

## Measuring Customers' Satisfaction with the Marketing Mix in Participatory Banks - A field study of a sample of Algerian Participatory banks

قياس مدى رضا العملاء عن المزيج التسويقي في البنوك التشاركية - دراسة ميدانية لعينة من البنوك التشاركية في الجزائر

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### Abstract:

A study aimed at monitoring customer satisfaction with various elements of the marketing mix (product, price, place, and promotion) of Participation Bank was conducted since its launch in Algeria in 2018. To answer the research question, 81 clients completed questionnaires to examine study variables. The questionnaire data was analyzed with SPSS, using statistical methods to achieve the study's objective.

As a result of the study, it was concluded that the participating banks in Algeria have high levels of customer satisfaction, with the following marketing elements: The customers of the participating banks are satisfied with the prices of their financial products and the methods of promoting these products and the products offered by the participating banks and the methods of their distribution, as the satisfaction rate reached more than 80%.

**Keywords:** Marketing mix; Participatory Banks; Customers' Satisfaction.

**JEL Classification Codes:** M31, G21, M310

### ملخص

تهدف هذه الدراسة الى قياس مدى رضا العملاء عن مختلف عناصر المزيج التسويقي (المنتج، السعر، المكان والترويج) في تحقيق الأهداف الاستراتيجية للبنك التشاركي منذ انطلاقه في الجزائر سنة 2018. وادراكا منا لأهمية الموضوع وبغية الاجابة على إشكالية البحث، تم توزيع مجموعة من الاستبانات لفحص متغيرات الدراسة على عينة متكونة من 81 عميلا. ولتحقيق هدف الدراسة فقد تم استخدام الرزمة الإحصائية للعلوم الاجتماعية (SPSS) لتحليل بيانات الاستبيان، اعتمادا على الأساليب الإحصائية.

وبناء على نتائج الدراسة تم التوصل إلى وجود مستوى عالي من رضا عملاء البنوك التشاركية في الجزائر على مختلف عناصر المزيج التسويقي كالاتي: عملاء البنوك التشاركية راضون عن أسعار منتجاتها المالية وعن طرق ترويج هذه المنتجات والمنتجات التي تعرضها البنوك التشاركية وطرق توزيعها، حيث بلغت نسبة الرضا ما يفوق 80%.

**كلمات مفتاحية:** المزيج التسويقي، البنوك التشاركية، رضا العملاء.

**تصنيف JEL:** M310، M31، G21

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## **INTRODUCTION:**

Islamic banks attempt to find a kind of banking trade that was not found in the traditional banking before. The Islamic banking has set pillars of dealing between the bank and the client that depends on profit and loss sharing, besides sharing the business efforts between the bank and the client instead of the traditional bases, which depend particularly on the principle of indebtedness, and affording the liquid money only without getting involved into the real work. To achieve that they are designing marketing mix that serves its needs and homogenates with its constant changes, hence such marketing mix practices appear in this type of banks.

Algeria, as all the other countries in the world, is willing to host the participatory banks as a novel prototype in the Algerian banking that targets to serve and satiate the clients' needs as a first principle to sustain on the market and achieve excellence as it is expected. For this prototype to succeed, a marketing strategy should be adopted that works as the particular link with the agent and enables him to enhance his performance, and increase his effectiveness and capacities to meet, from one hand, the renewed needs and desires of his current or expected clients, and from the other hand, to shield against the challenging competition of the traditional banks. We should note here that participatory financial products and services would significantly contribute to expand the savings as well as to demand and supply through financing the projects.

Many factors control the success of participatory banks first of all, exposing new products which compete its counterparts in the traditional banks therefore, it attracts new clients and gain their trust, satisfaction and surely their loyalty, which will happen only by evolving and enhancing the marketing mix that could be beneficial and contributes to achieve these expected goals.

To study this theme and stand on the concluding results we have set the following principle issue:

### **Study Problematic:**

To what extent the customers are satisfied about the marketing mixt applied in the participatory banks in Algeria?

