

Measuring Customer Satisfaction by Using Internet Marketing in Jordan

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Abstract

This study seeks to gauge the customer satisfaction by using viral internet marketing. Thus, these factors of digital technologies such as online advertising effect, online customer service, website services, e-mal (m-commerce) have been studied to assess client contentment by the viral e-marketing. Also, correlation coefficient matrix was used to determine the degree of relationship to evaluate patron pleasure by e-marketing (Alhroot, 2015).

Consequently, consumer may be ready for accepting the use of measuring its satisfaction. The findings of this study indicated that factors are outcome satisfaction level of the client and internet marketing result the behaviour of the purchaser. Finally, this study reached that the internet marketing is successfully measured customer satisfaction in the organisation.

Key words: customer, viral e- marketing, digital technologies, firms, Jordan

1. Introduction:

Today, electronic commerce is common term of the relationship exists between E-MAL (e-commerce) and customer satisfaction use by the business organizations and their people around the world. In fact, many consumers now believe that online marketing, as well as conducting commerce on the Internet. However, the suitability of the Internet to promote to clients depends to a large extent on the features of the product and services that are being marketed. According to Rajiv lal (2014), products that are being marketed through the internet can be classified into two groups. The first group of products contains items that shoppers do not personally need to see products before purchasing. These products include computers, compact discs and scanned goods that can be appraised using pictures and other digitally communicable information. Also, Rajiv showed the participants to focus on "creating a value for somebody" and "to have faith in the logical fit rather than the outcome". This group of merchandises ideally suited to internet shopping that could save significant deal and communication tasks. The second group of goods is termed as experience products, which include items that purchasers prefer to see and touch before buying, such as clothes and groceries. This group of products is not suitable for internet shopping since information about the product's features may not be enough for buyers to connect in internet based deals (David, 2014). Thus, the internet offers frequent characteristics such as capacity, speed; precision and convenience that help companies draw a large number of possible customer's. However, there are different reasons ranging from gathering information to purchasing product that consumers use online. Therefore, buying over the internet was safer, quicker and they were more confident about their ability in purchasing online. Although, acquiring online is still a small portion of internet usages, most analysts expect it to increase dramatically that shopper feel satisfy and safe about their acquisitions and security of their privacy (Kem, 2011).

Moreover, founding and keeping personalized communication with customers through the organization can be expensive. As a result, communication channels can be used to gather client feedback and to measure his satisfaction. However, most consumers collect information on products, make price comparisons and then visit a local store for buying. Viral internet marketing is becoming more important strategy for the organization to promote advertise and interact with customer online. This is true in the context of Jordan that internet buying is still new and consumers are less familiar and often more skeptical towards online shopping. Therefore, it is very important to have a survey for understanding consumers need and want. In terms of the impact of the internet marketing in Jordan towards customer satisfaction, there of two different ways, which are?

1- Factors influence satisfaction level of the patron.

2-How does internet marketing effect with the behavior of the customer.

According to (Jacquelyn and Reilly, 1998), service quality received a great deal of attention as a key strategic factor for product demarcation to boost market share and enhance profits during the 1980s. This research focused on the process in which consumers evaluate e-service quality, which is another factor influence CRM performance and is a new concept started on 2002. Ziethaml et al, (2002) is defined electronic service quality (e-SQ) as "the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of

products and services". Additionally, service quality can be defined also by (Asubonteng, Mccleary and Swan 1996) as "the difference between customer expectation for service performance prior to the service encounter and their perceptions of the service received".

Consequently, advertising is an accumulation of communication tool. Also, it is basically in paid shape by a solid or an entity and the ultimate purpose. It is therefore to give information, develop attitudes & induce action, which are useful to the advertiser (Bochkareva and Västerås, 2010). The concept of the Internet is the most important way for many ways of advertising on the network. So statement on the Internet can be used as an effective tool to promote the site. The use of different methods of advertising on the Internet is the banner ads for search engine optimization and email marketing (Greenberg, 2013).

