
The Role of Public Relations in Enhancing Customer Loyalty

A Field Study on a Sample of Mobilis Customers

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Abstract:

The concept of customer loyalty has become extremely important from the perspective of organizations, which now seek to satisfy their existing customers and build their loyalty rather than constantly searching for new ones. Many organizations have realized the necessity of continuously influencing purchasing decisions by employing various communication policies, including public relations. Among the Algerian institutions that have prioritized public relations is Mobilis.

Our study aims to highlight the role of Mobilis's public relations programs in enhancing the loyalty of its customers. This was achieved by distributing a questionnaire to 400 Mobilis customers. Data analysis and hypothesis testing were conducted using the Statistical Package for the Social Sciences (SPSS). The study finds that there is a statistically significant impact of public relations on reinforcing the loyalty of Mobilis customers to the company and its products.

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1. Introduction:

An organization cannot achieve success, continuity, and customer support by focusing solely on product quality without striving to establish a relationship with its customers. Public relations constitute one of the communication policies that play a crucial role in establishing lasting relationships between the organization and its customers by positively influencing their feelings and gaining their support. This, in turn, increases their desire to continue dealing with the organization and remain loyal to its products.

The ability of an organization to retain loyal customers contributes to its sustainability and survival in the market.

Generally, Algerian organizations' communication policies are largely limited to advertising and sales promotion due to the absence of a philosophy focused on building long-term relationships with customers based on trust and credibility in disseminating information about the organization and its products.

Mobilis is one of the Algerian organizations that has given public relations a significant place in its communication activities, especially due to intense competition in the mobile phone service sector, as it seeks to establish itself as a citizen-oriented company working for the welfare of Algerian society.

1.1. Research Problem:

Based on the above, the following research problem can be posed:

✓ **How can public relations enhance customer loyalty, and what is the reality of this proposition for Mobilis?**

1.2. Sub-questions:

Based on the previously mentioned problem, the following sub-questions can be raised:

- What is the concept of public relations, and what are its functions?
- What is the concept of customer loyalty, and what is its importance?
- To what extent do Mobilis's public relations programs affect customer loyalty to the company and its products?

1.3. Study Hypotheses:

To answer these questions, the following hypotheses were adopted:

- Public relations represent a communication activity that clarifies the role of the organization in its environment by relying on credibility and mutual trust in its dealings with customers.
- Customer loyalty is reflected in behavioral responses such as repeat purchases and ongoing engagement with the company. The importance of loyalty lies in the organization's ability to remain in the market and withstand competitors.

- There is an impact of public relations programs on enhancing customer loyalty depending on their variety and continuity.

The main hypothesis of the field study:

- There is a statistically significant effect of public relations on the loyalty of Mobilis customers at a significance level of 0.05.

1.4. Study Objectives:

The objectives of the study include:

- Defining the goals and functions of public relations;
- Understanding the importance and levels of customer loyalty;
- Highlighting the role of public relations programs in earning customer loyalty;
- Shedding light on the extent to which Mobilis customers are influenced by public relations programs.

1.5. Importance of the Study:

The study's importance lies in:

- Clarifying the necessity for organizations to pay attention to public relations as a communication tool aimed at establishing lasting relationships with their customers;
- Building a theoretical framework for the role of public relations in enhancing customer loyalty;
- From a field perspective, showing the extent of Mobilis customers' awareness of public relations programs and their role in enhancing loyalty amid intense competition in the mobile phone service sector.

1.6. Methodology:

To answer the research problem, the descriptive-analytical approach was used for the theoretical part to identify the study variables. For the field study, a case study approach was adopted by distributing a questionnaire to Mobilis customers and analyzing the results.

1.7. Structure of the Study:

The study includes both theoretical and field components. The theoretical part is divided into three sections covering the conceptual framework of public relations, the conceptual framework of customer loyalty, and the relationship between the two variables. The field component analyzes the questionnaire responses from Mobilis customers to understand the role of public relations in enhancing their loyalty to the company's products.

2. Conceptual Framework of Public Relations:

It is well-known that public relations aim to establish positive relationships between the organization and its employees, as well as between the organization and its clients, ensuring the continuity of these relationships in a constructive and lasting way.