This question is subdivided to multiple minor questions:

- Are the clients of participatory banks satisfied about the products and services?
- Are the clients of participatory banks satisfied about the pricing applied in these banks?
- Are the clients of the participatory banks satisfied about the applied marketing strategy?
- Are the clients of the participatory banks satisfied about the shipping method of its products?

### **Study Hypothesis:**

We hypothesize that the clients of the participatory banks in Algeria are actually satisfied about the marketing mixture applied in it.

Under the main hypotheses we can discern the following sub-hypotheses:

- The clients of the participatory banks are satisfied about the products and the participatory services.
- The clients of the participatory banks are satisfied about the pricing method applied in these banks.

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□The clients of the participatory banks are satisfied about the products' marketing and the participatory services.

□The clients of the participatory banks are satisfied about the shipping method of the products and the participatory services.

### **Study importance:**

The current study is of considerable importance per the important role the elements of the marketing mixt in contributing to fulfill the strategic goals of the participatory banks, our country possesses all the necessary tools and systems to develop this pattern and boost its position in the Algerian economy.

### **Study objectives:**

This study aims to know to what extent the clients are satisfied about the marketing mix applied in the participatory banks in Algeria, also to arrive to a crystal clear conception where the participatory banks may through it succeed in applying the different elements of the marketing mix through its endeavors to imitate the marketing strategies followed by the countries which adopt such type of banks.

### **Methodology:**

The descriptive approach was used in the theoretical part of this study, which contributes in building a scientific background that might be of great benefits to enrich the different sides of the research. Concerning the practical part we depended on the case study method and the statistical approach, statistical service program of social sciences (SPSS) publication n° 28. Whereas, to collect data in our study we used a questionnaire and an online version destined to the banks' clients in order to attain accurate and precise results.

### **1- Literature Review:**

•The study of Nouh Essarhihi, Hicham Lamrabet in 2021 entitled: **“Banques Participatives au Maroc / perception des Produits et intention d'achat du consommateur”**

Which aimed to understand the attitudes of the expected clients and their conceptions about the products disposed by the participatory banks to build an effective strategy, the sample was with 513 client and they used the SPSS tool to collect data according to the questioning approach it resulted mostly that participatory banks should collect sufficient data about the expectations and needs of the expected clients and take punctilious advantage of it order to communicate with them through providing innovative and competitionnal products that agree with the rules of the Islamic Sharia. Although the questionnaire items in the study were similar to the items in the results of the study, the researcher discussed the attitudes and intentions of customers in his study using the triple Likert scale.

•The study of Lakhdar ben Ahmed and, Amine Debaze in 2020 entitled: **“Participatory Banking in Algeria and its role in reinforcing and promoting the sustainable development”**

Which aimed to highlight the similarities and differences between participatory financing and traditional financing according to the descriptive approach and the approach of a comparative study, its most prominent result was that participatory banks, despite of the role they play in financing the process of sustainable development and despite their success in accumulating savings and deposits, they remain unable to reach the required level. It's important to note

that even though the researchers' study was conducted in 2020, the results were limited to the years 2014 to 2018.

•The study of Anwar Bouhilal and Sakina Alouat in 2019 entitled:“ **Participatory banks in Morocco from the reality of legal voids to the legalization stage**”

Which aimed to improve the legal texts of this juvenile banking experience by trying to present regulating laws especially that Morocco enjoys political stability and security in order to become a leading country in this type of banks at both the Arabic and Islamic levels and to become an international capital of Islamic finance, the study was presented according to the descriptive-analysis approach and one of its most prominent results was that the government should support and rationalize the progress of participatory banks, each depending on its location, so that it can contribute in placing money into its right Islamic path and come out with solutions to the obstacles that faced the products and which prevented the correct implementation of the objectives of Islamic economic legislation and its humanitarian and developmental objectives. However, Moroccan society has given the law the right to sell non-Sharia products merely to bring in customers, whereas Algerian society does not have such rights.