Therefore, websites are a critical component of the rapidly growing phenomenon of e-commerce worldwide. Internet retail sales have grown from \$18.23 billion in the Fourth-quarter of 2000 to \$25.29 billion in the fourth-quarter of 2001. Thus, customer service center is having many parts of service such as call center and S.M.S customer service and online customer service center. Also, in this paper the thing that is to study and research the online call center (Domadenik, 2013).

1.1 Research objectives:

These aims are to:

- 1- Examine the influence of advertising over client satisfaction.
- 2- Know the correlation between website service and customer pleasure.
- 3- Investigate the online customer service center and patron contentment.
- 4- Assess the impact of E-MAL (E-commerce) on consumer endorsement.
- 5- Measure customer satisfaction by using E-marketing.

1.2 The Importance of the research

These are as follows:

- 1- It is relevance on facebook of the practical survey of the research.
- 2- The searcher used this application because it can be published and delivered to many people in a few time.
- 3- It is to be relevant the e-marketing in measuring customer satisfaction.
- 4- This study is for economic goals of the organization.
- 5- It is to recognize what the customer needs and satisfaction.

1.3 Hypotheses

H1: There is considerable correlation between online advertising and customer satisfaction

H2: There is important connection between website service (service quality) and customer satisfaction

H3: There is major relationship between online customer service center and customer satisfaction

H4: There is large link between E-MAL (M-commerce) and customer satisfaction.

H5: There is a measurement of customer satisfaction by using viral internet marketing.

2. Research Methodology

2.1 Results and Dissections

The findings survey of this study was conducted in Jordan during 15/6/2014- 15/1/2015 and had 1-7 tables. Thus, table 1 described the demographic of the sample, while table 2 illustrated smart phone survey. Table 3 indicated that the sizes of the hypothesis. The five last tables (4-8) tables showed that hypothesis testing.

Table 1. Describing the Demographic of Vairable Study Sample

Variable	Class	Counts	%
Gender	femal	40	40.0
	male	60	60.0
	Total	1 00	100.0
Educational	Bachler	75	75.0
Level	Master	15	15.0
	H.SCH	10	10.0
	Total	100	100.0
An Internet Users	Yes	100	100.0
	No	0	0
	Total	100	100.0
Ever Used a Smartphone's	No	10	10.0
	Yes	90	90.0
	Total	100	100.0
Type of Account (line)	Postpaid	34	34.0
	Prepaid	66	66.0
	Total	100	100.0

Table (1) shows that describing the demographic of changeable study sample of 100 people for both genders (40 female and 60 male). Their instructive level include; 75 bachelor, 15 master and 10 high school. Therefore, the entire sample is an internet users in Jordan, while 10 of them never used Smartphone and the rest of the sample have used the internet marketing of Smartphone. Concluding that the type of line is split to 1/3 of post-paid and 2/3 of prepaid.

Table 2. Smart Phone Survey

Item	Statements	Mean	Std. Dev
1	Customer satisfaction is measured by E-marketing	4.21	0.45
2	Online advertising affects on consumer pleasure	3.75	0.74
3	E-MAL (e-commerce) service gives a high security to clients	4.31	0.40
4	Website service has a good relationship with customers	3.85	0.71
5	Online customer service plays an attractive role for buyers	3.91	0.65
6	To what degree is patron contentment with online customer service center	3.64	0.93
7	To what amount is client satisfaction with the response speed of E-marketing	4.10	0.52
8	Internet marketing provides a superior security for customers	3.98	0.68
9	The response speed of website service is high in gauging patron satisfaction	3.46	0.99

Table (2) shows that the variable E-MAL (M-commerce) service gives a high security to clients) has ranked no 1 with the highest mean of (4.31). Thus, that reflecting the highest response rate of the sample. But the dependent changeable (Customer satisfaction is measured by E-marketing) came second of an average (4.21). Also, the

independent changeable (The response speed of website service is high in gauging patron satisfaction) has ranked the lowest average of (3.46). This means that is sparkly in measuring by the study sample. Therefore, the dependent variable is named (Customer satisfaction is calculated by E-marketing) has graded with an average of (4.21). The other statements varied and ranged in means between these two values as shown in table 2.

