The Impact of Social Media Marketing on Customer Satisfaction through Brand Image

(Field Study based on Customers of Jordan Telecommunication Companies, Applied on the Students of the Private Universities that Located in Amman-Jordan)

أثر التسويق بإستخدام وسائل التواصل الإجتماعي على رضا الزبائن من خلال صورة العلامة التجارية

(دراسة ميدانية على زبائن شركات الإتصالات الأردنية، مطبقة على طلاب الجامعات الخاصة في عمان-الأردن)

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Authorization

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Acknowledgement

Before anything I would thank Allah for everything that I had so far in my life and anything that I will have.

This thesis was reflecting my working experience and with an educational knowledge at MEU, forced be my parent's personal dream of having high level of education. So I have to stand here to thank my mother and my father for their efforts, and I have to thank my family and my friends. Thank you all for being with me.

I am grateful to all respondents who responded to my questionnaire and made the process of data collection speedier.

Sincerely Yours,

Al-Sharif Ahmad.

Table of Content

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Abstract

This research aims to investigate the Impact of The Impact of Social Media Marketing on Customer Satisfaction through Brand Image. That's where the population of the study includes three private universities that located in Amman-Jordan, (384) questionnaires distributed as a sample of the study, only (241) questionnaires returned (36) questionnaires were eliminated due to missing data, (23) questioners were eliminated due to non-realistic filling of survey, thus resulting in (182) questionnaires being valid for further analysis.

The researcher used the descriptive study method; the data collected from the responses of the study questionnaire was used through Statistical Package for Social Sciences (SPSS) & Amos for analysis and conclusions.

The study explored a number of important and significant results can be summarizing as follows: This study obtained the evaluation of brand identity development in the Jordanian food and beverage enterprises through four main dimensions (Brand image, brand elements, brand strategy and brand reputation). The study showed a median

level of importance of brand identity development in Jordanian enterprises with all dimensions discussed earlier in this study.

Based on study results and conclusions, the following recommendations are suggested: Jordanian telecommunication companies recommended translating their vision into policies and procedures in order to enhance their impact on their operation competitive capabilities, and there should be a clear and shared understanding of social media marketing development.

Keywords: Social media marketing, Brand image, Customer satisfaction.

أثر التسويق بإستخدام وسائل التواصل الإجتماعي على رضا الزبائن من خلال صورة العلامة التجارية

الطالب

الشريف أحمد محمد

المشرف

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الملخص

يعتبر التسويق بإستخدام وسائل التواصل الإجتماعي بمقدمة مجالات العمل للأعمال والتجارة. يتمتع السوق الأردني بمنافسة قوية بين شركات الإتصالات فكل منهم يسعى الى الحصول على اكبر عدد ممكن من المستخدمين.

خلال السنوات الماضية العديد من النماذج الدراسية وجدت لدراسة مدى رضا الزبائن المتوقع من خلال استخدام التكنولوجيا، بالاضافة الى ذلك ان عوامل الثقة والامان اعدت كأهم عوامل لتحديد نية الزبائن للإندماج في التسويق الالكتروني الإلكتروني.

الهدف من هذه الدراسة كان تحديد رضا الزبائن المتفاعلين مع شركات الاتصالات عبر وسائل التواصل الاجتماعي الخاصة بهم. خلال هذه الدراسة تم إستخدام منهجية الإستبانة لتقييم وتوضيح مدى تجاوب مستخدموا وسائل التواصل الاجتماعي مع متغيرات النموذج.

تم بناء هذه الإستبانة بناء على نموذج الدراسة، كما بين التحليل الإحصائي نتائج و اقتراحات عمل النموذج للاعمال المستقبلية لتلك الشركات.

أوصت الدراسة على أن هناك تأثير إحصائي قوي عند (at α ≤ 0.05) للتسويق عبر وسائل التواصل الاجتماعي على صورة العلامة التجارية لشركات الإتصالات. وبالجانب الآخر تبين انه يوجد اثر احصائي لصورة العلامة التجارية على رضا الزبائن. بينما وجد أثر ضعيق للتسويق باستخدام وسائل التواصل الاجتماعي على رضا الزبائن من خلال صورة العلامة التجارية لشركات الاتصالات الأردنية.

و أوصت الدراسة على الاهتمام في تصميم نطبيقات خلوية سهلة الإستخدام لرفع رضا الزبائن، إضافة إلى تشجيع الشباب للإنخراط في مواقع التواصل من خلال الحملات التسويقية التي تعنى بالشباب.

الكلمات المفتاحية: التسويق بإستخدام وسائل التواصل الإجتماعي، صورة العلامة التجارية، رضا الزبائن.

Chapter One

General Framework

Chapter One

1.1   Introduction

Social media have provided new opportunities to customers to engage on internet interactions. Customers use social media, to generate content and to communicate with other users. The study of social media can also identify the advantages to be gained by business. A lot of companies around the world have built special teams to manage their works on the internet; even a lot of these companies made a social media departments that work with the other departments in a cooperative way. Brand image and customer satisfaction, as we recognize these two components have a strong link between each other, in order to get the main objectives of any corporate. Firms now focus on their customers by building real strong relationships, in order to reach a loyal consumer who respect and defend the brand.

Jordan has a strong competition in telecommunication sector Orange, Umniah and Zain are dominating this sector. Day by day these companies set many offers to retain, attract new customers also by advertising on social media and other advertising tools.

 Social media has built an interactive platform for marketers. It has enhanced the relationships with customers. It can take several forms, such as Weblogs, Wikis and Micro blogging, pictures and videos. The buying process is literally affected by the way of marketing of a particular brand. Social media marketing has emerged as the most effective tool of marketing communication. Organizations are using social media campaigns to attract customers, as well as increasing customer loyalty. (Kim and Ko, 2012). Gordhamer, (2009) has mentioned social media marketing is different than traditional marketing, social media marketing is related to relationships marketing that focus on brand image and loyalty.

Biel, (1992) stated that a good brand image creates when the brand is unique and customers recommend it to another people. Brand image has an effective impact on purchase behavior. Bondesson, (2012) noted relationships between brand image and brand strength results brand loyalty; select, repeatedly purchase a brand.

Companies might aim to delight its customers, as well as its employees. Smart companies create advanced level of employee satisfaction, which leads to better effort, which leads to higher-quality services and products, which create higher customer satisfaction, which leads to repeat business, which leads to growth and more profits. (Kotler, Keller, 2015)

Zain Jordan revolutionized telecommunications in Jordan by introducing GSM mobile services into the country. Zain quickly became the foremost telecom company in Jordan, a position that it kept to this day through a far sighted policy of investment in adopting cutting edge technology to provide state of the art services to customers. Since its inception, Zain Jordan has tallied subscriber growth at an exceptional rate, with the number of subscribers around 5,903 million subscribers in the kingdom. Through about 6325 cell sites, Zain covers the entire populated area of Jordan.

Umniah stands out in one of the region's most competitive markets as the fastest growing and most trusted telecommunications provider. Since its launch in June 2005, Umniah has achieved a strong presence in the Jordanian telecom market by offering high-quality mobile, internet, and business solutions while keeping abreast of the latest industry trends and ensuring customer satisfaction. Umniah consistently contributes to the development of Jordan's telecommunications services by maintaining steady growth in the areas of mobile and Internet subscriptions. The company boosted the Jordanian mobile market penetration from 38% in 2005 to more

than 157% in 2016, proving itself as a driving force in the expansion of the ICT sector.

Orange Jordan is one of the 29 subsidiaries of Orange Group, a leading telecommunications operator in the world that ranks in the top ten among its competitors.. Orange Jordan is an international brand with a local spirit, applying globally acquired experience to initiate and maintain a digital transformation of the country that will lead to greater opportunities at shared socioeconomic prosperity for its people. It has an expanding customer base of more than five million, a network of around 1,800 dedicated employees. Orange Jordan provides leading, integrated telecommunications throughout the Kingdom, offering individuals and enterprises a vast portfolio of fixed, mobile, and internet services. The company especially focuses on providing unmatched connectivity to all of its customers through its latest endeavors into Next Generation Networks (NGNs), which include LTE, LTE-M, LTE-IoT, Fiber-To-The Home (FTTH), Fiber-To-The-Business (FTTB), and IMS (IP Multimedia Subsystem). Connecting people to all that is essential to them is at the very core of what Orange Jordan does, a commitment solidified by the five drivers of the company's continually motivating corporate strategy Essentials 2020 that was launched in 2015. This resolved framework is upheld by five key drivers, including offering richer connectivity options, reinventing customer relationships, building a people-oriented and digital employer model, accompanying the transformation of enterprise customers, and diversifying operations by effectively capitalizing on assets. Identifying and implementing new ways to forge lasting relationships with its customers, the company has sparked a revolution in the way people are served by telecommunications operators.

1.2   Study Problem

This research study problem is to investigate the impact of social media marketing on customer satisfaction through brand image dimensions. Social media play a role in the larger problem, by achieving the customer satisfaction, giving little to no consideration the impact of social media marketing does; frequently leading to an unclear understanding the client needs and expectations.