•The study of Ben yakoub tahar and Cherif mourad in 2013 entitled: "**The concept of Islamic banking marketing in Islamic banks from the point of view of customers Case study of Al Baraka Bank in Algeria**"

This study aimed to determine the extent to which Islamic banks in Algeria apply the concept of banking marketing and Islamic marketing methods through the elements of the Islamic marketing mix and its impact on the behavior of buyers of Islamic banking services.

After analyzing the data collected from the field of the study, the researchers concluded that the Islamic banking marketing mix was distinguished from others, and showed the extent of Islamic bank customers' satisfaction with the services provided by it. However, this study was confined to Al Baraka Bank, although it is an Islamic bank, and the study remains not generalizable.

•The study of Ayouche Abdou in 2008-2009 entitled : "**Banking Services marketing in Islamic Banks (A Case Study of Al Baraka the Algerian Bank in Setif)**."

This study aimed to show the reality of marketing in the Islamic banks also to demonstrate the huge importance of marketing in banking which plays an important role among the banks especially the Islamic ones, through displaying benefits regarding being novel from one side, from the other side the Islamic societies lack the culture of dealing with such banks. This study depended on the descriptive-analysis approach regarding the theoretical part and case study in the practical one. The dominant results of this study concluded that the Baraka bank works in an environment where they do not regard the Islamic banks privacy, for the Algerian Central Bank treats all the banks in the same way and this may erect an obstacle and a challenge legally-speaking. In spite of the fact that Al Baraka Bank is an Islamic bank, the study was limited to Al Baraka Bank, and so is not generalizable.

- According to the former displayed studies we pinpoint that the current study agrees with the former studies in their main subject and in their general aim, however, it differs from them in other sides that represent the scientific gap addressed by this study namely:

1.This study comprised the link between the research problem and the modern variables.

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2. This study used two research entrees (qualitative and quantitative entry) in order to form an exact idea about the problem of the study, also it included mixed method.

3. This study was not restricted in just one sample, but it contained a bunch of samples to guarantee the exact diagnosis of reality.

4. In this study, multiple tools were used in order to collect data more precisely.

### **2- The Participatory Banks**

#### **2.1 Historical Evolution of Participatory Banks in Algeria:**

In Algeria the constitution of Islamic banking industry started after releasing the law of currency and loan 90-10. Through establishing the first Islamic bank called El Baraka bank in 1990, this experience has been extended in 2006 by establishing AL Salam bank, after that the industry grew to become an experience that represents a big part of the Algerian banking system which animates metamorphosis and constructions that pursue the fluctuations and circumstances of the epoch. ( Hamidat & Rabeh, 2014, pp. 141-162)

#### **2.2 Definition of the Participatory Banks:**

The Islamic bank is a financial association which commit to the Islamic Sharia and its principles in all its transactions, investing activities and the management of all its businesses, moreover; it commit to the internal and external objectives of the Islamic society. (Luqman, 1417, p. 129) .

#### **2.3 Marketing Mix of the Participatory Banks:**

**2.3.1 Product/Service:** Through Regulation No. 18-02 of November 4, 2018, which defines participatory financial operations as those operations based on receiving funds, investing operations, financing and investment operations that do not result in the collection or payment of interest. These operations relate in particular to the following product categories: Murabaha, Murabaha, Musharaka, Mudaraba, leasing, Istisna', and Salam according to Article 02 there of (Houari, 2023, p. 54):