2.1 Definition and Characteristics of Public Relations:

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Ivy Lee is considered the father of public relations, having laid its foundations, which later evolved into a science and art with established principles. (Al-Dulaimi, 2005, p. 30)

The International Public Relations Association defines it as:

“A planned management function through which organizations seek to gain understanding and support from those they interact with.” (Maisonneuve, Lamarche, & Amand, 2000, p. 10)

Philip Kotler defines public relations as: “Any program aimed at creating a good image for the organization, improving relationships with its clients, and eliminating rumors and negative events that affect the organization.” (Kotler & Armstrong, 2007, p. 368)

From these definitions, the core idea of public relations is to establish a good relationship between the organization and its audience, using public relations to convey a positive image to as many customers as possible.

Public relations rely on a set of principles that can be explained as follows: (Hijab, 2007, pp. 47-49)

- Gaining public trust;
- Contributing to societal welfare;
- Starting from within the organization;
- Adhering to ethical principles.

2.2 Objectives and Functions of Public Relations:

Despite being a relatively new management function, public relations have become increasingly influential in an organization's success in dealing with its audience and environment. Public relations aim to achieve three main objectives: (Malaval & Decaudin, 2005, p. 239)

- Building and developing a good reputation for the organization among its audience;
- Creating a positive image and impression of the organization in the consumer's mind;
- Establishing a trust-based relationship between the organization and the consumer.

In order to achieve the aforementioned objectives, the functions related to public relations must be performed effectively. There are several classifications of public relations functions, and the most prominent classification is by 'Robinson,' who divided public relations functions into three main functions, which are: (Al-Khatib, 2000, p. 25)

- Evaluating and interpreting the attitudes of various audiences related to the organization;
- Assisting management in achieving objectives and increasing understanding between the organization and its audience;
- Balancing the organization's goals with the needs and objectives of its diverse audiences.

3. Conceptual Framework of Customer Loyalty:

Due to changes in the organizational environment, the focus has shifted to retaining existing customers and earning their loyalty rather than constantly seeking new ones.

3.1 Definition and Dimensions of Customer Loyalty:

Researchers differ in defining loyalty due to varying foundational perspectives. According to Gremler & Brown, loyalty is: "The customer's desire to repeatedly prefer the organization's products in a consistent manner, making this preference their first choice among alternatives." (Alaa Abbas Ali, 2009, p. 37)

Suhatanto and Kandampully define loyalty as: "The customer's repeated purchase of the same organization's products, maintaining a positive attitude towards the organization, and recommending it to others." (Hussein & Hatif Al-Janabi, 2008, p. 97)

From this, we conclude that customer loyalty is based on the comparison between the customer's expectations and the actual performance of the product. If the customer perceives a match, they will show a positive attitude towards the organization and repeat their purchase despite the availability of alternatives.

In the same context, loyalty consists of two main dimensions, which are: (Hussein A. A., 2016, pp. 670-696)

- **Behavioral Dimension:** Loyalty is measured by the frequency of repeat purchases, but if not based on attachment and satisfaction, it may collapse if the environment changes (e.g., competitor promotions).
- **Attitudinal Dimension:** Loyalty is measured by the customer's expression of preference and positive psychological and emotional attitudes towards the organization.

3.2 Levels and Importance of Customer Loyalty:

In the institution's effort to retain its customers, it is necessary to classify their loyalty into different levels. Jean Marc Lehu has worked on establishing four levels of customer loyalty, which are as follows: (Lehu, 2003, p. 04)

- **Potential Customer:** The base level, including exceptional customers who may switch brands.
- **Opportunistic Customer:** Takes advantage of offers but lacks full loyalty.
- **Regular Customer:** Loyal to the organization and its products, with no intention to switch due to potential costs.
- **Exclusive Customer:** Fully loyal, recommends the organization to others, and should be retained through intensified efforts.

On the other hand, loyalty holds great importance for the institution, as many researchers believe that the significance of loyalty lies in the following points: (Amgkouh, 2018, pp. 119 - 120)

- Retaining existing customers is less costly than attracting new ones;

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- Loyal customers stabilize the organization;
- Loyalty strengthens the organization's position with distributors;
- Provides time to respond to competition;
- Enhances product positioning in the market.

4. The Impact of Public Relations Programs on Customer Loyalty:

Public relations are not merely a promotional tool or a way to improve the organization's image; they are a strategic means of building long-term, sustainable relationships with customers.