The intent behind this study was to describe any effect that the social media marketers, who has responsibility for the creating good branding image and fulfill the customers needs. A great deal of historical data shows that when marketers use the social media practice successfully, they reach their objectives by provide the product and research development department with new statistics and requirements that important to develop the product and improve the brand image. According to Jensen,(2014) a study about 70% out of 500 companies have implemented social media to strengthen their values. However, companies are different in utilizing their social media presence, and there is no general solution to create a useful social media presence, many companies use Facebook as an integral component in their social media strategy, (Zeisser 2010).

Social media nowadays has enough complexity to allow marketers to be examined independently from different perspectives. Currently there are few literature have investigated the linked between the five mentioned components of the social media marketing; (online communities, interaction, sharing content, accessibility and creditability), as one of the most effective factors to recognize user's opinion, comments and information; and its impact on the customer satisfaction. However; based on my research no one has been done such study on Jordanian

telecommunications companies through the brand image dimensions as mediating variable.

1.3   Study Objectives

The purpose of this research is to study the impact of social media marketing on customer satisfaction and brand image.

The main objective of this research is to provide sound recommendations to telecommunication organizations, regarding the effects of social media marketing on customer satisfaction.

The main objectives of this thesis can be summarized as follows:

(1)   Determine the impact of social media marketing on customer satisfaction.

(2)   Determine the impact of social media marketing on brand image.

(3)   Determine the impact of brand image on customer satisfaction.

(4)   Determine the impact of social media marketing on customer satisfaction through brand image.

(5)   This study aims to determine the impact of brand identity development on e-Purchasing.

(6)   Determine the impact of social media marketing interactions on customer satisfaction.

(7)   Determine the impact of social media marketing sharing of content on customer satisfaction.

(8)   Determine the impact of social media marketing interactions on brand image.

(9) Determine the impact of social media marketing sharing of content on brand image.

(10) Examine the indirect impact of social media marketing on customer satisfaction.

4.1 Study Significance

The importance of such a study is to know the impact of social media marketing on customer satisfaction through brand image telecommunication companies in Jordan and that helps all organizations decision making by setting proper plans and strategies based on their brand development orientation, their market share and their applications on social media, and this will lead companies to better understanding the market and customers behavior, in a way to improve or maintain their brand image and develop their social media channels to have satisfied customers. Recognizing the effects of social media marketing on customer satisfaction especially in Jordan telecommunication companies, and allow management to control their social media marketing campaigns in a better way in order to satisfy their customers, this research is going to set many helpful suggestions that help decision makers in telecommunication sector.

The research significance is stems from the following considerations:

- This study could make other researchers search in this important field, through the study literature review and previous studies.

- This study is contributing to add more value and knowledge in this field, and from this point this study reveals its importance in this rapid changes era that is hard to control.

- Reveal the role of social media marketing in enhancing brand image and customer satisfaction.

- Recognize the most important barriers that could effect on customer satisfaction, and suggest solutions to solve it by using social media marketing.

1.5   Study Questions

The purpose of this study was to improve the understanding of why social media marketing effected in customer satisfaction. The focus of the study is on telecommunication user's satisfaction, measured in three dimensions, between social media marketing and brand image, customer satisfaction.

- Is there impact for social media marketing on customer satisfaction in Jordanian telecommunication companies?

- Is there impact for social media marketing interactions on customer satisfaction in Jordanian telecommunication companies?

- Is there impact for social media marketing sharing of content on customer satisfaction in Jordanian telecommunication companies?

- Is there impact for social media marketing on brand image in Jordanian telecommunication companies?

- Is there impact for social media marketing interactions on brand image in Jordanian telecommunication companies?

- Is there impact for social media marketing sharing of content on brand image in Jordanian telecommunication companies?

- Is there impact for brand image on customer satisfaction in Jordanian telecommunication companies?

- Is there impact for social media marketing on customer satisfaction through brand image in Jordanian telecommunication companies?

1.6   Study Hypothesis

Based on related literature, the research tries to investigate the following hypotheses:

H1: Social media marketing has a positive direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H1.1 Social media marketing interactions has a direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H1.2 Social media marketing sharing of content has a direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H2: social media marketing has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H2.1 Social media marketing interactions has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H2.2 Social media marketing sharing of content has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H3: brand image has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H4: Social media marketing has a positive indirect effect on customer satisfaction through Brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

1.7 Study Model

The impact of social media marketing on customer satisfaction

through brand image
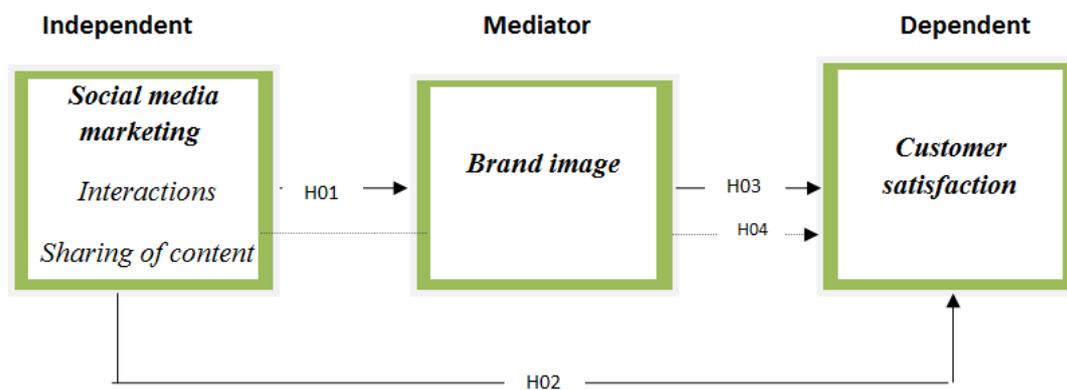
Figure (1) Research Model

Source: (Abu-Rumman ,Alhadid, 2014)the independent variable (social media marketing) , (Nikolova, 2012)
the mediating variable(brand image), (Getta, 2014) the dependent variable (customer satisfaction).

1.8   Study Limitations

- **- Human limitations:** The study measured telecommunication companies'
  customers' satisfaction that interact through social media.

- **Place limitations:** The study included customers of telecommunication in
  Amman as representative of Jordan.

- **Time limitations:** This study looks at the current status at the specified time
  points without considering previous use.

- **Scientific Limitations:** The study will follow an established model which was developed as a unified approach of other models. Other factors not included in this model, which might be relevant are not available.

1.9   Study Terminologies

The operational definition below developed based on the literature review that is conducted for this research, the independent variable is the social media marketing. The mediating factor is the brand image. The dependent variable is the customer satisfaction.

Independent Variable

Social Media Marketing: Social media marketing is based on a multi-way contact approach, where the roles and communications between the sender and the receiver are mixed and in which value is created for a whole network that include both senders and receivers.

This variable is measured in the survey from item (6) to item (14)

Dependent variable

Customer Satisfaction: Refers to person's feelings of disappointment or pleasure resulting from comparing between products or services and it is a perceived performance or outcome in relation to his or her expectations. This variable is measured in the survey from item (15) to item (28).

Mediating variable

Brand Image: Refers to Creating brand awareness by increasing the familiarity of the brand through repeated exposure (for brand recognition) and forging strong

associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall) is an important first step in building brand equity. Once a sufficient level of brand awareness is created, marketers can put more emphasis on crafting a brand image." (Keller, 2013). This variable is measured in the survey from item (29) to item (37).

Chapter Two

Theoretical Framework and Previous Studies

Chapter Two

In light of the growing of social media marketing among several organizations especially in telecommunication providers sector, and the transformation of social media to be an effective tool of marketing communication for building relationships with consumers, in order to be a new channel to reach their customers. (Abu-Rumman, Alhadid, 2014). Jordan has a highly developed communications infrastructure. Jordan's telecom infrastructure is growing at a very rapid pace and continually being updated and expanded. Communications in Jordan occur across many media, including telephone, radio, television, and internet.

2.1   The Theoretical Framework:

This part reviews the available relevant literature to this study, and consists of three parts:

- Review social media marketing.

- Review brand image.

- Review customer satisfaction.

- Review Jordan's telecommunication sector.

Social Media Marketing

Nowadays the internet takes a significant role in people's life. It has made a lot of milestones in all of life aspects through Web 2.0 and Web 3.0, Web 4.0. Internet evolutions allowed users to share blogs and information, as well as their opinions and

feelings, even trading, exchanges which called electronic business. According a research social media is gaining important role in business sectors; the research reveals that 51% of people are allowed to use Web 2.0 for business purposes at their working places. (R.Murphy, 2011) Accordin Vernuccio,(2014) The phenomenon of Web 2.0 consist a variety of platforms that allow users interchange information. This facilitates interactive relationships between companies and consumers.

