic marketing on improving the quality of tourism services. A case study of sample of customers of Tourism and travel agencies in the Wilaya of El Oued

Dependent variable	(R)	(R ²)	F	DF	Sig F	β	T	Sig T
Quality of Tourism Services	0.526	0.277	17.604	1	0.000	0.803	4.196	0.000
				46				
				47				

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

The simple regression equation was as follows:

$Y = \alpha + \beta x$	➡	$Y = 1.037 + 0.803 X$
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The results of the table above, according to the opinions of the study sample, indicate a statistically significant effect of electronic marketing on the quality of tourism services among customers of travel agencies in El Oued. The correlation coefficient is (0.526 = r), which indicates a moderate and positive correlation at a significance level of 5%. The coefficient of determination (R²) is 0.277, meaning that 27.7% of the variation in the quality of tourism services is explained by changes in the improvement of electronic marketing, while the remaining percentage is explained by other factors that are unknown to us. The value of the effect degree (β = 0.803) is significant at a significance level of 5%, as the significance value equals 0.000, which is less than 0.05. This also means that a one-degree increase in the focus on applying electronic marketing leads to an increase in the quality of tourism services by (80.3%), which is a high-impact value. The significance of the effect of electronic marketing on the quality of tourism services is confirmed by the calculated F value, which is (17.604 = F), statistically significant at a 5% significance level, as the value (0.000 = sig) confirms this. This validates the third main hypothesis, and thus we reject the null hypothesis and state, "There is a statistically significant effect of electronic marketing on the quality of tourism services in travel agencies in El Oued at a significance level of 5%."

5.5.2.2 Testing the Effect Using Multiple Regression between the Dimensions of Electronic Marketing and the Quality of Tourism Services:

To test the degree of influence of the dimensions of electronic marketing on the quality of tourism services, multiple regression was used between each dimension of electronic marketing as independent variables and the quality of tourism services through the following sub-hypotheses:

- **Sub-hypothesis One:** There is an effect of the electronic service dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-hypothesis Two:** There is an effect of the electronic pricing dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-hypothesis Three:** There is an effect of the electronic distribution dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-hypothesis Four:** There is an effect of the electronic promotion dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-hypothesis Five:** There is an effect of the website dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.
- **Sub-hypothesis Six:** There is an effect of the privacy and electronic information security

dimension on the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 5%.

In order to answer all these sub-hypotheses, we formulated the following main hypothesis:

- **Main Null Hypothesis H0:** There is no statistically significant effect of the dimensions of electronic marketing, which are (electronic service, electronic pricing, electronic distribution, electronic promotion, security and privacy, website) on the axis of the quality of tourism services in travel agencies in the Wilaya of El Oued at a significance level of 0.05.

To test this hypothesis, multiple regression analysis was used, as illustrated in the table below:

Table (6): Multiple Regression Results of E-Marketing Dimensions on the Quality of Tourism Services

Dependent variable	R()	(R ²)	F	DF	Sig	B	T	SIG
Quality of Tourism Services	0.646	0.417	4.895	6	0.001	Electronic Service B1= 0.213	1.245	0.020
						Electronic Pricing 2β = -0.090	-0.518	0.607
						Electronic Promotion 3 = 0.360β	3.014	0.004
				41		Electronic Distribution 4 =0.147β	1.252	0.218
						Security and Privacy 5 = 0.041β	0.364	0.718
						47	the Website 6 =0.246β	1.728

Source: Prepared by the Researchers Based on the Outputs SPSS v 27

The multiple regression equation was as follows:

$$Y = 1.639 + 0.213X_1 - 0.090X_2 + 0.360X_3 + 0.147X_4 + 0.041X_5 + 0.246X_6$$

The results in the previous table indicate, according to the opinions of the study sample individuals, a statistically significant impact of the dimensions of electronic marketing on improving the quality of tourism services, with a correlation coefficient of (0.646), which represents a strong positive correlation. The coefficient of determination was (0.417), meaning that 41.7% of the variation in the quality of tourism services in travel agencies is explained by changes in the dimensions of electronic marketing, which include the electronic service dimension, the electronic promotion dimension, and the website dimension, as their significance levels were less than 0.05, while the remainder is attributed to other factors. The effect value for the electronic service dimension was (0.213=B1), which is significant at a significance level of 0.05, as its significance value equals 0.020, which is less than 0.05. This effect should be considered significant in the model, indicating that an increase of one unit in this dimension leads to an increase in the quality of tourism services by 21.3%. This confirms the validity of the first sub-hypothesis.