4.1 Public Relations Programs and Tools:

Public relations employ a variety of programs and tools to enhance their promotional and administrative roles, including: (Jouda, 2006, p. 33), (Lendrevie & Lindon, 2003, p. 648)

- Organizing events for employees or customers;
- Open days for the public, such as product launches;
- Distributing gifts (e.g., calendars, pens, watches) on special occasions;
- Organizing meetings and providing necessary arrangements;
- Participating in exhibitions and trade shows to introduce new products;
- Sponsoring events (sports, cultural, artistic, or public service) to promote the organization's name and products;
- Holding press conferences to present achievements or partnerships;
- Publishing brochures and magazines to present information and promote the organization.

4.2 Public Relations as a Means to Enhance Customer Loyalty:

The programs and tools used in public relations are essential for building and strengthening trust between the organization and its target audience, especially customers. Trust is the cornerstone for building relationships that foster customer loyalty and sustain engagement. Effective communication strategies enable organizations to improve their reputation, and public relations programs play a vital role in shaping positive attitudes and enhancing customer loyalty to the organization and its products. (Keller, 2009, pp. 595 - 600)

Organizations can positively influence customers by supporting charitable activities or environmental projects, aligning with shared values that are key to maintaining long-term relationships.

Research shows that public relations help increase brand awareness by improving the relationship between the organization and its customers. When customers perceive active communication through public relations programs, this perception is likely to enhance their loyalty, increase market share, and achieve other objectives. (Chung, Jaesub, & Heath, 2013, p. 433)

According to Balaban & Abruda, organizing public relations programs attracts media attention and customer interest, creating appeal for the organization and its products. This is achieved by disseminating reliable

information, shaping customer emotions, and motivating purchases, thereby fostering positive long-term behavior toward the organization. (Dospinescu, 2014, p. 40)

5. A Field Study on the Role of Public Relations Programs of Mobilis in Enhancing Customer Loyalty:

The Ministry of Post and Telecommunications announced the provision of mobile phone services as part of the new GSM digital network on January 30, 1999. Mobilis became the first mobile phone operator in Algeria. Since its establishment, Mobilis has aimed to build understanding and trust with its customers, using various communication tools, including public relations, to strengthen relationships with customers and increase their loyalty.

5.1. Overview of Mobilis:

Significant growth in Algeria's wireless communications market was only achieved after the issuance of Executive Decree No. 2000-03 on August 5, 2000, which opened the mobile phone service sector to foreign investors. There are now three operators in Algeria: one national and two international. Key historical milestones in Algeria's mobile phone service market include: (Gazette, published on August 6, 2000, p. 8)

- Executive Decree No. 2000-03, which transferred postal and telecommunications activities to Algeria Post and Algeria Telecom respectively;
- Pursuant to Executive Decree No. 2000-03, Article 13 established the Authority for the Regulation of Post and Telecommunications (ARPT - Authorization Regularization of Post and Telecommunication), which is responsible for ensuring fair competition, granting operating licenses, and statistics for the postal and telecommunications market sector.
- Executive Decree No. 2001-219, issued on July 31, 2001, which granted a license to Orascom Telecom (Djezzy) as the second operator. In December 2003, a license was also granted to Nedjma (now Ooredoo), a subsidiary of Kuwait National Telecom, which began commercial operations on August 2004.
- Pursuant to Law No. 2003-03, which established that ATM (Algeria Telecom Mobile) MOBILIS is a subsidiary of Algeria Telecom, it officially began its operations in January 2004. It is a public economic company with shares, with a capital estimated at 100 million Algerian dinar.

5.2. Preparation of the Questionnaire Directed to Mobilis Customers:

The sample size was chosen based on a non-random sampling method. The study population consists of all subscribers to the Mobilis mobile network, while the study sample represents a subset of this population. The sample size was determined as follows: (Ramadan Mahmoud Abdel Salam, 2006, p. 253)

$$N = Z^2 \cdot P (1 - P) / e_a^2$$

(Where: **N** = sample size, **P** = effect proportion, **Z** = standard score corresponding to the required confidence level,

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ea = margin of error)

The required confidence level in marketing studies is estimated at 95%, so "Z" in the normal distribution table equals 1.96, which is approximately 2. The value of "P" is unknown due to the absence of previous studies, so it is taken as 50%. The selected margin of error (ea) is 5%. Applying the calculation, we obtain:

$$= 2^2 \cdot 0.5 (1-0.5) / 0.05^2 = 400N$$

Thus, the sample size is 400 Mobilis customers.

