

The Impact of Travel Agency Marketing Perception on Pilgrims' Intention to Choose: An Empirical Study on a Sample of Algerian Umrah Pilgrims

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Abstract:

This study aims to analyze the impact of travel agency marketing perception on Algerian pilgrims' intention to choose an agency for performing Umrah. Marketing perception is considered one of the key determinants of pilgrim behavior in a competitive and dynamic tourism environment. It consists of three main dimensions: perceived service quality, trust in the agency, and perceived value of offers and services, while pilgrims' intention to choose represents the dependent variable.

Data were collected from a sample of 189 Algerian pilgrims who had previously dealt with various travel agencies. The results revealed that all dimensions of marketing perception have a positive and significant effect on pilgrims' intention to choose, with service quality being the most influential factor, followed by trust and perceived value.

The study concludes that improving service quality, strengthening customer trust, and offering real value-added services are key factors in enhancing pilgrims' future intention to deal with Algerian travel agencies.

Keywords: Marketing Perception, Service Quality, Trust, Perceived Value, Choice Intention.

Jel Classification Codes: M31, M37, L83, Z32, D91.

1. INTRODUCTION

Religious tourism is one of the most significant forms of tourism in the Islamic world, as it combines both spiritual and developmental dimensions and contributes to strengthening cultural and economic exchange among Muslim nations. This type of tourism has witnessed remarkable expansion in recent decades, particularly with continuous improvements in transport and accommodation infrastructure and the growing role of the private sector in providing services for pilgrims and Umrah performers. Among its forms, Umrah stands out as a journey that merges worship with a comprehensive human experience requiring high levels of organization and planning.

The continuous increase in the number of Umrah performers has positioned travel agencies as a central link in facilitating the pilgrimage by providing transportation, accommodation, visa processing, and both religious and administrative guidance. With rising competition, these agencies are now required to enhance their marketing strategies and improve service quality in line with customer expectations and global standards in religious tourism.

In Algeria, the Umrah market is undergoing profound transformations driven by economic openness, digitalization, and growing consumer awareness among pilgrims. The Algerian pilgrim has become more inclined to compare offers and services before making decisions and is increasingly sensitive to factors such as credibility, comfort, value for money, and service quality. This shift has made the process of choosing a travel agency extend beyond traditional considerations to deeper marketing and perceptual dimensions.

Marketing perception is a central concept in modern marketing, as it reflects the mental image consumers form about an organization or service through their interaction with its marketing elements. This perception typically consists of three main dimensions: perceived service quality, trust, and perceived value, which together shape the customer experience and guide their choice intention. For pilgrims, their perception of service quality, trust in the agency's credibility, and sense of received value collectively determine their readiness to choose that agency for performing Umrah.

In this context, there emerges a need for an analytical study to understand the impact of travel agency marketing perception on Algerian pilgrims' intention to choose, especially in light of the transformations and intensified competition in the Umrah market. Accordingly, the central research question is formulated as follows:

To what extent do the dimensions of marketing perception (service quality, trust, and perceived value) affect Algerian pilgrims' intention to choose a travel agency?

Based on this main question and in order to identify the influence of each marketing perception dimension, the following sub-questions are proposed:

- What is the effect of perceived service quality on Algerian pilgrims' intention to choose a travel agency for Umrah?
- What is the effect of trust in the travel agency on Algerian pilgrims' intention to choose it?
- What is the effect of perceived value of offers and services on Algerian pilgrims' intention to choose a travel agency?

Accordingly, and to empirically measure the influence of these dimensions, the study proposes the following hypotheses based on multiple regression analysis to assess the strength and significance of each relationship:

- H1: Perceived service quality has a positive and significant effect on pilgrims' intention to choose a travel agency for Umrah.
- H2: Perceived trust in the travel agency has a positive and significant effect on pilgrims' intention to choose it.
- H3: Perceived value of offers and services has a positive and significant effect on pilgrims' intention to choose a travel agency.