The impact value for the electronic pricing dimension was (-0.090=B2), which is not significant at the 0.05 significance level, as its significance value is greater than 0.05. Therefore, this impact should not be accepted as it is not significant in the model, which confirms the invalidity of the

second sub-hypothesis.

The impact value for the electronic promotion dimension was (0.360=B3), which is significant at the 0.05 significance level, as its significance value equals 0.004, which is less than 0.05. This impact should be accepted as it is significant in the model, indicating that a one-unit increase in this dimension leads to an increase in the quality of tourism services by 36%, thus confirming the validity of the third sub-hypothesis. The impact values for the fourth and fifth dimensions were not significant in the model, and their effects should not be accepted as they are not significant in the model, confirming the invalidity of the fourth and fifth sub-hypotheses.

The impact value for the website dimension was (0.246=B6), which is significant at the 0.05 significance level, as its significance value equals 0.042, which is less than 0.05. This impact should be accepted as it is significant in the model, indicating that a one-unit increase in this dimension leads to an increase in the quality of tourism services by 24.6%, thus confirming the validity of the sixth sub-hypothesis.

Furthermore, the quality of the model is evidenced by the Fisher test, with an estimated F value of 4.895, which is significant at the 5% significance level, as its significance value was 0.000, which is less than 0.05. This means that the model is valid for prediction.

Based on the above, it can be concluded that there is a statistically significant effect only for the dimensions of electronic marketing, namely (the electronic service dimension, the electronic promotion dimension, and the website dimension) on improving the quality of tourism services in travel agencies in the Wilaya of El Oued at a statistical significance level of 5%.

6. Conclusion:

The impact value for the electronic pricing dimension was (-0.090=B2), which is not significant at the 0.05 significance level, as its significance value is greater than 0.05. Therefore, this impact should not be accepted as it is not significant in the model, which confirms the invalidity of the second sub-hypothesis.

The impact value for the electronic promotion dimension was (0.360=B3), which is significant at the 0.05 significance level, as its significance value equals 0.004, which is less than 0.05. This impact should be accepted as it is significant in the model, indicating that a one-unit increase in this dimension leads to an increase in the quality of tourism services by 36%, thus confirming the validity of the third sub-hypothesis. The impact values for the fourth and fifth dimensions were not significant in the model, and their effects should not be accepted as they are not significant in the model, confirming the invalidity of the fourth and fifth sub-hypotheses.

The impact value for the website dimension was (0.246=B6), which is significant at the 0.05 significance level, as its significance value equals 0.042, which is less than 0.05. This impact should be accepted as it is significant in the model, indicating that a one-unit increase in this dimension leads to an increase in the quality of tourism services by 24.6%, thus confirming the validity of the sixth sub-hypothesis.

Furthermore, the quality of the model is evidenced by the Fisher test, with an estimated F value of 4.895, which is significant at the 5% significance level, as its significance value was 0.000, which is less than 0.05. This means that the model is valid for prediction.

Based on the above, it can be concluded that there is a statistically significant effect only for the dimensions of electronic marketing, namely (the electronic service dimension, the electronic promotion dimension, and the website dimension) on improving the quality of tourism services in travel agencies in the Wilaya of El Oued at a statistical significance level of 5%.

While the other dimensions did not have an impact on improving the quality of tourism services in the travel agencies under study. Thus, confirming the second main hypothesis.

7. Suggestions:

In light of the results obtained from the study, we present the following suggestions:

- Work on keeping pace with technological developments by using the latest technologies in service transactions.
- Offer a diverse range of tourism services through electronic means.
- Train and develop employees, especially front-line staff, to equip them with persuasion skills and gain customer trust and satisfaction to retain them and achieve their loyalty.
- Continuously evaluate the level of quality of tourism services to improve them in order to face competition.
- Work on reducing customer apprehension regarding electronic transactions by focusing on security by providing modern and reliable electronic protection measures.

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