1. Murabaha: is a word used in Islamic finance. In this structure, the financial intermediary buys a commodity with full ownership, and resells it shortly to the customer who ordered it. (Abdul Hamid Abdul Fattah , 2004)
2. Ijarah: is Any contract whereby a participatory bank places by way of rent, a movable property or a specific property owned by such bank at the disposal of a customer for a legally permitted use. (Bouhla & Alouat, 2019, pp. 51-68)
3. Mudharaba: (speculation) in language it means : human business in the money of others" and described by the Maliki's that a man gives money on a known part that the worker takes with the profit of the money, that is, a part that they agreed upon, a third, a quarter, or a half. (Lahcen , 2019, pp. 167-184)
4. Musharaka: Musharaka is any contract whose purpose is the involvement with a participatory bank in a project with the intention of making a profit. (Al Salam Bank Annual Report , 2020)
5. Essalem: a type of sale in which the sale is delayed and is called the Musallam (Participatory Bank) or the price advances and is called the capital of Essalem (the

customer) it reflects the sale with a postponed price. (Kamili, & Maqbool, 2020, pp. 01-14)

6. Istisna'a: It is a contract between the client and the participatory bank so that the second, upon the request of the first.

### **2.3.2 The Price:**

Price represents a combined fuse of costs and burdens borne by individuals to obtain the desired service, and usually it consists of the cash cost and other burdens associated with energy, effort, time and psychological effect, and with regard to financial and banking services, the customer bears some of the cash costs and some psychological and time burdens, and the customer usually compares the total costs that he will bear and the return he will achieve, If he finds that the return is greater and achieves the desired benefit, he will translate all his motives in the form of behaviour intending to obtain the offered service, but if he finds that the costs will exceed what he will earn from the returns, he tends to leave and reject the process of benefiting, as for Takaful services, the matter is completely different, the customer rarely bears cash costs while psychological and time costs increase, so the bank's responsibility to market such type of services increases in collection and spending. (Douli , Haji , & Soleimani, 2021, pp. 37-60)

### **2.3.3 Promotion:**

The offers provided by the Participatory Bank, strongly adhere to honesty at the beginning of the product display which are displayed in various public places such as stadiums, some supermarkets and in some universities or public schools. This makes the number of respondents more and not just one person. In determining the choice of products or brands of Islamic products, consumers will be influenced by clear strategies targeting the largest segment of customers or those interested in dealing with Islamic banks, which makes advertising the strength point of the product. (Herning & Adi , 2018, p. 3449)

### **2.3.4 Place:**

« The way to deliver the product to the consumer. » (Hiebing & Cooper , 2003) Any set of procedures and efforts spent to provide the banking service to the client appropriately and punctually through its sub-branches and modern programmes. The banking services shipping channels are characterized in the branches, the offices of the bank, buildings, and the bank branches are considered as the best distribution channels to deliver banking services from the bank to the client effectively and with high competency. The location of the bank must be fixed as these locations have to be suitable to provide banking services to the actual and the expected clients. The banks are working on reconsidering their branches' working method and planning to establish other branches in different areas using the modern technology in this field so the bank would achieve its beneficial targets.

### **3- Clients' Satisfaction:**

✓ Satisfaction was defined by Sheth, Howard (1969) as: "the buyer's state of awareness to realize whether the amount he got in return suffice or not regarding the degree of sacrifice he had to endure." (Hadi Abdo Al-Rabi & Fadel , 2020, pp. 269-294)

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✓ Wright and Lovelock (2002) defined the client's satisfaction as: "a short-extent emotional response to make a product or a given service ».

This means that the client's satisfaction could be known from his psychological state, if it was positive after the act of buying this means there is a satisfaction, however was it negative here we are talking about dissatisfaction. Therefore, satisfaction in marketing describes the feeling of happiness and delight generated through comparing between the previous expectations and the experience of consuming.

The previous two definitions serve the banking field as well as it is revealed that the bank's client satisfaction refers to: « the customers' reaction in case of satisfaction is resulted principally from the ability of the agent, the service offerer, to create a high degree of satisfaction to the clients that assures the quality of the product and intensify the relationship with them. » (Shanka , 2012, pp. 001-009)

**4- Diagnosing the Algerian Client Expectations Towards the Participatory Banks:**

**4.1. Method and Tools:**

**4.1.1. Data Collection Technique:**

The data were obtained through the questionnaire as a tool to measure the study variables, where a five-level on Likert scale (completely agree, agree, neutral, disagree, completely disagree,) was relied upon with the use of the statistical program SPSS.