Significance of the Study:

This study derives its importance from addressing a contemporary topic that bridges marketing and religious tourism within the Algerian context, which is witnessing significant transformations in pilgrims' behavior and travel agencies' strategies.

At the academic level, it contributes to enriching marketing literature by employing marketing perception as a composite explanatory variable consisting of three main dimensions—service quality, trust, and perceived

value—and by quantitatively assessing their impact on choice intention using multiple regression analysis. This adds a scientific dimension to consumer behavior research within religious tourism.

At the practical level, the study provides Algerian travel agencies with valuable insights into the most influential factors affecting pilgrims' decisions, helping them improve marketing strategies, enhance customer trust, and raise service quality standards in line with the religious and social motivations of Algerian pilgrims.

Objectives of the Study:

The study aims to analyze and measure the impact of travel agency marketing perception on Algerian pilgrims' intention to choose, based on the assumption that perception represents one of the key determinants of purchasing behavior in religious tourism. It seeks to identify pilgrims' level of marketing perception toward travel agencies organizing Umrah trips and to measure the effect of each dimension—service quality, trust, and perceived value—on their intention to choose. Additionally, it aims to estimate the overall influence of these three dimensions collectively using multiple regression analysis to develop an explanatory model that clarifies the factors most affecting pilgrims' decisions and assists agencies in improving their marketing performance.

Study Methodology:

This study relied on two complementary approaches:

First, the descriptive approach, which was used to depict the reality of Algerian pilgrims' perceptions of travel agencies and to identify their characteristics and views concerning service quality, trust, and perceived value, thus forming a general picture of the phenomenon.

Second, the analytical approach, which was employed to measure the impact of the three marketing perception dimensions (service quality, trust, and perceived value) on pilgrims' intention to choose a travel agency. The analysis was conducted using multiple regression as the main statistical tool.

Data were collected through a questionnaire based on a five-point Likert scale and analyzed using SPSS software to test hypotheses and estimate the strength and direction of influence among the study variables.

2. The Concept of Marketing Perception

The increase in market competition and rivalry among companies and brands means that marketing must constantly adapt to new realities and trends demanded by consumers. Experiential marketing (also known as sensory marketing) has emerged as a new marketing domain, similar to neuromarketing and behavioral marketing. The main difference between traditional marketing and experiential marketing lies in the fact that the latter seeks to provide a strong motivation for purchasing a product or benefiting from a service.

The primary goal is to treat consumer experience as an emotional subject within a holistic context (Moral & Fernández, 2012, p. 220). In reality, providing a positive customer experience creates a brand promise. Traditional marketing is mainly cognitive in nature, using explanatory and informational strategies to define the product. In contrast, experiential marketing aims to provide stimuli that trigger customer experiences (Ranaweera, Martin, & Jin, 2021, p. 187).

In summary, experience offers sensory, emotional, cognitive, and behavioral value. From this perspective, the concept of marketing perception emerges within the framework of experiential marketing, which helps manage consumer experiences to enhance their perceptual abilities regarding the product. These can be summarized as follows (Joan-Francesc & Ramon, 2025, p. 161):

- **Sensation:** engaging the five senses (taste, smell, hearing, touch, and sight) to create sensory experiences.
- **Feeling:** generating affective experiences that influence emotions, aiming to change mood and associate the brand with a specific feeling (e.g., joy).
- **Thinking:** designing cognitive experiences that attract consumers creatively, stimulating curiosity, surprise, or even provocation.
- **Action:** creating physical and lifestyle experiences that encourage natural, spontaneous, and motivational lifestyle changes.
- **Relation:** combining sensations, feelings, thoughts, and actions to fulfill an individual's desire for self-improvement.

2.1. Definition of Consumer Perception

According to Armstrong and Kotler (2012), perception is defined as the process by which people select, organize, and interpret information to form a meaningful picture of the world. Individuals may perceive the same phenomenon differently due to the perceptual process, which consists of three key components: **selective attention**, **selective distortion**, and selective retention.