Table 3. Results of the Hypotheses

H	Hypotheses	Coefficient	Result	Supported
H1	There is considerable correlation between online advertising and customer satisfaction	0.043	Reject	Not supported
H2	There is important connection between website service (service quality) and customer satisfaction	0.074	Reject	Not supported
H3	There is major relationship between online customer service center and customer satisfaction	0.280	Accept	Supported
H4	There is large link between E-MAL (M-commerce) and customer satisfaction.	0.245	Accept	Supported
H5	There is a measurement of customer satisfaction by using viral internet marketing	0.348	Accept	Supported

Table (3) illustrated that the analysis finds that hypotheses three to five are supported, while hypotheses one and two are rejected at the significance level of 0.01. Among the fir independent variables, the dependent variable of viral internet marketing is the best predictor of the highest response rate of the sample (.384). But E-MAL (M-commerce) service has second position (.245). Also, the website service quality has ranked the lowest response charge (.074) reflecting the importance extent by the study sample. The overall customer pleasure was (.198) expressing a moderate degree of satisfaction.

Table 4. Testing Advertising Variable

Variable	R	R ²	F	sig (F)	β	T	sig (T)
Advertising	0.77	0.596	3.75	0.000	0.589	9.13	0.000

Table (4) demonstrates testing the first hypothesis which states that (There is considerable correlation between online advertising and customer satisfaction). Thus, simple linear regression was used to test this hypothesis. The results are included simple linear regression to check for the relationship between advertising and customer satisfaction. Also, table (4) specifies that there is a relationship between advertising and customer satisfaction (0.77). This relation is considered to be important because the value of the significance level of f test was (0.000) less than 0.05. But the t value (9. 13) with the provided level of implication proposes a linear relationship between the two variables as the significance level of t test was (0.000) less than 0.05. As a result, the relationship between advertising and customer satisfaction was acceptable to test the hypothesis of the study as shown in table 4.

Table 5. Testing Service Quality

Variable	R	R ²	F	sig (F)	β	T	sig (T)
Website service	.860	.740	64.72	0.000	.810	12.8	0.000

Table (5) illustrates testing the second hypothesis which affirms (There is important connection between website service (service quality) and customer satisfaction). In consequence, easy linear regression was utilized to check this hypothesis. The results are included in table 5, which indicates that there is a relationship between website service and customer satisfaction (0.86). This relation is measured to be major because the value of the significance level off test was (0.000) less than 0.05. The t value (12.8) with the offered level of import suggests a linear relationship between the two changeable as the significance level oft test was (0.000) less than 0.05. As a result the study hypothesis is accepted and that the relationship exists between website service and customer satisfaction.

Table 6. Customer Service Center Erratic

Variable	R	R ²	F	sig (F)	β	T	sig (T)
Online customer service center	.85	.615	48.2	0.000	587	2.15	0.000

Table (6) explains testing the third hypothesis which states (There is major relationship between online customer service center and customer satisfaction). Accordingly, simple linear regression was employed to test this hypothesis. The results are consisting in table (6) that there is a relationship between online customer service center and client happiness (0.85). This relation is careful to be large because the value of the significance level of f test was (0.000) less than 0.05. The t value (12.14) with the provided level of significance suggests a linear relationship between the two variables as the significance level of t test was (0.000) less than 0.05. Accordingly, the study of third hypothesis is admitted by simple linear regression to check for the relationship between customer service center and consumer satisfaction.

Table 7. Testing E MAL (E -commerce) Changeable

Variable	R	R ²	F	sig (F)	β	T	sig (T)
E-MAL (e-commerce)	.790	.661	2.74	0.000	752	.76	0.000

Table (7) proves testing the fourth hypothesis which states (There is large link between E-MAL (M-commerce) and customer satisfaction). Simple linear regression was exercised to test this hypothesis. The results are contained in table 7 shows that there is a relationship between E-MAL (e-commerce) and patron contentment (0.79). Hence, this relation is calculated to be considerable because the value of the significance level of f test was (0.000) less than 0.05. Although, the t value (9.76) with the provided level of significance suggests a linear relationship between the two unpredictable's as the significance level of test was (0.000) less than 0.05. So, the fourth study hypothesis is checked that the relationship lives between E MAL (e -commerce) and customer satisfaction.