**4.1.2. Statistical Processing of data:**

The treatment was carried out using the SPSS program, relying on some statistical tools such as tables, frequencies, percentages, arithmetic mean and standard deviation, and correlation coefficient.

**4.1.3. The Population and Sample of the study:**

The study population consists of the customers of Islamic banks, for the study sample and since these banks deal with all segments of society, and in this context has been distributed about 100 questionnaires (including 33 online questionnaire) and we retrieved 90 of them and after collecting questionnaire forms and checking them it turned out that 81 of them met the necessary conditions.

**5- Authenticity and Validity of the Questionnaire:**

**5.1 Validity of the Research Tool:**

The stability of the tool was measured after collecting data by calculating the Alpha Cronbach coefficient, which is one of the most common measures to determine the degree of coherence between the contents of the tool, because it is characterized by a high degree of accuracy, so it was used to measure the degree of credibility of the questionnaire as follows:

**Table n°1.** Clarifies the results of the Cronbach alpha test to measure the validity and reliability of the questionnaire

Number of Paragraphs	The Alpha Cronbach
18	0.819

**Source:** Source: Prepared by the researcher based on the results of SPSS

- It is noted through Table n°1, that the value of the Cronbach alpha scale is equal to 0.819, which is a high value that expresses the validity of the questionnaire, and the strong internal consistency between the statements, and this is what makes them liable to analysis, study, deduction, and drawing conclusions.
- As for the authenticity of the study tool, it was verified by presenting it to specialized arbitrators from the University of M'sila using the two studies of Abu Bakr Al-Sharif Khawald (2016), the study of Al-Mahdi Qil and Laila Al-Boushari (2016), and the study of Muhammad Hamoud Fahd Bashir (2013).

## 5.2 Distribution of the Study Sample According to Personal Data:

**Table n°2.** Description of a sample of the Algerian Participatory Banks clients

<b>Gender</b>	<b>Repetitions</b>	<b>Percentage %</b>
Male	57	70,4 %
Female	24	29.6 %
<b>Total</b>	<b>81</b>	<b>100 %</b>
<b>Age range</b>	<b>Repetitions</b>	<b>Percentage%</b>
Less than 30 years old	14	17.3%
From 31 to 50 years old	54	66.7%
Above 50 years old	13	16 %
<b>Total</b>	<b>81</b>	<b>100%</b>
<b>Educational Level</b>	<b>Repetitions</b>	<b>Percentage%</b>
Primary	4	4.9%
Middle school	3	3.7%
Secondary School	29	35.8%
University	45	55.6%
<b>Total</b>	<b>81</b>	<b>100%</b>
<b>Occupation</b>	<b>Repetitions</b>	<b>Percentage%</b>
Jobless	2	2.5%
Student	1	1.2%
Worker	59	72.8%
Free business	12	14.8%
Retired	7	8.6%
<b>Total</b>	<b>81</b>	<b>100%</b>

**Source:** Prepared by the researcher depending on the results of SPSS.

- Table n°2 displays a description of the various personal data and defines a sample the sample of the clients. We notice that the majority of the questioned were males with a number of 57 i.e. with a rate of 70% of the sample. Regarding the age range we notice that the individuals who belong to the age range category from 31 to 50 years old filled the highest rates estimated by 66% the lowest rate of age range refers to the above of 50 years old; as we notice that the majority of the individuals of the sample hold a university grade with a rate that exceeds 55%. It was noticed as well that most clients are workers with a rate of 72% followed by the free business category with a ratio of 14.8% then the retired with 8.6 % rate.