To achieve the objectives of the study, we relied on the survey method, with the questionnaire being distributed only in Algiers and some neighboring cities. The questionnaire consisted of 13 questions divided into three sections as follows:

- The first section contains questions related to the personal data of the respondents.
- The second section contains questions that assess the respondents' awareness of the main public relations programs of Mobilis.
- The third section contains questions aimed at determining the impact of public relations programs on the respondents' loyalty to Mobilis, based on their perceptions of various aspects related to public relations and customer loyalty.

A total of 400 questionnaires were distributed among Mobilis customers, of which only 366 were returned, meaning that 34 questionnaires were excluded. The statistical analysis was carried out using the Statistical Package for the Social Sciences (SPSS).

4.3. Descriptive Analysis of Statistical Tables:

We will present and analyze some of the respondents' answers as follows:

- **Question:** Since you have a "Mobilis" line, why did you choose this operator?

Table N° 1: Reasons for Choosing Mobilis as an Operator

Choices	Frequencies	Percentages (%)
Low call rates	78	21,3
Good coverage	148	40,4
National company	238	65
The desire to have the same phone line as friends	154	42,1
Quality of offers and services	113	30,9
Personal factors	35	9,6

Source: Prepared by the researcher, based on the SPSS program.

The table results show that more than half of the respondents chose to deal with Mobilis because it is a national company, accounting for 65%. Meanwhile, 40.4% selected it due to good network coverage.

- **Question:** Among the following charitable activities, which one has Mobilis contributed to?

Table N° 2: Selection of Charitable Activities Contributed to by Mobilis

Choices	Frequencies	Percentages (%)
Making financial donations to charities	281	76.8
Visiting patients and giving them gifts	19	5,2
Sending elderly home residents on pilgrimage to Hajj	234	63.9
No response	21	5.7

Source: Prepared by the researcher, based on the SPSS program.

The table shows that a large percentage of respondents are aware that Mobilis has supported charitable associations, with the percentage estimated at 81.4%. Additionally, 67.8% of respondents are aware of Mobilis's contribution to sending elderly residents of retirement homes to perform Hajj at the Holy House of Allah.

- **Question:** Have you ever visited exhibitions in which Mobilis participated?

Table N° 3: Respondent's Visit to the Exhibitions Participated in by Mobilis

Choices	Frequencies	Percentages (%)
Yes	151	41,3
No	215	58,7
Total	366	100

Source: Prepared by the researcher, based on the SPSS program.

The table shows that 58.7% of respondents have *not* visited exhibitions in which Mobilis participated, which is a significant proportion, while 41.3% have visited exhibitions organized by Mobilis.

- **Question:** What is your impression of Mobilis when it sponsors activities and contributes to charitable works?

Table N° 4: The Impression Formed in the Respondents' Minds Regarding Mobilis

Choices	Frequencies	Percentages (%)
A reputable institution striving to serve the Algerian community	240	65,6
An institution aiming to satisfy the largest possible segment of consumers	130	35,5
An institution seeking to build good relationships with consumers	187	51,1

Source: Prepared by the researcher, based on the SPSS program.

Most of the respondents' answers, accounting for 65.6%, focused on the impression that the company is good and helps serve the Algerian community. As for the impression that the company seeks to build a good relationship with consumers, the percentage was 51.1%, which is considered moderate.

- **Question:** Does your opinion of Mobilis's image affect your purchasing decision for its products?
 - From the table data, it is evident that the majority of respondents agree that Mobilis's corporate image influences their purchasing decisions for its products, with a percentage of 41.5%. Therefore, the answers to this question confirm that a positive impression formed in the respondent's mind can lead to a positive impact on their decision to purchase Mobilis's products and services. This supports the view that brand image plays a strategic role in shaping consumer behavior.

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Table N° 5: The Effect of Mobilis's Corporate Image on Respondents' Purchase Decisions

Choices	Frequencies	Percentages (%)
Strongly affects	94	25,7
Affects	152	41,5
Somewhat affects	67	18,3
Does not affect	28	7,7
Neutral	25	6,8
Total	366	100

Source: Prepared by the researcher, based on the SPSS program.

- **Question:** If you see that Mobilis is engaged in charitable assistance, what would be your reaction?