Nielsen, (2009) Mentioned that, the tools and strategies of communicating with customers have changed since internet and social media penetrate our world. As a new online information source, social media is accepted by consumers for the purposes of recognizing about brands and services, products. (Blackshaw & Nazzaro, 2004)

For example Toyota, in 2010 Toyota was looking for some positive communication, after concerns about sticking gas pedals led to recall of millions of vehicles. Consumers have been sharing information online; the rapid growth of social media has merged these isolated conversations into a global phenomenon that has changed the nature of business communication. Toyota invited owners to tell their stories through a Facebook campaign it called "AutoBiography." The program featured a customized Facebook application that encouraged owners to "showcase your most memorable moments [with your Toyota] and get inspired by the stories of other loyal Toyota owners." Thousands of Toyota owners contributed, sharing everything from the pet names they gave their cars to how they use their cars for work or play to the way their families passed down a Toyota from one generation to the next. Many listed the number of miles they had on their cars, some up to 300,000 or more, making strong statements to support the Toyota message of reliability. Many owners also personalized their stories with photos or videos of themselves and their cars. Toyota

highlighted a small number of the stories through professionally produced animated or live videos, which it then featured prominently on the Auto-Biography page and used in print and television advertising. www.facebook.com/toyota

Michael Dewing, (2010) mentioned the kinds of internet services commonly associated with social media include the following:

Blogs: "Short of weblog" it is an online journal can be hosted for free on websites.

Wikis: a collective website where any participant is allowed to modify any page or create a new page.

Social bookmarking: Sites allow users to organize and share links to websites.

Media-sharing sites: Sites allow users to post videos or photographs.

Ramsaran-Fowdar and Fowdar (2013) mentioned that social media marketing is a useful tool to manage existing customer relationships while creating new ones, by facilitating online exchange and communication. This supports the assumption of social media channels to be used in increasing customer satisfaction and customer retention. Anjum et al. (2012) also believe that social media marketing is imperative for companies who aiming to attract and retain customers. Other authors (Clark .et.al, 2012) have also found that the use of social media as a marketing channel increases customer satisfaction and customer retention.

It could be discussed that customers are willing to interact with companies by social media channels if they believe it is benefit them. Consumers can benefit from interacting with companies on social media channels in many different ways, including getting coupons or discounts, purchasing services or products, viewing reviews and product ratings, accessing general or specific information, learning about

new products and services, presenting opinions about products or services, accessing customer service, participating in events and feeling connected, submitting ideas for new products and services, and being part of community (Anjum et al., 2012). For the purpose of this study, the benefits that clients can obtain from social media will be referred to as 'benefits'.

Brand Image

Brands identify the maker of a product and allow customers and give responsibility for its performance to that maker. Branding is all about building differences between products. Branding creates mental structure that helps customers organize their knowledge about products and services in a way that makes their decision making clearer, which provides value to the company. (Kotler&Keller, 2015)

Today we can observe a tough competition between cell phone producers, each trying to establish its brand reputation in customer minds. A global firm and capture research and development (R&D), production, logistical, marketing and financial advantages in its costs and reputation that is not available to purely domestic competitors. (Pringle et al, 1999) In order to build appropriate brand image that plays an important role in enhancing business performance; brand image is an indirect instrument that can change people's purchasing behavior. Brand image has tough positive influence on customers buying behavior. (Malik et al, 2013)

Brand image is one of the most important brand reputation factors in the market place. Without tough brand image organizations cannot a greater part of market share. (Naser et al. ,2012) ,as well as Malik et al,(2013) mentioned that brand image is

considered to be a critical factor in enhancing business performance; it is an indirect tool that positively changes purchasing behavior.

According to Davies, Chun, Da Silva and Roper (2003) indicated that anything could be a brand, like a corporate, firm or name. Keller (1993) defined brand image is a perception about a brand held in customer memory. Company brands are intangible assets for companies that are hard to imitate, and it is different from products brands as emphasizing the substantial of brand values (De Chertanony, 1999). According to Ind (1997) when customers purchase products from a corporate, they not only buy products, on the other hand receiving set of values form the corporate. Company brands are a sum of values representing the corporate (Ind, 1997), also a positive company brand image is not only helping companies to raise competition also to encourage customers to re-buy (Porter & Claycomb, 1997). Consumers more favorable the image has higher perceived in quality and value, satisfaction as well as loyalty (Johnson, Andreessen, Lervik, & Cha, 2001).

Social media may help to strengthen brand image, in order to get benefits from social media brands need to be managed. As well as, social media is very useful for creating brand loyalty by managing the relationships with customers.(Pozin, 2014)

What people think of a brand? Is the question that should be asked when you think of brand image, and this question guides you to look after the definition for brand image which is the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

It's also defined as "the picture of the brand in the minds of customers andstakeholders. It refers to the way customers and stakeholders decode allthe signals provided by a given product, brand, company or even country.The brand image is a result of many external factors of whichmarketing communications is just one." (Roll, 2006)

They "are devices, which can be trademarked, that identify and differentiate the brand. And they are brand names, symbols, slogans, logos, characters and URLs." (Kotler, & Keller, 2012) these elements shapes the brand identity, which it makes it easy to be recognized.

"A brand element is visual or verbal information that serves to identify and differentiate a product. The most common brand elements are names, logos, symbols, characters, packaging and slogans." (Farhana,2012)

"The brand research and identity processes build a strong foundation fromwhich companies can devise suitable strategies for their future growth." (Roll, 2006)

Branding strategy refers to "the ways that firms mix and match their brand's name on their products". (Shahri, 2011)

"There are two perspectives on how strategic and organizational factors are related: a strategy formulation perspective, where organizational variables influence the formulation of strategy, and a strategy implementation perspective, where the strategy has an impact on organizational variables.

By taking a strategy formulation perspective of the relationship between organizational variables and strategy, it is assumed that organizational variables influence the formulation of strategy. A number of researchers have assumed such a link between intangible organizational variables such as market orientation and strategy, where the underlying beliefs and behaviors have an important impact on strategy. They argue that cognitive maps and related constructs such as world views, schemata, dominant logics, and knowledge structures provide the foundation for managerial action". (Homburg, Kroxhmer, Workman, 2004)

Customer Satisfaction

According to Dutka, (1995) Satisfied customers offer businesses a promise of increase revenues and decrease operating costs. Because of that most companies perceived they understood all there was to know about customer satisfaction and how to keep their customers delighted. Finally, with the growth of competition, the stagnation in the 1990s and the constriction of the global markets, businesses were forced to concern about customer satisfaction surveys, especially as these surveys became more

complicated. As emphasis on customer satisfaction programs became tough, developing programs to understand customers in better ways became a serious objective for companies. (Myers, 1999).

"Company knowledge is the first source of information about critical performance attributes; however, customer satisfaction must extend beyond the company and to the customer (Johnson and Gustafsson, 2000). Network performance improvements are important to customer satisfaction. Companies must determine performance drivers of satisfaction and prioritize them. This focuses resources and quality enhancement efforts that are most likely to have the greatest impact on satisfaction" (Eljaam , 2005).

The core of customer satisfaction cannot be rejected while delighted customers are interest in free advertising for organization. It is important to focus on the consumer in order to achieve its strategies and processes. However, it is more profitable to sell the existing customers than finding new ones. Companies are setting their strategies to ensure customer retention, and to be more customer-focused and service-oriented (Mohsan et al., 2011).

Customer retention and customer satisfaction are based in the field of marketing (Khan, 2013: 11). The marketing process used to determine which services or products will be attractive to the client (Assaad and Gómez, 2011). In order to achieve marketing objectives, service companies use the marketing mix (Yasanallah and Vahid, 2012). Promotion is one of the elements of the 7Ps. Promotion is also commonly referred to as marketing communication (Masterton and Pickton, 2014). Traditional marketing communication channels include television, newspaper, radio and magazine (Saravanakumar et.al, 2012). However, recently social media has

become the most preferred communication channel for marketing (Clark and Melancon, 2013).

According to Ramsaran-Fowdar and Fowdar (2013) social media marketing is useful tool to manage existing firm-client relationships while creating new relationships, by facilitating online exchange, connection, and communication. This supports the supposition that social media channels can be used to increase customer satisfaction and customer retention. Anjum et al. (2012) also believe that social media marketing is essential for firms that aiming to attract and retain clients. As well as other authors (Clark and Melancon, 2013: 138; Muhammad and Abdul, 2012: 249) have found that the use of social media as a marketing tool rise customer satisfaction and customer retention.

It is important for organizations to satisfy and retain customers (Rahmani-Nejad, Firoozbakht and Taghipoor, 2014: 262-263). Also (Kheng et al., 2010) have agreed with that promote customer satisfaction and customer retention is important in improving the performance of organizations and determining their success.

Customer satisfaction comes when clients can receive more benefits from the firm than their cost of doing businesses with the corporate, for example, the time, effort and money spent at a certain firm (Ganiyuet.al, 2012). Customer satisfaction can be defined as the client's attitude or behavior towards a firm, or an emotional reaction to the differences between what clients expect and what they get, regarding the fulfillment of desire, need or goal by the firm (Mohsan et al., 2011).