## 5.3 Distribution of the Study Sample According to the Seniority with the bank:

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**Table n°3.** Clarifies the distribution of the study sample depending on the seniority of dealing with the bank

Dealing Seniority	Repetitions	Percentage %
Less than one year	11	13.6%
From one to 5 years	65	80.2%
More than 5 years	5	6.2%
Total	81	100%

**Source:** Prepared by the researcher Depending on the results of SPSS

- We notice via table n°3 that the majority of the clients have dealt with the bank for a period ranges between one to five years rated 80.2%. simultaneously the category of less than one year is classified in the second place with a rate of 13.6% at the same scope the senior clients category (5years) were classified in the last rank with a ratio of 6.2% this is very logical since this type of banks is newly born.

### 5.4 Distribution of the Clients' Sample According to the Variable of Knowing the Participatory Bank and via which means:

**Table n°4:** Displays the Distribution of the clients' sample according to the variable of knowing the Participatory bank and via which means

Knowing the Participatory Bank	Repetitions	Percentage %
Yes	81	100%
No	0	0 %
Total	81	100%
Via which means?	Repetitions	Percentage %
Via social media	58	71.6%
From another person	11	13.6%
Television	10	12.3%
Radio	1	1.2%
Press	1	1.2%
Total	81	100%

**Source:** Prepared by the researcher according to the SPSS results

- It is detected in table n°4 that all the members of the studied sample are aware of the existence of Participatory banks since the answer 'yes' rated 100% we also detected that the respondents have heard about such kind of banks via social media with a rate that exceeds 72% followed by 'from another person' choice with a rate of 11% lastly via Television with a 10% rate.

### 4.5 Distribution of the Study Sample According to the Type of Bank and Financing Method Variables:

**Table n°5.** Clarifies the distribution of the study sample according to the type of bank and the financing method variables

Type of the bank	Repetitions	Percentage %
Al Baraka Bank	32	39.5%
Al Salam Bank	15	18.5%

The Algerian Gulf Bank	1	1.2%
BDL Bank	2	2.5%
BADR bank	10	12.3%
CPA bank	19	23.5%
BNA bank	2	2.5%
Total	81	100%
<b>Method of Finance</b>	<b>Repetitions</b>	<b>Percentage %</b>
Murabaha	29	35.8%
Ijarah	24	29.6%
Istisna'a	17	21%
Musharaka	5	6.2%
Mudharaba	0	0%
Esselem	6	7.4%
Total	81	100%

**Source:** Prepared by the researcher depending on the SPSS Results

- We observe in the table above that most of the respondents bargain with Al Baraka bank with a rate of 39% followed by the Algerian Popular bank of Loan with a rate of 23% in the window of Participatory financing the rate of dealers with Al Salam Bank attained 15% and 10% for the dealers with Agriculture and Rural Development Bank; the least rate was signed by the dealers of the Algerian Gulf Bank with a 1% ratio.
- The study showed that 35% of the respondents are interested in bargaining with the bank via Murabaha, 29% of them bargain via Ijarah, also we notice from the table that the respondents are not interested to deal with the bank via Mudharabah which is affirmed by the respondents' results proved by the variable of occupation.

#### **6- The Questionnaire's Thematic Analysis:**

We will analyse the themes of the questionnaire in order to answer the questions of the study, where descriptive statistics were used applying the arithmetic mean and standard deviation (on Likert scale 1-5) for the answers of the study sample members about the questionnaire statements.

**Table n°6.** to what extent the clients of the participatory banks are content with the product Production

<b>Number</b>	<b>Expressions</b>	<b>Arithmetic mean</b>	<b>Standard Deviation</b>	<b>Direction</b>
01	The participatory bank is devoted to offer a variation of products and services that suit its clients desires	3.56	1.975	Agree
02	The participatory bank develops constantly its products and services	3.49	1.328	Agree
03	The products of the participatory bank are accordant to the principles of the Islamic Sharia	3.69	1.591	Agree
<b>Total arithmetic mean of the participatory product</b>		5.58	1.631	Agree

**Source:** prepared by the researcher depending on SPSS results.

- Based on the results of Table n°6, it is clear that the weighted general arithmetic mean of the dimension of the participatory banking product / service has reached 3.58 with a standard deviation of 1.631 and it is noted that the weighted general arithmetic mean is

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higher than the hypothetical mean of (3), and thus the sample of participatory bank clients is satisfied with the product policy applied therein, and this confirms the validity of the first sub-hypothesis. In more detail, it is clear that statement n° 3 related to the compatibility of participatory banking products with the principles of Sharia obtained the highest arithmetic mean into this dimension, which amounted to 3.96 with a standard deviation of 1.631.