Table N° 6: Mobilis's Charitable Assistance and Its Impact on the Behavior of Its Consumers

Choices	Frequencies	Percentages (%)
Actively working to increase the consumption of Mobilis products	233	63,7
I have no reaction	42	11,5
I plan to increase my consumption of Mobilis products in the future	34	9,3
I encourage my acquaintances to use Mobilis services	189	51,6

Source: Prepared by the researcher, based on the SPSS program.

The table data show that the majority of respondents, at 63.7%, are influenced by the charitable activities carried out by Mobilis. This influence is reflected in an increased consumption of its products immediately upon knowing that they will be contributing members to this cause.

- **Question:** What are the main reasons that made you continue dealing with Mobilis?

Table N° 7 : The Main Reasons That Led Respondents to Continue Dealing with Mobilis

Choices	Frequencies	Percentages (%)
Quality of offers and services provided by the institution	170	46,4
The institution's image and brand reputation	195	53,3
Your trust in the institution and its credibility in the Algerian economic sector	260	71
You find that the institution protects your interests and privacy	99	27
Continuous and effective communication between you and the institution	84	23
Other (please specify)	35	9,6

Source: Prepared by the researcher, based on the SPSS program.

The results obtained indicate that the majority of respondents, 71%, stated that their motivation to continue dealing with Mobilis is their trust in the company and its credibility within the Algerian economic sector.

- **Question:** If someone wants to subscribe to a mobile network, what would be your recommendation to them?

- The table results show that 72.7% of respondents recommend potential consumers to deal with Mobilis, which is a high percentage. When we asked respondents during the interview about the reasons behind

their recommendation, most answers focused on statements such as "because it is a national company," "because they are loyal customers of Mobilis," and so on.

Table N° 8: Respondents' Recommendations

Choices	Frequencies	Percentages (%)
I recommend him/her to deal with Mobilis	266	72,7
I leave the choice to him/her by mentioning only the pros and cons	5	1,3
I leave the choice to him/her by mentioning only the pros and cons	95	26
Total	366	100

Source: Prepared by the researcher, based on the SPSS program.

5.4. Hypothesis Testing and Statistical Table Analysis:

In order to attempt to link the study variables regarding the role of public relations programs in enhancing customer loyalty, we will analyze based on the relationship between variables. To highlight the strength of the correlation between the studied variables, we use the correlation coefficient test **R**, and the relationship between the study variables is tested using the Chi-square test (**khi-deux**). This is based on the following two hypotheses:

- **H₁ (Alternative Hypothesis)**: There is a relationship between the study variables.
- **H₀ (Null Hypothesis)**: There is no relationship between the study variables.

5.4.1. Linking Respondent's Gender and the Impression Formed in Their Mind Regarding Mobilis:

We present the following hypotheses

- **Null Hypothesis H₀** : There is no relationship between the respondent's gender and the impression formed, represented by the belief that Mobilis seeks to build a good relationship with its consumers.
- **Alternative Hypothesis H₁** : There is a relationship between the respondent's gender and the impression formed, represented by the belief that Mobilis seeks to build a good relationship with its consumers.

Table N° 9: Linking the Respondent's Gender and the Impression Formed in Their Mind Regarding Mobilis

Choices		Respondent's Gender		Total
		Female	Male	
The formed impression of Mobilis is that it is an institution striving to build good relationships with its consumers.	Yes	72	115	187
	No	107	72	179
	Total	179	187	366
R = 0,21		Khi-deux = 16,56 ---- ddl = 1		

Source: Prepared by the researcher, based on the SPSS program.

The table results show that the estimated **R** value is **0.21**, indicating a weak positive correlation between the two variables. Accordingly, we accept the alternative hypothesis **H₁** and reject the null hypothesis **H₀**. Moreover, the calculated **Chi-square** value is greater than the critical Chi-square value (**3.84**), which confirms the validity of the obtained results.

5.4.2. Linking Respondent’s Educational Level and the Impression Formed Regarding Mobilis as a Good Institution That Helps Serve the Algerian Community: We present the following hypotheses

- **Null Hypothesis H₀** : There is no relationship between the respondent’s educational level and the impression formed about Mobilis as a good institution that helps serve the Algerian community.
- **Alternative Hypothesis H₁** : There is a relationship between the respondent’s educational level and the impression formed about Mobilis as a good institution that helps serve the Algerian community.