Customer retention relates to the continuity of the business relations between the client and a corporate (Khan, 2012). Customer retention can be defined as the degree of client display repeat purchasing behaviour from a firm, in a positive positional

attitude disposition towards the firm, and considers using only this firm when need this product or service. (Kheng .et.al, 2010).

Into two approaches satisfaction can be separated either as accumulative satisfaction/post-consuming satisfaction (Oliver, 1997) or as a transaction-specific satisfaction (Olsen & Johnson, 2003). After 1990s, many authors viewed satisfaction as consumers' accumulative, after buying, and overall judgment about buying behavior (Johnson, Anderson & Fornell, 1995; Engel & Blackwell, 1982; Hunt, 1977; Oliver, 1997). According to Oliver (1997), satisfaction defined as the customer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, providing or provided a pleasurable level of consumption-related to fulfillment, including levels of over and under fulfillment (Oliver, 1997). Customer satisfaction is viewed as influencing buy behavior and intentions, which leads to a corporate future revenue. However, according to Bowen and Shoemaker (2003) satisfied consumers might not turn to the corporate and spread positive word-of-mouth communications to others. One of the reasons is that the corporate does not deliver what consumers need (Roig, Garcia, Tena & Monzonis, 2006). Furthermore Woodruff (1997) identified that customer satisfaction measurement without fulfillment of consumer perceived value could not really reach the customer's expectations. Therefore, other variables should exist to further explain the relationship between satisfaction and customer loyalty.

All in all, Social media marketing can be defined as the use social media channels to bring clients that one's firm, products and/or services are worthwhile (Assaad and Gómez, 2011). The most common social media channels include, LinkedIn (started in 2003), MySpace (started in 2003), Twitter (started in 2006) and Facebook (started in 2004). (Erragcha and Romdhane, 2014).

"Customer loyalty involves both attitudinal and behavioral components. Thus, in order to assess the antecedents of customer loyalty, it is important for us to understand the difference between attitudinal loyalty and behavioral loyalty."(Kassim,Abdullah, 2008)

Customer loyalty is about "increasing the percentage of repeat purchases among current customers" (Pitta, et.al, 2006) and that could be described in the projection of customer satisfaction, customer loyalty, and profitability and the relation of these aspects. Proposes that customer satisfaction influences customer loyalty, which it turn profitability effects. (Pitta, et.al, 2006)

Three conceptualizations of customer loyalty have been identified in the literature: (chodzaza, Gombachika, 2013)

1. Loyalty as primarily an attitude that sometimes leads to a relationship with the brand
2. Loyalty mainly expressed in terms of revealed behavior.
3. Buying moderated by the individual's attitudes

Jordan Telecommunication Sector

Aiming at maintaining its leading position in the marketing, Zain acquired in 2014 the license to provide the Fourth Generation services "LTE" for the first time in the kingdom, where these services provide up to 150 Mb per second. Zain launched LTE services to include all the governorates of the Kingdom in the first quarter of 2015.

And back in 2011, Zain launched high -speed Zain Broadband services through modern HSPA+ technology across all Jordanian governorates upon its launch. Worth mentioning that Zain Group acquired Zain Jordan, in January 2003, in what was considered the largest single acquisition in the Middle East region, and the largest private sector investment in Jordan.

(http://www.jo.zain.com/english/media/aboutus/Pages/default.aspx)

A subsidiary of Batelco Bahrain, Umniah acquired Batelco Jordan in 2008, which brought new infrastructure and human resources to the company: notably, the acquisition made possible the launch of Umniah Business Solutions, diversifying and enriching the company's offerings to completely satisfy Jordanian telecommunication needs.

Umniah continues to expand on yearly basis and is distinguished in establishing strategic partnerships with many international players like Cisco, Microsoft CSP, and IBM Security, allowing Umniah to collaborate with these companies in order to offer exclusive services to its customers.

Umniah's focus on the youth, the largest segment of Jordanian society, was demonstrated by the launch of its new platform "Shababi" in 2015, which offers an entertainment experience and demonstrates Umniah's continuous focus on improving and promoting value-for-money services to this vital sector.

With a subscriber base that exceeds 4 million and a market share of more than 30%, Umniah will continue to grow by adhering to its core values of innovation and customer-centricity. Its comprehensive selection of innovative services and business

solutions means that everyone can "belong" to the Umniah community. (https://www.umniah.com/en/about-umniah)

Orange Jordan forms the backbone of the Kingdom's ICT sector, carrying the flag behind His Majesty King Abdullah II's vision of turning Jordan into a regional hub for ICT by delivering innovative and advanced IT and telecommunications solutions to meet the aspirations and essentials of individual and enterprise customers nationwide. As a result, the company currently ranks as the strongest provider of fast internet in the market and resolutely continues to move forward in its endeavors to invest in the future of the country and its people by introducing the most advanced technologies and enhancing the country's physical infrastructure to make these technologies a viable reality. Through its Enterprise Business Unit (EBU), Orange Jordan offers its partnered enterprises the elevated global expertise of Orange Business Services (OBS). Likewise, giving B2B customers unparalleled speed and reliability, its new FTTB services successfully enable businesses to meet their connectivity needs with smart offices to make their operations more efficient. Orange Jordan is also focusing on the concept of Smart Cities, with a strategy that spans three key sections that comprise all aspects of operations for growing urban areas to meet their challenges, bridging the gap between the release of the latest technologies and the ability of cities to adopt them as part of their current infrastructures. (https://www.orange.jo/en/pages/about-orange.aspx)

2.2   Previous Studies

The following previous studies have been chosen among the others, because they focus on the most factors that this research needs to analysis in order to link and explain the impact of social media marketing on customer satisfaction.

Martensen, et al., (2004) study titled **"Building Customer-Brand Relationships on the Internet:Development of an Online Brand Equity Model"** Referred to the researcher online branding is important to e-Commerce companies, the purpose of the research was to develop customer-based brand equity model to measure and manage online brand equity, the researcher has developed a cause-and-effect model linking customer-brand relationships to rational and emotional brand associations, and rational, emotional brand evaluations. The research discussed why a given aspect is important for a brand's equity and which relations exist between the included variables from a theoretical perspective. The model that was created in this study can be use as a base for a decision support system in the brand management process, approximately 470 interviews with KILROY customers, then analyzed the data and estimated the model using a partial least squares (PLS) method. The researcher gives a better understanding of the position of a brand in the minds of consumers. By measuring the model, and given the possibility of obtaining information concerning the customer-brand relationships. This study guides me to the relation between the brand and customer and how do brand development affect the customers' behavior.

Hennig-Thurau, Thorsten (2004) study titled: **"Customer orientation of service employees Its impact on customer satisfaction, commitment, and retention"** With the performance of service personnel often constituting a major element of a service

per se, the customer orientation of service personnel is often regarded as a main determinant of service firms' success. Drawing on a deductively derived four - dimensional conceptualization of the customer orientation of service personnel, consisting of employees' technical skills, social skills, motivation, and decision-making power, a model of the impact employees' customer orientation has on key service marketing constructs is theoretically developed. The model is then empirically tested against a sample of 989 consumers for two service contexts (i.e. book/CD/DVD retailers and travel agencies), with the results providing support for most hypotheses. Implications of the findings for services and retail management are discussed.

Bassam Eljaam (2005): "**Customer satisfaction with cellular network performance: Issues and analysis**" this study investigated the relationship between key drivers of customer satisfaction and the performance of the social network, in addition, it quantified the relative order of importance of each driver. The study used multiple regression analysis to analyse the 528 filled and usable surveys, the study validated the adequacy of three of the four attributes used in the survey(Network availability, coverage, and call quality) instrument, but the fourth instrument(dropped calls) didn't have a significant impact on customer satisfaction.

Pitta, et al., (2006) titled **"A strategic approach to building online customer loyalty: integrating customer profitability tiers"** The aim of this paper was to present a strategic framework for managing online loyalty. The researchers have built the research depending on previous studies about consumer loyalty in Internet practices. In order to get a loyal customer you have tern the relation to 1-to-1 relationships, and studying their behavior and find the similarity between groups so they can be segmented. This gives a future approach to get more people loyal if you know how they behave or react to any simulation. The theoretical concepts that form

the foundation of the paper appear to have a significant application to consumer marketing but have not been tested empirically. Also this paper describes the nature and application of customer value tiers to an important marketing process. This paper studied the online customer loyalty which covers two variables in my study which is e-purchasing and customer loyalty.