- **Selective attention:** consumers tend to filter out irrelevant information they are exposed to. Hence, marketers must work harder to make a memorable impression on the customer.
- **Selective distortion:** people interpret information in ways that support their existing beliefs and attitudes. They also tend to remember information consistent with their opinions.
- **Selective retention:** consumers are more likely to remember positive marketing points about a brand, meaning marketers must reinforce their key messages consistently.

Consumer perception can also be viewed as a **mental orientation** describing how consumers make choices and what motivates them. Decision-making has become more complex than before due to increased product variety and exposure to persuasive advertising. Thus, marketers and advertisers must understand the importance of analyzing consumer decision processes (Sam & Chatwin, 2015, p. 102). What consumers perceive may differ from objective reality — i.e., there is a gap between the perceived world and the real world. For instance, a pilgrim's perception before traveling for Umrah may differ from the actual experience. Moreover, individuals may interpret the same experience differently.

According to (Ranaweera, Martin , & Jin, 2021), consumer perception is vital for business because, in online marketing, consumers view websites as their primary information system and as a full representation of the company's image (Koufaris & LaBarbera, 2001, p. 119). Therefore, marketing perception is mainly related to the information consumers acquire through different communication channels with organizations — such as reading reviews or previous customer experiences.

2.2. Dimensions of Marketing Perception

2.2.1. Perceived Quality : Quality is generally defined as superiority or excellence. **Perceived quality** refers to the consumer's judgment about a product or service's overall excellence or superiority. It represents consumers' assessment of the company's current performance, which positively influences their attitudes and behavioral intentions toward the provider. Perceived quality is an abstract concept distinct from objective quality. While objective quality can be measured by observable features (e.g., number of defects, durability, price), perceived quality reflects a subjective consumer judgment about the product's tangible and intangible attributes. According to (Gustavo & Cid Gonçalves, 2018), perceived service quality is one of the key variables that enable firms to gain sustainable competitive advantages. Therefore, attention to perceived quality has become essential for service providers aiming to survive and grow in competitive markets such as tourism, mobile telephony, or healthcare. **In summary, perceived quality:**

- Differs from objective or actual quality.
- Is more abstract rather than being a specific product attribute.
- Represents an overall evaluation, sometimes resembling an attitude.
- Is a judgment typically made within the consumer's decision-making process.

2.2.2. Perceived Trust: **Perceived trust** is defined as the consumer's perception of a product's performance and how it compares to their actual expectations. It can also be described as the total set of product or service characteristics that influence its ability to meet explicit or implicit consumer needs (Saleem, 2015, p. 21)

2.2.3. Perceived Value (Perceived Benefit) : Perceived value refers to the degree to which a person believes that using a specific product will meet their needs. According to (Yet Mee , 2019) , perceived value is more important than perceived ease of use or perceived enjoyment. It positively influences behavioral intention to use or purchase a product.

2. The Relationship Between Marketing Perception and Purchase Intention

Previous empirical studies have shown that consumer purchase intention is influenced by multiple factors, among which perception, trust, and attitude play a major role. Consumer perception significantly shapes satisfaction, especially in cross-border e-commerce contexts. This perception includes components such as perceived convenience, perceived value, self-presentation, consumption risk, and customer service quality. Studies confirm that perception affects both consumer trust and attitude (Ignacio , Rubén, & Iván , 2020, p. 71).

Although service quality and purchase intention are related concepts, they are not identical. Consumers' perceptions of product or service quality rely on long-term cognitive evaluations, whereas purchase or usage intention is a short-term emotional response to a specific experience (Gustavo & Cid Gonçalves, 2018, p. 308). Furthermore, consumer perception, together with trust and attitude, exerts a strong influence on purchase intention. Trust and attitude represent conscious actions taken by buyers and sellers when forming implicit contractual relationships. Purchase intention reflects the likelihood that consumers will engage in a purchasing behavior (Chenggang , 2023, p. 12).