Table N°10 : Linking Respondent’s Educational Level and the Impression Formed Regarding Mobilis

Choices	Respondent's Educational Level				Total	
	Primary School	Middle School	Secondary School	University		
The formed impression of Mobilis is that it is a reputable institution dedicated to serving the Algerian community	Yes	12	47	89	92	240
	No	5	11	30	80	126
	Total	17	58	119	172	366
R = 0,20		Khi-deux =21,93 ----ddl = 3				

Source: Prepared by the researcher, based on the SPSS program.

The results presented in the table indicate that there is a weak positive correlation between the respondents’ educational level and the impression formed in their minds regarding Mobilis as a socially responsible institution serving the Algerian community, as evidenced by a correlation coefficient (**R**) of **0.20**. Based on this finding, we accept the alternative hypothesis (**H₁**) and reject the null hypothesis (**H₀**). Furthermore, the calculated **Chi-square** value exceeds the critical threshold of **7.81**, confirming the statistical significance of the observed relationship and supporting the validity of the results.

5.4.3. Linking Respondents’ Awareness of Various Charitable Activities Conducted by Mobilis and the Impression Formed in Their Mind That Mobilis is an Institution Committed to Serving the Algerian Community:

We present the following hypotheses

- **Null Hypothesis H₀** : There is no effect of the respondent’s awareness of the charitable activities contributed by Mobilis on the impression formed in their mind that Mobilis is an institution committed to serving the Algerian community.
- **Alternative Hypothesis H₁** : There is an effect of the respondent’s awareness of the charitable activities contributed by Mobilis on the impression formed in their mind that Mobilis is an institution committed to serving the Algerian community.

The table shows that the obtained **correlation coefficient (R)** is **0.38**, indicating a moderate positive correlation between the two variables: the consumer’s awareness of the charitable activities conducted by Mobilis and the impression formed in their mind regarding the company. Based on this result, we accept the alternative

hypothesis (**H₁**). Furthermore, the table indicates that the calculated Chi-square value exceeds the critical value of (**3.84**), providing additional confirmation of the statistical significance and supporting the validity of the findings.

Table N° 11 : Linking Respondents' Awareness of Various Charitable Activities Conducted by Mobilis and the Impression Regarding Its Community Commitment

Choices	The prevailing impression of Mobilis is that it is a reputable institution that actively contributes to serving the Algerian community		Total	
	Yes	No		
Mobilis contributed to charitable works, including sending pilgrims from nursing homes to the Holy House of God (without answer 21)	Yes	186	48	245
	No	45	66	111
	Total	231	114	345
R = 0,38		Khi-deux = 51,61 ---- ddl = 1		

Source: Prepared by the researcher, based on the SPSS program.

5.4.4. Linking Respondent's Awareness of Charitable Assistance Provided by Mobilis and the Increase in Consumption of Its Products: We present the following hypotheses

- **Null Hypothesis H₀** : There is no effect of the respondent's awareness of the charitable activities carried out by Mobilis on the increase in their consumption of its offers and services.
- **Alternative Hypothesis H₁** : There is an effect of the respondent's awareness of the charitable activities carried out by Mobilis on the increase in their consumption of its offers and services.

Table N° 12: Linking Respondent's Awareness of Charitable Assistance Provided by Mobilis and the Increase in Consumption of Its Products

Choices	Working on increasing the consumption of Mobilis offers and services		Total	
	Yes	No		
Mobilis contributed to charitable works, including sending pilgrims from nursing homes to the Holy House of God (without answer 21)	Yes	181	53	234
	No	40	71	111
	Total	221	124	345
R = 0,40		Khi-deux = 55,81 ---- ddl = 1		

Source: Prepared by the researcher, based on the SPSS program.

The results indicate that the correlation coefficient (**R**) equals **0.40**, reflecting a moderate positive correlation between the two variables. Accordingly, we accept the alternative hypothesis (**H₁**) and reject the null hypothesis (**H₀**). Moreover, the calculated **Chi-square** value exceeds the critical value of **3.84**, which confirms the statistical significance of the relationship and supports the validity of the findings.