AMY POH AI LING (2007) study titled: **"THE IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION: A CASE STUDY DERIVING CONSENSUS RANKINGS FROM BENCHMARKING"** This research has taken the impact of marketing mix on customer satisfaction, via a case study deriving consensus rankings from benchmarking on retail stores in Malaysia. With increasing globalization, local retailers have found themselves need to compete with a big number of foreign retailers by targeting suit niche markets. This paper has build the model in deriving consensus rankings from benchmarking base on the marketing mix model, the traditional marketing paradigm, embodied in the well-known Marketing Mix frame work proposed by Borden and popularized as the 4Ps by McCarthy. The marketing mix is the lens through which the contemporary customer perceives value in retail stores on 4Ps is examined. The analysis will depend on the outcomes of customer's perceive towards the four marketing tactics. The main goal of this paper was introducing more methodologies to the multi criteria outranking methodology as an alternative and sustainable approach for benchmarking analysis in the marketing sector.

Simeon Edosomwan, et.al. (2011) study titled **''The History of Social Media and its Impact on Business''** Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. However, social media is not a new concept - it has been evolving since the dawn of human interaction. In recent times, social media has impacted many aspects of human communication, thereby impacting business. Social networking has become daily practice in some users‟ lives. In this article, t he authors describe features and the evolution of social media, including major social networking sites that came into existence during the 21st century. Some of the sites discussed include Facebook, YouTube, Twitter, MySpace, CyWorld, and LunarStorm.

JENET MANYI AGBOR (2011) **Study titled: "The Relationship between Customer Satisfaction and Service Quality: a study of three Service sectors in Umeå."** The main purpose of this study was to examine the relationship between customer satisfaction and service quality in service sectors with respect to the service quality dimensions. Convenience sampling technique was used to collect quantitative data from customers of Umeå University, The study showed distinctive results for the relationship between service quality dimensions and service quality/customer satisfaction. ICA and Forex had significant relationship between service quality and customer satisfaction; but Umeå University had no significant relationship between service quality and customer satisfaction. Meanwhile the group result showed that: ´responsiveness`, empathy´ and ´reliability´ were significantly related to service quality; ´reliability` and `empathy`, were significantly related to customer satisfaction but `responsiveness` was not significantly related to customer satisfaction;

meanwhile service quality was significantly related to customer satisfaction.

Lin Chien-Hsiung (2011) study titled: **"A study on the relations between the brand image and customer satisfaction in catering businesses"** This research aimed to analyze the relationships between brand image and customer satisfaction in catering industry. The samples contained the consumers who had the consuming experiences in the chain stores of a catering business. Questionnaires were distributed in the major business areas in Taipei City. With convenience sampling, 360 questionnaires were distributed and 264 were valid with the retrieval rate (73.33%). Having empirical analysis, brand value and brand characteristics presented positive relations to customer satisfaction, while brand association did not reveal notable relations. In addition, some demographic variables appeared interference on brand image and customer satisfaction in catering industry. The research findings are expected to provide some suggestions and reference for catering businesses.

Thirushen Naidoo (2011) study titled: **"The effectiveness of advertising through the social media in Gauteng"** With the very strong impact of globalization, digitalization and social media, advertising is changing. Many companies and advertising role players are forced to implement new consumer and business models and apply innovative business strategies. Social media marketing has become a norm for most companies. The process of marketing is used through social media sites like Twitter, Facebook and YouTube. This study attempts to investigate the effectiveness of advertising through social media, focusing on the social media medium of Facebook to determine the key correlations and factors that affect the effectiveness of advertisements on Facebook. The target audience utilised is based in the geographical

region of Gauteng. A survey was circulated via email to everyday consumers (n=189).Their attitude towards the brand used in the survey, as well as their loyalty to brand, were explored. Descriptive statistics and correlations revealed that many factors actually influence one's attitude to a brand and the actual effectiveness of the advertisement. Some trends of interest that were found were the fact that brands that have achieved a strong market presence, automatically attain the attention of consumers in the advertisements. The use of models correlated to the thought processes of consumers also played a role in determining how advertisements are actually perceived. There are four particular constituents that contribute to advertising effectiveness on Facebook, namely brand engagement, brand attitude, brand image and consumer engagement. In conclusion, for advertisements to be effective on Facebook, a brand must be established and have a strong brand reputation as the advertisements on Facebook serve to supplement the brand rather than to put the brand up the ranks in terms of reputation. It is suggested that the survey is reviewed and the study expanded to a less stratified and more multi-cultural environment.

Irem Eren.et.al. (2012) study titled: **''The impact of social media marketing on brand loyalty''** The aim of this study was to understand the effect of social media marketing on brand loyalty formation from the perspective of the consumer. The results of the study are believed to put significant contribution to practice and literature since social media marketing can be defined as a new, but rapidly growing platform for building relationships with customers and forming positive image of the brands in their eyes. As true for every non-traditional tool of marketing communications, social media is eagerly explored, digged up, and utilized by the companies. Therefore, research is timely and needed to ensure some direction in this quest.

Svetoslava Nikolova (2012) study titled: **'' The effectiveness of social media in the formation of positive brand attitude for the different users''** The goal of the research was to investigate how effective can be social medias in the creation of brand attitude, analyzed through the Facebook perspective and its influence on the different users and brand supporters.

Long, Choi Sang**.** et.al (2013) study titled: **''Impact of CRM Factors on Customer Satisfaction and Loyalty''** This paper examined the impact of customer relationship management (CRM) elements on customer satisfaction and loyalty. CRM is one of the critical strategies that can be employed by organizations to improve competitive advantage. Four critical CRM elements are measured in this study are behavior of the employees, quality of customer services, relationship development and interaction management. The study was performed at a departmental store in Tehran, Iran. The study employed quantitative approach and base on 300 respondents. Multiple regression analysis is used to examine the relationship of the variables. The finding shows that behavior of the employees is significantly relate and contribute to customer satisfaction and loyalty.

Abu-Rumman, Alhadid. (2014) study titled: **''The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan''** The active user of the Jordanian mobile service providers social networks were the population of the study. A sample of the study totaled 450 customers, the researcher tested the hypothesis using simple regression and stepwise regression tests: the results showed that there is a statistically significant impact of the dimensions of social media marketing on the brand equity for the Jordanian mobile service providers and after performing a stepwise regression the results showed that there are a significant impact between the Accessibility, and Credibility on the brand equity

which means that the Accessibility and Credibility affects the brand equity. The researcher sees that the companies should focus more on their social media marketing strategies and increase its share in the general marketing strategy of the company.

Durrani, et.al. (2015) study titled: **''IMPACT OF BRAND IMAGE ON BUYING BEHAVIOUR AMONG TEENAGERS''** The objective of this research study is to analyze the impact of brand image on teenagers brand choice, source of information, factors affecting buying choice and level of satisfaction. The sample of the study is 300 respondents in which 150 students were chosen from schools and 150 students were selected from colleges of Karachi. Two schools and two colleges were selected for this research study. Through a structured questionnaire data were collected and with the help of SPSS, analysis was made. The results revealed that values of regression analysis shows that there is 33.7% variance of buying behavior of teenagers explain by the impact of advertisement on buying behavior, advertisement's impact on brand image and brand image impact on brand loyalty. The results of Pearson correlation shows that teenagers buying behavior is significantly 36% correlated with teenager's loyalty and 49% with advertisement impact on brand image. The teenagers buying behavior is also 38.8% positively and significantly correlated with advertisement. The results of correlation also interpreting that the all relationship is positive and high significant at 0.01 level. There is a practical relation between brand image and consumer teenager buying behaviour.

Chantal Rootman and Nicole Cupp (2015) study titled: **"THE IMPACT OF SOCIAL MEDIA ON CUSTOMER SATISFACTION AND RETENTION IN THE BANKING INDUSTRY: VIEWS OF CLIENTS AND MANAGERS"** The

primary objective of this study was to identify how social media aspects (benefits, clients' trust and content) influence customer satisfaction and customer retention in the banking industry, from the perceptions of banking clients and managers. A questionnaire was used in an empirical investigation to gather the responses of 150 clients and 30 managers. Statistical analyses showed significant relationships between both benefits and trustworthy content and customer satisfaction, as well as between customer satisfaction and retention. This study's recommendations could assist banks to use social media channels in ways to increase customer satisfaction and retention. This may lead to more successful banks, ultimately contributing positively to the economy.

Zhang (2015) study titled: **"The Impact of Brand Image on Consumer Behavior: A Literature Review"** The concept "brand image" has drawn significant attention from academics and practitioners sin- ce it was put forward, because it has taken an important role in marketing activities. Although brand image was known as the driving tool of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study has reviewed extant studies about the impact of brand image on consumer from perspective of customer equity. It also presented the shortcomings of current research and pointed out the trends for future study.

OREN BULKA (2015) study titled: **''SOCIAL MEDIA MARKETING: HOW SOCIAL MEDIA GIVE POWER AND RESPONSIBILITY TO COMPANIES ON THE INTERNET''** This thesis project involves researching the effectiveness of social media in marketing. Essentially, The author is asking "How do social media affect companies and individuals in the 21st century?" and "To what extent do social media give power and responsibility to companies on the Internet?" Data was

gathered via personal interviews, reading scholarly articles, and working with faculty at the University of Oregon.