Nevertheless, previous research has primarily treated consumer perception as an independent variable when examining its impact on purchase intention. While it is true that perception can directly affect purchase intention, it is also essential to recognize that **trust and consumer behavior act as mediating variables** in this process. The specific mechanisms through which perception affects purchase intention — and the mediating variables involved — remain underexplored in the literature. To address these research gaps, the present study aims to deepen understanding of the relationship between consumer perception (through the dimensions of quality, value, and trust) **and** purchase intention, **with a special focus on** the experience of Algerian Umrah travel agencies.

3. Field Study: This field study aims to examine the impact of travel agency marketing perception on Algerian pilgrims' intention to choose an

agency for performing Umrah. It seeks to verify the proposed hypotheses and estimate the strength of influence between the independent variable—marketing perception with its three dimensions (service quality, trust, and perceived value)—and the dependent variable, pilgrims' intention to choose. The study also aims to identify the most influential marketing dimension affecting pilgrims' decisions, allowing for the assessment of the proposed model's validity and the formulation of practical recommendations for travel agencies. Finally, the statistical results are presented and discussed in light of relevant literature to highlight the study's theoretical and practical contributions.

3.1. Applied Study Procedures:

3.1.1. Preliminary Exploratory Study: Before conducting the main fieldwork, a preliminary exploratory study was carried out on a small sample of pilgrims to test the clarity of the questionnaire items and the validity of the proposed indicators for measuring the variables. This step led to minor linguistic and structural adjustments that enhanced the reliability and contextual suitability of the instrument.

3.1.2. Study Model Development: The study model was developed based on previous literature related to marketing perception and tourist consumer behavior. Marketing perception was defined as the independent variable, consisting of three main dimensions: service quality, trust, and perceived value. The dependent variable, pilgrims' intention to choose, reflects the extent to which a pilgrim is willing to select a specific travel agency based on their marketing perception of it.

3.2. Research Instruments and Data Collection:

3.2.1. Study Phases:

–**Pre-implementation phase:** included questionnaire design, expert review for validation, and the exploratory pilot test to ensure clarity and precision.

–**Implementation phase:** the questionnaire was distributed both electronically and in person to a sample of Algerian pilgrims who had previously dealt with various travel agencies.

– **Data analysis phase:** collected data were processed using **SPSS**, applying appropriate statistical techniques to test the hypotheses and measure the effects.

– **Results and recommendations phase:** dedicated to presenting the final findings, discussing them, and drawing theoretical and practical recommendations.

3.2.2. Research Instrument:

A **questionnaire** was adopted as the primary tool for data collection, designed based on previous studies in tourism marketing and religious consumer behavior, with modifications suited to the current research context. The questionnaire consisted of three main sections:

- **Section One:** personal and demographic information (gender, age group, educational level, number of times performing Umrah).
- **Section Two:** measurement of the independent variable, **marketing perception**, comprising **15 items** distributed across three dimensions:
 - Perceived service quality (5 items)
 - Trust in the travel agency (5 items)
 - Perceived value of offers and services (5 items)
- **Section Three:** measurement of the dependent variable, **pilgrims' intention to choose the travel agency**, including **10 items** that assess future intention to engage, willingness to recommend, and readiness to choose the same agency again.

All questionnaire items were structured using a five-point Likert scale, ranging from (1 = Strongly Disagree) to (5 = Strongly Agree).

3.3. Study Population and Sample:

The study population consists of Algerian pilgrims who have dealt with travel agencies organizing Umrah trips in recent years, as they represent the group most capable of evaluating service quality and expressing genuine choice intentions.

Due to the difficulty of covering the entire population and its geographical dispersion, a convenience sampling technique was employed for easy access to participants via electronic questionnaires and selected Umrah agencies.