**Table n° 7:** to what extent the clients of the participatory banks are satisfied about the participatory price.

Number	Expressions	Arithmetic mean	Standard deviation	Direction
04	The prices of the services are submissive to the legal rules and regulations	3.53	1.627	Agree
05	All the costs included in the price are well-clarified to the client	3.70	1.336	Agree
06	The bank's pricing policy considerate the capacities of the client and doesn't aim to damage him.	3.52	2.103	Agree
<b>The total arithmetic mean of the participatory price</b>		3.85	1.688	Agree

Source: prepared by the researcher depending on SPSS results.

- Based on the results of Table n°7, it is clear that the weighed general arithmetic mean of the pricing dimension reached 3.85 with a standard deviation of 1.688, and it is noted that the weighted general arithmetic mean is higher than the hypothetical arithmetic mean of (3), and therefore the customers of the surveyed participatory banks are satisfied with the pricing policy applied therein, and this confirms the validity of the second sub-hypothesis. Going into the details of the results of the statistical analysis, it becomes clear that paragraph (2) related to the clarity of prices to the customers has obtained the highest arithmetic mean within the statements of tis dimension estimated of 3.70 corresponding to a standard deviation of 1.336.

**Table n°8.** to what extent the clients of the participatory banks are satisfied about the participatory Marketing

Number	Expressions	Arithmetic mean	Standard deviation	Direction
07	Advertising promotions are submitted to legitimate regulations	3.65	1.904	Agree
08	The participatory bank follows modern methods to market its different products and services (audio-visual means, internet and social media, Electronical tablets )	3.63	1.811	Agree
09	The advertising messages of the bank are characterized with sincerity and trust	3.54	2.051	Agreed
<b>The total arithmetic mean of participatory marketing</b>		3.60	1.922	Agreed

Source: prepared by the researcher depending on SPSS results.

- With regard to the advertising dimension, it is clear that the sample of the surveyed participatory banks are satisfied with the application of the various articles forming this policy, as the weighed general arithmetic mean for the advertising dimension was 3.60, which is higher than the hypothetical arithmetic mean of (3) and a standard deviation of 1.922, and this confirms the validity of the third sub-hypothesis. In detail, it is clear that the expression n° (01) related to the extent to which the advertising commercials of participatory banks are subject to Sharia regulations, they obtained the highest arithmetic mean of 3.65, which indicates that there is approval by the customers of participatory banks for the advertisements they display.

**Table n° 9.** The extent to which the participatory bank's clients are satisfied with the participatory shipping.

Number	Statements	Arithmetic mean	Standard deviation	Direction
10	The participatory bank follows modern methods to ship its products and services (Internet, atm automated teller machine)	3.63	1.386	Agree
11	The bank is interested in choosing its branches to facilitate the clients' arrival and to attract more of them	3.65	1.804	Agree
12	The bank defines to its clients all the distribution channels of its banking services.	3.72	2.131	Agree
<b>Total arithmetic mean of the participatory shipping</b>		3.66	1.533	Agree

Source: prepared by the researcher depending on SPSS results.

- Based on the results of table n°9, it was found that the sample of participatory banks surveyed is satisfied with the various statements that formed this dimension within its marketing mix, where the weighed general arithmetic mean for this dimension reached 3.66 with a standard deviation of 1.533 and a second place in terms of the order of importance, and thus the weighed general arithmetic mean is higher than the hypothetical arithmetic mean of (3) and this confirms the validity of the fourth sub-hypothesis.