Tomi Jokinen (2016) study titled: **'' Branding in Social Media and the Impact of Social Media on Brand Image''** The topic of the thesis is branding in social media and the impact of social media on brand image. In the context of this thesis, branding is defined as the activities that aim to enhance brand equity. Brand image refers to consumers' perceptions of a brand. The purpose of the thesis is to examine how social media can be used for branding purposes and to research the impact of social media on brand image. The thesis examines what things should be taken into consideration when using social media for branding purposes and additionally it compares the usage of social media to the usage of traditional media and the significance of social media to the significance of traditional media as an influencer on brand image.

Richa Durgeshbhai Pandit (2016) study titled: **"A Study of Impact of Service Quality on Customer Satisfaction, Loyalty, Commitment & Retention in the Indian Banking Sector"** This thesis has focused on the banking sector in India. the banking industry has become highly competitive in India. it is not only focusing on providing a wide range of products to make competitive advantages; but it also emphasizes the importance of services, especially in maintaining service quality. Particularly in the case of companies that offer nearly identical services, such as banks where establishing service quality may be the only way of differentiating. Service quality significantly influences customer satisfaction. Which the study has selected 800 customers of four different banks – SBI, PNB, ICICI and HDFC were surveyed through non probability convenience sampling.

Chapter Three

Methods and procedures

(3-1) Introduction

The research conceptual framework is constructed to connect the main research variables (social media marketing, customer satisfaction, and brand image). The independent variable is the social media marketing which represents (interaction and sharing of content) factors is developed by (abu-rumman & alhadid, 2014).

This research treats the brand image variable as mediating variable, in order to explore to which extent do the mediating factor gets affected by social media marketing, furthermore, to identify to which extent it effects on customer satisfaction. The brand image composes the uniqueness, strength, and favorability. This dimension has been developed by reviewing (nikolova, 2012).

(3-2) Methodology of the Study

The research design for this research was quantitative, descriptive, and correlational. A quantitative research method was chosen based on the use of quantifiable data to obtain objectivity of the research by using a well-developed survey.

The researcher used a descriptive research design to provide a summary of the data. By using a descriptive research design, a summary of a collected data could be presented using numbers to describe the characteristics of the variables of interest (Sekaran and Bougie, 2013).

A correlation design was used to measure the strength of the investigated relationship between variables (Keller, 2011). In this research, a correlation design helped in analysing the impact of social media marketing on customer satisfaction in Jordanian telecommunication companies.

(3-3) Study Population and Sample

The population of this research is the Jordanian universities; the study sample is three out of nine private universities that located in Amman. The researcher distributed (384) questionnaires according to the simple random sample method (Sekaran & Bougie, 2013).

The unit of analysis of this study comprises both male's and female's and students who approached in the targeted universities, the surveys where distributed through on site visit to targeted locations, (241) questioners returned (36) questionnaires were eliminated due to missing data, (23) questioners were eliminated due to non-realistic filling of survey, thus resulting in (182) questionnaires being valid for further analysis.

3-4: Demographic Variables of Study Sample

Tables (3-1) ; (3-2) ; (3-3) ; (3-4) ; (3-5) and (3-6) show the demographic variables of the study sample

Table (3-1) shows that the (38.5%) of the sample is male and (61.5%) is female.

Table (3-1) Descriptive the Gender of the sample study

Variables	Categorization	Frequency	Percent
Gender	Male	70	38.5
	Female	112	61.5
Total		182	100

Table (3-2) shows that (47.2%) of the sample are Zain subscribers, (29.1%) of the sample are Orange subscribers, (23.7%) of the sample range are subscribers in Umniah.

Table (3-2) Telecommunication

Variables	Categorization	Frequency	Percent
Company	Umniah	52	23.7
	Zain	104	47.2
	Orange	64	29.1
Total		220	100

Table (3-3) shows that (90.1%) of the sample range are Facebook users, (58.2%) of the sample range are Instagram users, (44.0%) of the sample range are YouTube users.

Table (3-3) Descriptive the Age of the sample study

Variables	Categorization	Frequency	Percent
Social media platform	Facebook	164	90.1
	Twitter	50	27.5

	Instagram	**106**	**58.2**
	Google+	**36**	**19.8**
	YouTube	**80**	**44.0**
	Others	**32**	**17.6**
Total		**468**	**100**

Table (3-4) shows that (4.9%) of the sample range have never use any social media platforms, (36.8%) of the sample range surf social media platforms 1-3 hours, (31.9%) of the sample range surf social media platforms 4-6 hours. (15.9%) of the sample range surf social media platforms more than 6 hours.

Table (3-4) Daily spent hours

Variables	**Categorization**	**Frequency**	**Percent**
Hours	**Never**	**9**	**4.9**
	Less than 1 hour	**19**	**10.4**
	1-3 hours	**67**	**36.8**
	4-6 hours	**58**	**31.9**

	More than 6 hours	29	15.9
Total		182	100

Table (3-5) shows that (52.2%) of the sample range have never visit telecommunication company's page, (3.3%) of the sample range have visit telecommunication company's page more than 25 times, (17.6%) of the sample range have visit telecommunication company's page less than 5 times.

Table (3-5) yearly telecommunication company's pages visits

Variables	**Categorization**	**Frequency**	**Percent**
	Never	95	52.2
	Less than 5 visits	32	17.6
Visits	**6-15 visits**	29	15.9
	16-25 visits	20	11.0
	More than 25 visits	6	3.3
Total		182	100

3-5: Study tools and Data Collection

The current study is of two folds, theoretical and practical. In the theoretical aspect, the researcher relied on the scientific studies that related to the current study. Whereas in the practical aspect, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses.

The data collection, manner of analysis and programs used in the current study are based on two sources:

1. Secondary sources: books, journals, and theses to write the theoretical framework of the study.

2. Primary source: a questionnaire that was designed to reflect the study objectives and questions.

In this study, both primary and secondary sources were used. The data collected for the model was through questionnaires. After conducting a thorough review of the literature pertaining to study variables, the researcher formulated the questionnaire instrument for this study.

The questionnaire instrumental sections are as follows:

Section One: Demographic variables. The demographic information was collected with closed-ended questions, through (4) factors (Gender; telecommunication company; social media platform; spending hours).

Section Two: Independent variable: **Social media marketing** and **Brand image and customer satisfaction.**

The scale is as follow:

Strongly Agree	Agree	Agree to an Extent	Disagree	Strongly Disagree
5	4	3	2	1

3-6: Statistic Treatment

The data collected from the responses of the study questionnaire was used through Statistical Package for Social Sciences (SPSS) & Amos for analysis and conclusions. Finally, the researcher used the following suitable statistical methods that consist of:

- *Percentage and Frequency.*

- *Cronbach Alpha reliability* (α) to measure strength of the correlation and coherence between questionnaire items.

- *Arithmetic* to identify the level of response of study sample individuals to the study variables.

- *Standard Deviation*: to measure the responses spacing degree about Arithmetic Mean.

- Variance Inflation Factor and Tolerance to make sure that there are no Multicollinearity between independent variables.

- *Multiple and Simple Regression analysis* to measure the impact of study variables on testing the direct effects.

- *Path Analysis* to test the direct and indirect impact of independent variables on dependent variable through mediating variable.

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{5-1}{3} = \frac{4}{3} = 1.33$$

The Low degree from 1- less than 2.33

The Medium degree from 2.33 – 3.66

The High degree from 3.67 and above.

(3-7) Validity and Reliability Validation

Validation

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Middle East University and other universities specialized in faculty and practitioners Business Administration, Marketing. And they were produced based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument.

Reliability

Cronbach's alpha, was used to determine the internal consistency reliability of the elements comprising the three constructs as suggested by Gregory (2004). Reliability

should be (0.70) or higher to indicate adequate convergence or internal consistency

(Hair et al., 2006). These results are the acceptable levels as suggested by (Hair, et.

al., 2006). The results were shown in Table (3-6).

Table (3-6) Reliability of Questionnaire Dimensions

No.	Variable	Dimensions	No. of items	Alpha Value (α)
1	*Social media marketing*		15	0.751
	(1-1)	*Interactions*	7	0.776
	(1-2)	*Sharing of content*	8	0.675
2	*Brand image*		14	0.898
3	*Customer satisfaction*		8	0.834

Chapter Four

Analysis of the Results & Hypotheses Testing

(4-1) Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means and Standard Deviations for the questions of the study; Multiple and Simple and Linear Regression analysis and path analysis used.

(4-2) Descriptive analysis of study variables

The researcher used the arithmetic mean, standard deviation, one sample t-test, item importance and importance level as shown in Table (4-1).

Table (4-1): Arithmetic mean, SD, item importance and importance level of research dimensions

No	All Variables	Mean	St.D	Item Importance	Importance Level
1	Social media marketing	2.8571	0.69134	3	Medium
2	Brand image	2.9335	0.74291	1	High
3	Customer satisfaction	2.9164	0.76472	2	Midum

	General Arithmetic mean and standard deviation	2.9023	0.733

t- Value Tabulate at level (α≤ 0.05)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

Table (4-1) clarifies the importance level of research dimensions, where the arithmetic means for dimensions range between (2.8571 – 2.9335) compared with general Arithmetic mean amount of (2.9023). We observe that the median mean for the " Social media marketing" with arithmetic mean (2.8571), standard deviation (0.69134). The highest arithmetic mean was for the "Brand image" with Average (2.9335) and standard deviation (0.47291). In general, it appears that the importance level of research dimensions in telecommunication companies under study from the study sample viewpoint was median.