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5.4.5. Linking Respondent's Awareness of Mobilis Products Through Exhibitions with Their Attendance at These Exhibitions: We present the following hypotheses

- **Null Hypothesis H₀** : Exhibitions do not contribute to enhancing the consumer's knowledge of various aspects related to the exhibiting company (Mobilis).
- **Alternative Hypothesis H₁** : Exhibitions contribute to enhancing the consumer's knowledge of various aspects related to the exhibiting company

Table N°:13 Linking Respondent's Awareness of Products Through Visiting Exhibitions

Choices	You got to know Mobilis offers and services through your visits to the exhibitions		Total
	Yes	No	
I visited the exhibitions in which Mobilis participated	Yes	79	9
	No	37	241
	Total	116	250
R = 0,70		Khi-deux = 180,51 ---- ddl = 1	

Source: Prepared by the researcher, based on the SPSS program.

The table shows that the correlation coefficient (**R**) is **0.70**, indicating a strong positive correlation between consumers' attendance at exhibitions where Mobilis was present and their awareness of the various products showcased. Accordingly, we accept the alternative hypothesis (**H₁**) and reject the null hypothesis (**H₀**). In addition, the calculated **Chi-square** value exceeds the critical value of **3.84**, further confirming the statistical significance and validity of the results.

5.4.6. Linking Mobilis's Status as a National Company and the Respondent's Trust in It: We present the following hypotheses

- **Null Hypothesis H₀** : Mobilis's affiliation with the public sector does not contribute to increasing trust between the company and its customers.
- **Alternative Hypothesis H₁** : Mobilis's affiliation with the public sector contributes to increasing trust between the company and its customers.

Table N° 14: Linking Mobilis's Status as a National Company and Respondents' Trust in It

Choices	The reason you continue dealing with Mobilis is because you trust it		Total
	Yes	No	
One of the reasons you choose to deal with Mobilis is because it is a national institution	Yes	204	34
	No	56	72
	Total	260	106
R = 0,44		Khi-deux = 71,24----ddl =1	

Source: Prepared by the researcher, based on the SPSS program.

The table above shows that the **R** value equals **0.44**, indicating a moderate positive correlation between Mobilis being a national company and the trust respondents have in it. Additionally, the calculated **Chi-square** value is greater than the critical Chi-square value (**3.84**), confirming the validity of the results. Therefore, we accept the alternative hypothesis **H₁**

5.4.7. Linking the Impression Formed in the Respondent’s Mind Regarding Mobilis and Its Effect on Their Purchasing Decision: We present the following hypotheses

- **Null Hypothesis H₀** : The impression formed in the customer’s mind about Mobilis has no effect on their purchasing decision.
- **Alternative Hypothesis H₁** : The impression formed in the customer’s mind about Mobilis has an effect on their purchasing decision.

Table N° 15: Linking the Impression Formed in the Respondent’s Mind Regarding Mobilis and Its Effect on Their Purchasing Decision

Choices	The image of Mobilis as a company affects your decision to purchase its products					Total	
	Affects a lot	Affects	Somewh at affects	Does not affect	Neutral		
The prevailing impression of Mobilis is that it is a reputable institution that contributes to serving the Algerian community	Yes	74	113	33	14	6	88
	No	20	39	34	14	19	278
	Total	94	152	67	28	25	366
R = 0,32		Khi-deux = 42.43 ----ddl = 4					

Source: Prepared by the researcher, based on the SPSS program.

The table indicates that the **correlation coefficient (R)** is **0.32**, reflecting a moderate positive correlation between the impression formed in the respondent’s mind—that Mobilis strives to build a positive relationship with the Algerian community and the impact of this impression on their purchasing decision. Based on this result, we accept the alternative hypothesis (**H₁**) and reject the null hypothesis (**H₀**).

Furthermore, the calculated **Chi-square** value exceeds the critical value of **9.49**, confirming the statistical significance of the relationship and thus supporting the validity and reliability of the findings.

5.4.8. Linking the Impression Formed in the Respondent’s Mind That Mobilis Seeks to Build a Good Relationship with Its Consumers and Its Effect on Their Purchasing Decision: We present the following hypotheses

- **Null Hypothesis H₀** : The impression formed in the respondent’s mind—that Mobilis seeks to build a good relationship with its consumers—does not affect their purchasing decision.

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- **Alternative Hypothesis H₁** : The impression formed in the respondent's mind—that Mobilis seeks to build a good relationship with its consumers—affects their purchasing decision.