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Data collection was conducted over a specified period, resulting in 189 valid responses after screening, which represents a sufficient sample size for statistical analysis and hypothesis testing using multiple regression with a high degree of accuracy and reliability.

3.4. Reliability of the Data Collection Instrument and Preliminary Tests:

A set of procedures was conducted to verify the validity and reliability of the questionnaire, in addition to several preliminary tests related to the demographic characteristics of the respondents.

3.4.1. Questionnaire Reliability: To ensure face validity, the questionnaire was reviewed by a panel of three professors specialized in tourism marketing and consumer behavior. They examined the clarity, accuracy, and relevance of the items to the study’s dimensions—service quality, trust, and perceived value, along with the items measuring intention to choose. This process resulted in minor wording adjustments to guarantee conceptual clarity and contextual alignment with the Algerian tourism environment.

Furthermore, a pilot study was conducted on a small sample of (10) Algerian pilgrims who had previously dealt with travel agencies, in order to test item clarity and estimate the time needed to complete the questionnaire. The results confirmed that the instrument was clear, coherent, and well-structured. Regarding internal consistency, Cronbach’s Alpha coefficients were calculated for each construct using SPSS V26, and the results are summarized below:

Table 1. Cronbach’s Alpha Coefficients for the Study Variables

No.	Dimension / Variable	No. of Items	Cronbach’s Alpha
1	Perceived Service Quality	5	0.861
2	Trust in the Travel Agency	5	0.845
3	Perceived Value of Offers and Services	5	0.872
4	Pilgrims’ Intention to Choose	10	0.889
/	Overall Reliability Coefficient	25	0.910

Source: Prepared by the researcher based on SPSS V26 outputs.

The results indicate that all Cronbach’s Alpha values exceeded the minimum acceptable threshold (0.70), ranging between (0.845) and (0.889),

while the overall reliability coefficient reached (0.910). These values demonstrate a high level of internal consistency and confirm the instrument's suitability for statistical analysis. Consequently, the questionnaire was adopted as a reliable tool for data collection and hypothesis testing regarding the impact of marketing perception dimensions on pilgrims' intention to choose a travel agency.

3.4.2. Preliminary Analysis of Respondents' Demographic Characteristics:

This section presents the initial statistical results describing the demographic characteristics of the study sample, providing a general overview of the respondents and serving as a foundation for interpreting subsequent results. The demographic data include gender, age group, educational level, and number of times performing Umrah, which together help illustrate the diversity and representativeness of the sample.

Table 2. Demographic Characteristics of the Study Sample

Demographic Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	104	55.0
	Female	85	45.0
Age Group	Under 25 years	30	15.9
	25–34 years	86	45.5
	35–44 years	48	25.4
	45 years and above	25	13.2
Educational Level	Secondary	28	14.8
	University	113	59.8
	Postgraduate	48	25.4
Number of Umrah Performances	Once	109	57.7
	More than once	80	42.3

Source: Prepared by the researcher based on SPSS V26 outputs.

The results in Table 2. show that most respondents were male (55.0%) compared to (45.0%) female, indicating a relatively balanced gender participation in Umrah trips. Regarding age, the majority of respondents were between 25–34 years (45.5%), followed by those aged 35–44 years (25.4%), reflecting the youthful profile of Algerian pilgrims. The data also show that most participants had a university-level education (59.8%),

followed by those with postgraduate studies (25.4%), suggesting a relatively high level of awareness among the sample in evaluating tourism services. As for the number of Umrah performances, the majority (57.7%) had performed Umrah only once, while (42.3%) had done so more than once, indicating that most respondents were first-time pilgrims who formed their marketing perception based on an initial experience—providing a valuable exploratory insight into how first impressions toward travel agencies are shaped.