Table (4-2) : Arithmetic mean, SD, item importance and importance level of Social media marketing

N o	Social media marketing	Mean	St.D	Item importance	Importance level
6	My telecommunication company's social media pages help me receive feedback from my telecommunication company constantly	2.71	1.201	9	Medium

7	My telecommunication company pages on social media have a wide range of supporting tools that help to deliver better information	2.84	1.026	6	Medium
8	My telecommunication company's pages on social media enables me to acquire more information about my telecommunication company services	2.82	1.168	7	Medium
9	My telecommunication company page on social media provides me with the opportunity to state my opinions freely	2.94	1.176	2	High
10	My telecommunication company's page on social media is up-dated regularly	3.03	1.179	1	High
11	My telecommunication company's pages on social media always responds to my question or/and observation	2.87	1.119	4	High
12	Do you have positive reactions to advertisements on social media	2.75	1.118	8	Medium
13	I will enquire more information on the product because of the advertisement	2.84	1.143	5	Medium
14	Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand	2.91	1.167	3	High
	General Arithmetic mean and standard deviation **Social media marketing**	2.86	0.6913		

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3)

Table (4-2) Clarifies the importance level of social media marketing, where the arithmetic means range between (2.71- 3.03) compared with general arithmetic mean amount of (2.86). We observe that the highest mean for the item "**My telecommunication company's page on social media is up-dated regularly**" with arithmetic mean (3.03), Standard deviation (1.179). The lowest arithmetic mean was for the item "**My telecommunication company's social media pages help me receive feedback from my telecommunication company constantly**" with average (2.71) and standard deviation (1.201). In general, it appears that the Importance level of brand image in companies under study from the study sample viewpoint was Median.

Table (4-3) : Arithmetic mean, SD, item importance and importance level of brand image

No	Brand image	Mean	St.D	Item importance	Importance level
29	I know what this brand stands for.	2.97	1.370	4	High
30	I have a good opinion about this brand.	3.02	1.072	2	High
31	I am well aware of this brand.	2.99	1.000	3	High
32	This brand is a pure delight.	2.96	1.174	6	Medium
33	I respect this brand.	3.07	1.183	1	High

34	I'm very committed to this brand.	2.97	1.168	5	High
35	This brand communicates well with me.	2.86	1.157	7	Medium
36	This brand is very faithful.	2.85	1.268	8	Medium
*	General Arithmetic mean and standard deviation **Brand image**	2.96	1.17		

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

Table (4-3) clarifies the importance level of brand elements, where the arithmetic means range between (2.85 – 3.07) compared with general arithmetic mean amount of (2.96). We observe that the highest mean for the item "**I respect this brand**" with arithmetic mean (3.07), standard deviation (1.183). The lowest arithmetic mean was for the item "**This brand is very faithful**" with Average (2.85) and Standard deviation (1.268). In general, it appears that the Importance level of Brand image in companies under study from the study sample viewpoint was Median.

Table (4-4): Arithmetic mean, SD, item importance and importance level of Customer satisfaction

No	Customer satisfaction	Mean	St.D	Item importance	Importance level
15	My telecommunication company is having well managed web pages.	3.06	1.284	3	High
16	My telecommunication company apologizes if they fail to serve me on time.	3.07	1.135	2	High
17	I think I did a right thing that I selected my telecommunication company.	3.16	1.154	1	High
18	My telecommunication company always exceed in my expectation while offering me the services.	3.05	1.136	4	High
19	My telecommunication company's service exactly meets my requirement.	2.83	1.207	11	Medium
20	I feel happy after every visit of My telecommunication company website/ webpage.	2.86	1.157	9	Medium
21	Seasonal promotions are available	2.94	1.111	5	High
22	I am well informed of the promotions	2.90	1.062	7	Medium
23	Website/webpage designs are appealing	2.81	1.160	12	Medium
24	Website/webpage layout makes it easy for me to find what I need	2.78	1.100	13	Low
25	The promotions are always attractive on website/webpage	2.94	1.235	6	High
26	website/webpage Offers several services to	2.71	1.201	14	Low

	choose from in a category				
27	website/webpage fast response	2.87	1.149	8	Medium
28	Overall, I am satisfied with this page	2.85	1.198	10	Medium
	General Arithmetic mean and standard deviation **Customer satisfaction**	2.91	1.16		

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.670)

t- Value Tabulate was calculated based on Assumption mean to item that (3).

Table (4-4) clarifies the importance level of Customer satisfaction, where the arithmetic means range between (2.71- 3.16) compared with General Arithmetic mean amount of (2.91). We observe that the highest mean for the item " **I think I did a right thing that I selected my telecommunication company"** with arithmetic mean (3.16), standard deviation (1.154). The lowest arithmetic mean was for the item "**website/webpage Offers several services to choose from in a category**" with Average (2.71) and Standard deviation (1.201). In general, it appears that the importance level of customer satisfaction in companies under study from the study sample viewpoint was high.

(4-3): Analysis adequacy of the data to test the study hypotheses

Before testing the study hypotheses, the researcher conducts some important tests to ensure the data adequacy for the regression assumption analysis as follows:

1. Variance Inflation Factor (VIF), this test used to measure how the multicollinearity can inflate the variance of regression, the coefficient should not exceed a value of (10).

2. Tolerance used to test the multicollinearity between independent variables, tolerance value should be greater than (0.05).

3. Skewness conducted in order to test that the data follow normal distribution, Skewness value is less than (1.0). Sekara, (2003)

(4-3-1): Multicollinearity

Table (4-8): Variance Inflation Factor, Tolerance and Skewness tests

Research variables	VIF
All items • Social media marketing • Brand image • Customer satisfaction	1.251

According to the result shown in table (4-8), there is no Multicollinearity between the independent variables, this is confirmed from the values of variance inflation factor (VIF) of the dimensions are (1.251) , respectively, less than (10) . As can be seen, this is an indication that there is no Multicollinearity between the independent variables While to make sure that the data follow a normal distribution the researcher calculates the Skewness coefficient and the values were less than (1)

(4-3-2): Dependability of Dependent Variable:

Multiple regressions assume that variables have normal distributions. This means that errors are normally distributed, and that a plot of the values of the residuals will approximate a normal curve.

(4-4) Hypotheses Testing

The researcher in this part tested the hypotheses, through Multiple and simple Linear Regression analyses with (F) test using ANOVA table and path analysis as follows:

(4-5): First Main Hypothesis

H1: Social media marketing has a positive direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of Social media marketing on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$). As shown in Table (4-10).

Table (4-10) : Simple Linear regression model to test the impact of Social media marketing on brand image

the impact of Social media marketing on brand image	R	(R²)	R adjusted	F calculated	Sig*	β	T	Sig*
	0.542	0.294	0.290	73.232	0.000	0.42	8.558	0.000

*The impact is significant at level ($\alpha \leq 0.05$)　　　* (n-1 = 181)　　　* (T tabulated = 1.96)

From table (4-10) the researcher observes that there is a positive direct effect of Social media marketing on brand image . The (R) was (0.542) at level ($\alpha \leq 0.05$), whereas the (R²) was (0.294). This means the (0.294) of brand image in Jordanian

telecommunication companies   results from the changeability in Social media marketing. As (Beta) was (0.542) this means the increase of Social media marketing will increase on brand image in Jordanian telecommunication companies (0.542). Confirms significant impact (F) Calculate was (73.232) and its significance at level ($\alpha \leq 0.05$), and accepted hypothesis:

Social media marketing has a positive direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

(4-6) Sub Hypothesis test

H1.1 Social media marketing interactions has a direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H1.2 Social media marketing sharing of content has a direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

Table (4-11): Multiple regression analysis to test Social media marketing (interactions, sharing) effect brand image in Jordanian telecommunication companies

Dependent variable	R	(R²)	F Calculate	DF	Sig*	Independent variable	T Calculated	Sig*
Brand image	0.560	0.314	19.777	4	0.000	interactions	8.301	0.000
				177		sharing	1.570	0.118

*The impact is significant at level ($\alpha \leq 0.05$)   * (n-1 = 181)   * (T tabulated = 1.96)

To test this hypothecs the researcher use the multiple regression analysis to ensure the direct impact of Social media marketing (interactions, sharing) on brand image in Jordanian telecommunication companies, as shown in table (4-11).

The regression model achieves a high degree of fit, as reflected by (R) (0.560) and (R²) (0.314), which asserted that (0.314) of the explained variation in brand image can be accounted for Social media marketing. As well as table, (4-11) shows, the analysis of variance of the fitted regression equation is significant with (F) value of (19.777). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant impact of Social media marketing on brand image in Jordanian telecommunication companies.