Table 8. Measurement of Customer Satisfaction

Variable	R	R ²	F	sig (F)	β	T	sig (T)
viral internet marketing	.777	.629	67.5	0.000	623	9.3	0.000

Table (8) tests the fifth hypothesis which names (There is a measurement of customer satisfaction by using viral internet marketing). Therefore, this hypothesis was explored by straightforward linear regression. The results are enclosed in table 8 confirms that the viral internet marketing is to gauge customer satisfaction (0.777). Hence, this relation is intended to be substantial because the value of the significance level of f test was (0.000) less than 0.05. Even though, the t value (19.3) with the afforded level of significance proposes a linear relationship between the two unpredictable's as the significance level of test was (0.000) less than 0.05. So, the fifth study hypothesis is tested the measurement of customer satisfaction.

2.2 Conclusions:

Thus, this study has agreed to all the hypotheses and recommended them as follows:

1. Employing millions of agents across the globe for serving is as a primary customer-facing channel for firms in many different industries.
2. Consequently, the latest official statistics indicate that the use of the Internet in the home of Jordan has reached 57% and use about 73% of the population (Roya, 2015).
3. Hypotheses are tested successfully and accepted that their relations with customer satisfaction are good. These relations are considered to be significant because the value of the consequence level of f test was (0.000) less than 0.05.
4. The variables include website service quality, E-MAL (M-commerce) service, online advertising, online customer service center and viral internet marketing. Customer satisfaction is measured by internet marketing. Also, the t value with the provided level of implication suggests a linear relationship between the two variables as the significance level of t test was (0.000) less than 0.05.
5. The analysis finds that all the hypotheses three are supported and rejected at the significance level of 0.01. Among the independent variables, the dependent variable of viral internet marketing is the best predictor of the highest response rate of the sample (.384). Also, the website service quality has ranked the lowest response charge (.074) reflecting the importance extent by the study sample. The overall customer pleasure was (.198) expressing a moderate degree of satisfaction.

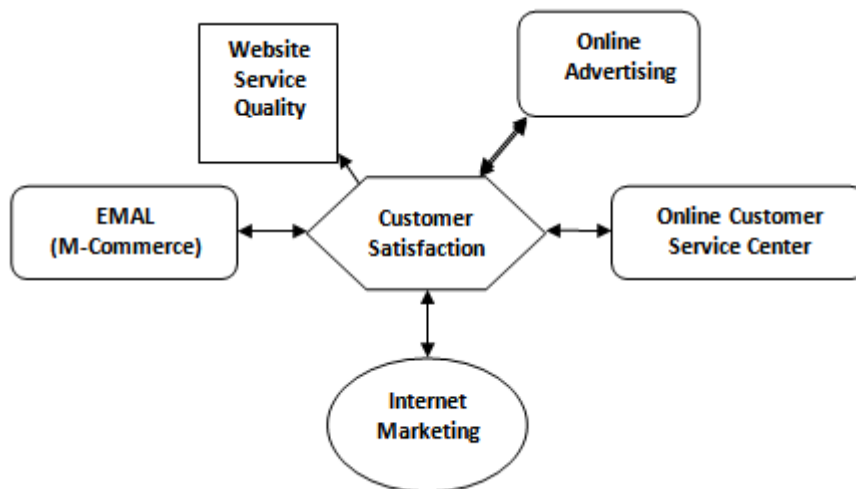


Figure 1: Model of Customer Satisfaction Used Internet Marketing

3. Future Implications

The results of this study are to build a proposed model that can be used in any area of the applications of internet marketing website of e-commerce:

- 1- The perspective of practical scientific research tangible for the first time of its kind.
- 2- Customer loyalty towards Internet marketing is applied in the firms.
- 3- Use this study in any country as a frame model for the development of viral E-marketing.
- 4- Adoption of this study is to strengthen the customer satisfaction in the organizations simulates the global internet marketing.

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