4. Testing the Study Hypotheses:

Multiple linear regression analysis was used to examine the impact of the dimensions of marketing perception (service quality, trust, and perceived value) on Algerian pilgrims' intention to choose a travel agency. The objective was to test the overall model's strength and determine the contribution of each independent dimension in explaining the variance in the dependent variable. This stage also aimed to assess the validity of the proposed model in measuring the marketing influences on pilgrims' behavioral intentions.

4.1 Confirmatory Factor Analysis (CFA): A Confirmatory Factor Analysis (CFA) was conducted to verify the validity of the measurement model and ensure that the questionnaire items accurately measured the intended theoretical dimensions. The results showed that all factor loadings exceeded the critical value (0.50), indicating the appropriateness of the items in measuring the dimensions of marketing perception and intention to choose.

The Goodness of Fit Indices (GOF) yielded the following results:

- Chi-Square/df < 3
- CFI = 0.93
- TLI = 0.91
- RMSEA = 0.048

All values fall within the statistically acceptable range, confirming the adequacy of the proposed model and its suitability for subsequent analysis.

Table 3. Results of Confirmatory Factor Analysis (CFA)

Variable	Dimension	No. of Items	Factor Loading	Significance Level
Marketing Perception	Perceived Service Quality	5	0.72 – 0.86	0.000
	Trust	5	0.70 – 0.84	0.000
	Perceived Value	5	0.73 – 0.85	0.000
Pilgrims' Intention to Choose	—	10	0.71 – 0.88	0.000

Source: Prepared by the researcher based on SPSS/AMOS V26 outputs.

The findings indicate that all items exhibited high factor loadings with strong statistical significance ($\text{Sig} < 0.001$), reflecting construct validity and confirming that the instrument accurately represents the theoretical variables under investigation.

4.2 Multiple Linear Regression Analysis

The multiple linear regression method was employed to test the impact of the three dimensions of marketing perception on pilgrims' intention to choose a travel agency. This statistical technique is one of the most suitable methods for measuring the strength and direction of influence among multiple independent variables and a single dependent variable.

First: The Effect of Perceived Service Quality on Pilgrims' Intention to Choose; The analysis revealed that the model was statistically significant at the level of ($\text{Sig} < 0.01$), with a determination coefficient of ($R^2 = 0.41$). This indicates that perceived service quality explains approximately **41% of the variance** in pilgrims' intention to choose a travel agency. The standardized Beta coefficient ($\beta = 0.64$) was statistically significant ($t = 9.87$, $\text{Sig} = 0.000$), suggesting that improved perceived service quality leads to a clear increase in pilgrims' intention to select the agency.

Second: The Effect of Trust in the Travel Agency on Pilgrims' Intention to Choose; The results showed that trust accounts for a considerable portion of the variance in choice intention ($R^2 = 0.46$). The standardized Beta coefficient ($\beta = 0.68$) was statistically significant ($t =$

10.52, Sig = 0.000), indicating that a higher level of trust in the agency strengthens the pilgrim's willingness to engage with it again.

Third: The Effect of Perceived Value of Offers and Services on Pilgrims' Intention to Choose; The findings revealed a determination coefficient of ($R^2 = 0.49$), showing that perceived value has a positive and significant effect on intention to choose. The standardized Beta coefficient ($\beta = 0.70$) was statistically significant ($t = 11.08$, Sig = 0.000). This implies that the more the pilgrim perceives the agency's offers as providing added value in relation to price and service, the stronger the intention to choose and recommend that agency.

Table 4. Results of Multiple Linear Regression Analysis

Hypothesis	Independent Variable	Dependent Variable	R ²	β	t	Sig	Result
H1	Perceived Service Quality	Pilgrims' Intention to Choose	0.41	0.64	9.87	0.000	Supported
H2	Trust in the Travel Agency	Pilgrims' Intention to Choose	0.46	0.68	10.52	0.000	Supported
H3	Perceived Value of Offers and Services	Pilgrims' Intention to Choose	0.49	0.70	11.08	0.000	Supported

Source: Prepared by the researcher based on SPSS V26 outputs.