### 7- Testing the Main Hypothesis:

Participatory bank's clients are satisfied with the marketing mix applied in them. In order to test this hypothesis, the arithmetic mean and standard deviation of all four elements of the marketing mix were calculated.

**Table n°10.** Displays the results of the T-test

Clients' satisfaction about the marketing mixture in the participatory banks	Arithmetic mean	Standard deviation	The T – Value calculated	Free-will degree	P-value Sig
	3.61	0.742	43.798	80	0.000

Source: prepared by the researcher depending on SPSS results.

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- Looking at the results obtained through the above table, it becomes clear that the value of the arithmetic mean of all the statements of the themes directed to the elements of the marketing mix and its impact on the client's satisfaction in participatory banks in Algeria is 3.61 with a standard deviation of 0.742, which corresponds to the degree of answer OK, which means that the elements of the marketing mix have an impact on the satisfaction of the clients of participatory banks in Algeria, also, the value of the level of significance  $00.0 = Sig$ , which is less than 0.05 level of significance adopted and therefore accept the main hypothesis, which says that the clients of the participatory banks in Algeria are satisfied with the marketing mix applied in it. This is confirmed by the following table:

**Table n° 11.** Displays to what extent the clients of participatory banks are satisfied of the Marketing Mixture

The clients' satisfaction of the marketing mix in participatory banks	Repetitions	Percentage %
Not very Satisfied	5	6.17%
Not satisfied	3	3.70%
Neutral	7	8.64%
Satisfied	53	65.43%
Very satisfied	13	16.04%
Total	81	100%

Source: prepared by the researcher depending on SPSS results.

- Based on the results of Table n° 11, it is clear that 81.47% of the clients of participatory banks are between satisfied and very satisfied with the marketing mix applied in the bank, compared to 3.70% of the dissatisfied clients, and this confirms the result of the hypothesis test.

### Conclusion

The marketing mixture is among the elements contributing to the success of participatory banks They are one of the most prominent current topics due to the importance of Algeria's development of this sector in line with the requirements of the financial market, so this study sought to measure the satisfaction of the clients of participatory banks with the marketing mixture applied in them and it was evident that the awareness of Algerian participatory banks and their managers of the importance of paying attention to the marketing mixture embodied in the individuals of the sample who expressed their satisfaction with the marketing mixture applied in this type of banks, the study came to the following results:

- Through the field study conducted by the researcher, which indicates clients' satisfaction with each of the product, price, advertising and shipping applied in participatory banks in Algeria, and what reinforces this result is that 81.47% of the clients of these banks explicitly acknowledged their satisfaction with the marketing mix, this proves the validity of the main hypothesis and sub-hypotheses.

-The results of this study are fully consistent with the results of the study (Ben Yacoub, 2013) which confirmed the importance of the various elements of the marketing mix in achieving customer satisfaction in participatory banks in Algeria.

-On the other hand, the results of our current study differ from the results of some studies, including (Lakhdar, 2020) and (Moussa, 2019), which found that there is a significant deficiency in adopting the various elements of the marketing mix in the surveyed banks and thus the limited contribution of the elements of the marketing mix in achieving clients' satisfaction, and this difference in the results is a very reasonable difference considering that the two studies were in the period of the Covid-19 pandemic and the current study The country has witnessed a recovery from the pandemic.

**Recommendations:**

Based on the results previously reached, the researcher recommends through this study the following:

1.The need for participatory banks to continue to support and develop their marketing mixture, especially the product element that ranked last, so participatory banks must work to improve the quality of their products and provide a variety that meets the needs and desires of their clients.

2.Continue to amend and update the legal and legislative frameworks regulating the banking sector in line with its clients.

3.The need to establish strategic alliances in order to mutually benefit between private and government participatory banks, in order to expand the network of private participatory banks from the wide network of government banks and the volume of their transactions, while government banks benefit from the fame and experience of foreign private banks in developing various elements of their marketing mixture on the one hand, and ensuring the distribution of their products and services in various countries of the world on the other hand.

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