Table N° 16: Linking the Impression Formed in the Respondent's Mind That Mobilis Seeks to Build a Good Relationship with Its Consumers and Its Effect on Their Purchasing Decision

Choices	The image of Mobilis as a company influences your decision to purchase its products					Total	
	Affects a lot	Affects	Somewh at affects	Does not affect	Neutral		
The prevailing impression of Mobilis is that it is an institution striving to build good relationships with its consumers	Yes	56	86	30	8	7	187
	No	38	66	37	20	18	179
	Total	94	152	67	28	25	366
R = 0,20		Khi-deux = 16,62 ----ddl = 4					

Source: Prepared by the researcher, based on the SPSS program.

The table shows that the **R** value equals **0.20**, indicating a weak positive correlation between the two variables. Accordingly, we accept the alternative hypothesis **H₁** and reject the null hypothesis **H₀**. This is further confirmed by the calculated Chi-square value, which is greater than the critical **Chi-square** value (**9.49**), thus validating the obtained results.

5.4.9. Linking the Influence of the Respondent's Perception of Mobilis's Corporate Image and Their Loyalty to It as a Result of Its Image and Brand Reputation:

We present the following hypotheses

Table N° 17: Linking the Influence of the Respondent's Perception of Mobilis's Corporate Image and Their Loyalty to It Due to Its Image and Brand Reputation

Choices	The image of Mobilis as a company affects your decision to purchase its products					Total	
	Affects A lot	Affects	Somewh at affects	Does not affect	Neutral		
The motivation that made you continue dealing with Mobilis was because of its image	Yes	77	92	20	4	2	195
	No	17	60	47	24	23	171
	Total	94	152	67	28	25	366
R = 0,47 /		Khi-deux = 86.64 ----ddl = 4					

Source: Prepared by the researcher, based on the SPSS program.

- **Null Hypothesis (H₀)**: There is no statistically significant relationship between the influence of Mobilis's corporate image on respondents' purchasing decisions and their loyalty to the company resulting from its image and brand reputation.

- **Alternative Hypothesis (H₁):** There is a statistically significant relationship between the influence of Mobilis's corporate image on respondents' purchasing decisions and their loyalty to the company resulting from its image and brand reputation.

The table results show a positive correlation between the two variables, with an **R** value of **0.47**. Accordingly, we accept the alternative hypothesis **H₁** and reject the null hypothesis **H₀**. Additionally, the calculated **Chi-square** value is greater than the critical Chi-square value (**9.49**), which confirms the validity of the obtained results.

6. Conclusion:

Public relations play a vital role in fostering customer loyalty by building a strong and enduring connection between the organization and its clientele. Based on the findings of this study, several key conclusions and recommendations have been drawn:

6.1. Study Results:

The study reached a set of findings, which we summarize in the following points:

- One of the core objectives of public relations is to establish and maintain positive relationships with the organization's customers.
- Public relations act as a strategic communication tool to enhance customer loyalty toward the organization and its products or services.
- Mobilis has succeeded in creating a favorable image in the minds of its customers through the effective implementation of diverse public relations programs.
- A primary goal of Mobilis's public relations efforts is to position itself as a socially responsible institution that contributes to the well-being of the Algerian community.
- The positive image formed in customers' minds has a direct impact on their purchasing decisions regarding Mobilis products.
- Customer trust in Mobilis's credibility within the Algerian economic environment is a major factor driving their continued engagement with the company.
- This trust not only reinforces customer loyalty but also leads to word-of-mouth recommendations and broader consumer support.
- Mobilis's active involvement in sponsoring events and community activities has significantly contributed to building customer loyalty.
- Through its public relations initiatives, Mobilis demonstrates its commitment to corporate citizenship and social responsibility.
- Overall, public relations have become a central pillar of Mobilis's communication strategy, used to strengthen customer loyalty to the company and its products.

6.2. Study Recommendations:

In light of the analysis of the study's results, the following set of recommendations has been proposed:

- Organizations should intensify efforts to diversify and expand their public relations programs in alignment with customer expectations.

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- Public relations efforts should be enhanced through digital and electronic platforms to facilitate greater interaction and engagement with customers.
- Institutions should work toward elevating the status of public relations internally, recognizing it as a core function that contributes to long-term customer loyalty.
- The primary objective of public relations programs should be the achievement and reinforcement of customer loyalty, beyond short-term promotional goals.

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