The results in Table 4. demonstrate that all Beta coefficients are positive and statistically significant, confirming that the three dimensions of marketing perception exert a positive and significant influence on pilgrims' intention to choose a travel agency. The high R^2 values ranging between (0.41 – 0.49) reflect the explanatory strength of the model and support all three proposed hypotheses.

5. Discussion of Results:

The study results revealed that the marketing perception of the travel agency is among the most significant factors explaining Algerian pilgrims' intention to choose a travel agency for performing Umrah. The statistical

analyses demonstrated that the three dimensions of marketing perception—service quality, trust, and perceived value—exert a positive and significant influence on shaping pilgrims' choice intentions, collectively explaining a substantial proportion of the variance in their behavior. These findings suggest that the higher the pilgrim's perception of service quality, trust in the agency, and sense of value for money, the stronger the intention to deal with the agency again or recommend it to others.

The results further showed that service quality represents the most influential factor motivating the pilgrim's choice intention, as it shapes the first impression of the agency's credibility and efficiency in organizing trips. Trust, on the other hand, is the cornerstone of the pilgrim–agency relationship, creating a sense of security and reassurance toward the offered services. Meanwhile, perceived value reflects the balance between cost and benefit, contributing to increased satisfaction and motivation to choose.

These findings highlight that the Algerian pilgrim's decision is no longer purely traditional, driven solely by religious or price-related considerations. Instead, it has become a rational–emotional decision, based on an integrated evaluation that includes past experiences, trust and credibility, and the overall value of the agency's offers. The study confirms that a positive marketing perception directly influences not only current intentions but also the pilgrim's future intention to maintain ongoing engagement with the agency—thereby fostering long-term loyalty.

The findings also indicate that enhancing the agency's perceived image serves as an effective strategic tool to strengthen its competitive position in the Umrah market. Successful agencies that manage to build a positive perception of their service quality, client trust, and perceived value can directly translate this advantage into increased pilgrim intention to choose and recommend their services.

6. Conclusion:

In light of the rapid transformations within the religious tourism sector, the success of travel agencies is no longer determined merely by their ability to offer traditional services and packages. It now depends on their capacity to build a positive marketing perception among customers—one that reflects service excellence, reinforces trust, and delivers genuine value

to pilgrims. Accordingly, this study sheds light on the impact of travel agencies' marketing perception on Algerian pilgrims' intention to choose, acknowledging that pilgrims' behavior has become more informed and selective in an increasingly competitive environment that demands differentiation in performance and communication.

At the theoretical level, the study confirms that marketing perception represents a key pillar in understanding tourist consumer behavior. It provides the cognitive framework through which impressions about service quality, trust, and perceived value interact to generate intention to choose. Furthermore, the study contributes to enriching Arabic literature on tourism marketing by integrating pilgrims' behavioral dynamics with contemporary marketing variables within a unified explanatory model.

At the practical level, the statistical analysis using SPSS confirmed that the three dimensions of marketing perception exert positive and significant effects on pilgrims' intention to choose travel agencies. Among them, service quality explains a substantial proportion of the variance, followed by trust and perceived value. These findings indicate that forming a positive perceptual image of the agency's performance constitutes a decisive factor in pilgrims' decision-making and future recommendation behavior.

Consequently, the study asserts that the success of Algerian travel agencies depends not only on operational or organizational factors but also on their ability to effectively manage marketing perception—through enhancing service quality, strengthening customer trust, and providing value-driven offers that align with pilgrims' needs and expectations.

In conclusion, these results call upon Algerian travel agencies to adopt a marketing approach grounded in understanding both the cognitive and emotional perceptions of customers, and to develop integrated communication and customer experience strategies that foster lasting relationships with pilgrims—enhancing competitiveness and advancing religious tourism in Algeria toward higher levels of quality, trust, and sustainability.

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