(4-7)Sub Hypothesis analysis

H1.1 Social media marketing interactions has a direct impact on brand image in Jordanian telecommunication companies at the level $(\alpha \leq 0.05)$.

From table (4-11) the researcher observes that there is a positive direct effect of Social media marketing interactions on brand image in Jordanian telecommunication companies. As shown in the above table the (T) calculated is greater than the (T) tabulated where the calculated is (8.301), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was less than (0.05). That means:

Social media marketing interactions has a positive direct effect on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H1.2 Social media marketing sharing of content has a direct impact on brand image in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

According to the result shown in table (4-11), the (t) calculated is less than the (t) tabulated. The (t) calculated was equal (1.570) while the (t) tabulated is (1.96). In addition, the p-value was (0.118) it is greater than significance, (0.05) or less, so we accept the null hypothesis and reject alternative hypothesis that means:

Brand elements have no positive direct effect on e purchasing food and beverage in Jordan at the level ($\alpha \leq 0.05$).

(4-8): Second Main Hypothesis

H2: social media marketing has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of social media marketing on customer satisfaction in Jordanian telecommunication at the level ($\alpha \leq 0.05$).. As shown in Table (4-12).

Table (4-12): Simple Linear regression model to test the impact of social media marketing on customer satisfaction

The impact of social media marketing on customer satisfaction	R	(R²)	R adjusted	F calculated	Sig*	β	T	Sig*
	0.522	0.272	0.268	65.812	0.000	0.522	8.112	0.000

*The impact is significant at level (α ≤ 0.05)   * (n-1 = 181)   * (T tabulated = 1.96)

From table (4-12) the researcher observes that there is a positive direct effect of social media marketing on customer satisfaction in Jordanian telecommunication companies at the level (≰ 0.05).   . The (R) was (0.522) at level (α ≤ 0.05), whereas the (R²) was (0.272). This means the (0.272) of customer satisfaction in Jordanian telecommunication companies results from the changeability in customer satisfaction in Jordanian telecommunication companies. As (Beta) was (0.522) this means the increase of social media marketing will increase on customer satisfaction in Jordanian telecommunication companies value (0.522). Confirms significant impact (F) Calculate was (65.812) and its significance at level (α≤ 0.05), and that confirms valid first hypotheses, and accepted hypothesis:

Social media marketing has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level (α ≤ 0.05).

(4-9) second sub hypothesis tests.

H2.1 Social media marketing interactions has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H2.2 Social media marketing sharing of content has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

Table (4-13): Multiple regression analysis to test Social media marketing (interactions, sharing) effect customer satisfaction in Jordanian telecommunication companies

Dependent variable	R	(R²)	F Calculate	DF	Sig*	Independent variable	T Calculated	Sig*
customer satisfaction	0.551	0.304	25.340	4	0.000	interactions	4.873	0.007
				177		sharing	2.639	0.000

*The impact is significant at level ($\alpha \leq 0.05$)   * (n-1 = 181)   * (T tabulated = 1.96)

To test this hypotheses the researcher use the multiple regression analysis to ensure the direct effect of Social media marketing (interactions, sharing) on customer satisfaction in Jordanian telecommunication companies . As shown in table (4-13).

The regression model achieves a high degree of fit, as reflected by (R) (0.551) and (R²) (0.304), which asserted that (0.304) of the explained variation in customer

satisfaction can be accounted for Social media marketing. As well as table, (4-13) shows, the analysis of variance of the fitted regression equation is significant with (F) value of (25.340). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant impact of Social media marketing on customer satisfaction.

(4-10) Sub Hypothesis analysis

H2.1 Social media marketing interactions has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

From table (4-13) the researcher observes that there is a positive direct effect of Social media marketing interactions on customer satisfaction in Jordanian telecommunication companies. As shown in the above table the (T) calculated is greater than the (T) tabulated where the calculated is (4.873), while the (t) tabulated is (1.96). According to the result reached, we reject the null hypothesis and accept alternative hypothesis, on the other hand the p-value confirmed this result it was (0.007), and this value is less than significance (0.05), that means: Social media marketing interactions has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

H2.2 Social media marketing sharing of content has direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

According to the result shown in table (4-13) the (t) calculated is greater than the (t) tabulated. The (t) calculated was (2.639) while the (t) tabulated is (1.96). In addition, the p-value was (0.000) that mean it is less than significance (0.05), so we reject the null hypothesis and accept alternative hypothesis, that means: Social media marketing sharing of content have positive direct effect on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

(4-11): Third Main Hypothesis

H3: brand image has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the direct effect of brand image on customer satisfaction in Jordanian telecommunication companies at the level ($\alpha \leq 0.05$). As shown in Table (4-14).

Table (4-14): Simple linear regression model to test the effect of brand image on customer satisfaction at the level ($\alpha \leq 0.05$).

The impact of	R	(R²)	F	Sig*	Beta	T	Sig*

brand image on customer satisfaction			calculated			Calculated	
	0.521	0.271	65.496	0.000	0.522	8.093	0.000

*The impact is significant at level (α ≤ 0.05)   * (n-1 = 181)   * (T tabulated = 1.96)

From table (4-14) the researcher observes that there is a positive direct effect of brand image on customer satisfaction. The (R) was (0.521) at level (α ≤ 0.05), whereas the (R²) was (0.271). This means the (0.271) of customer satisfaction changeability's results from the changeability in e brand image. As (Beta) was (0.521) this means the increase of one unit in brand image on customer satisfaction will increase on customer satisfaction in Jordanian telecommunication companies, value (0.521). Confirms significant impact (F) Calculate was (65.496) and its significance at level (α ≤ 0.05), and that confirms valid first second main hypotheses, and accepted hypothesis: brand image has a positive direct impact on customer satisfaction in Jordanian telecommunication companies at the level (α ≤ 0.05).

(4-12): Fourth Main Hypothesis

H4: Social media marketing has a positive indirect effect on customer satisfaction through Brand image in Jordanian telecommunication companies at the level (α ≤ 0.05).

To test this hypothesis, the researcher uses the path analysis to ensure the indirect effect of Social media marketing and customer satisfaction through Brand image as a mediator variable. As shown in Table (4-15), we observe that Social media marketing

has a positive indirect effect on customer satisfaction through Brand image in in Jordanian telecommunication companies. The Chi2 was (46.882) at level (α≤0.05), whereas the (GFI) was (0.997) Goodness of Fit Index approaching to one. On the same side the CFI was (0.991) Comparative Fit Index approaching to one, while the RMSEA was (0.045) approaching to zero, as Direct Effect was (0.384) between Social media marketing on Brand image customer satisfaction, (0.356) between Brand image on customer satisfaction. Also the Indirect Effect was (0.136) between Social media marketing on customer satisfaction through Brand image in Jordanian telecommunication companies. The T value calculated coefficient effect of the first path (Social media marketing Brand image) (27.814) which is significant at level (α≤ 0.05). While the T value calculated coefficient effect of the second path (Brand image customer satisfaction) (22.545) which is significant at level (α≤0.05). This result indicates that there is a positive indirect effect of Brand image the relationship between Social media marketing on customer satisfaction as a mediator in in Jordanian telecommunication companies. Thus, we accept the hypothesis that states:

There is a significant statistical indirect effect of Social media marketing on customer satisfaction through Brand image as a mediator in Jordanian telecommunication companies at the level (α≤ 0.05).

Table (4-15): H4: Social media marketing has a positive indirect effect on customer satisfaction through Brand image in Jordanian telecommunication companies at the level (α ≤ 0.05).

Path analysis test results of the indirect effect of Brand image on the relationship between Social media marketing on customer satisfaction as a mediator in Jordanian telecommunication companies

	Chi2 Calculate	Chi2 Tabled	GFI	CFI	RMSEA	Sig*	Direct Effect		Indirect Effect	Path	T Value	Sig*
Social media marketing on customer satisfaction Brand image	46.882	3.413	0.997	0.991	0.045	0.000	Social media marketing on Brand image customers' loyalty	0.384	0.136	SMM → BI	27.814	0.000
							Brand image on customer satisfaction	0.356		BI CS →	22.545	0.000

GFI   :   Goodness of Fit Index must Proximity to one

CFI   :   Comparative Fit Index must Proximity to one

RMSEA :   Root Mean Square Error of Approximation

SMM   :   Social media marketing

CS   :   customer satisfaction

BI   :   Brand image

CHAPTER FIVE

(5-1) the main results of the study

The study explored a number of important and significant results that the researcher hopes that they would lead to novel contributions to theory and relevant literature. The researcher also hopes that such results would trigger a number of critical decisions by telecommunication organizations. Also hope that such decisions would be reflected positively on their business' benefits and to the customers. Based on the data analysis and hypotheses testing in chapter 4, the research results generated from this piece of work can be summarizing as follows:

1. This study obtained the evaluation of social media marketing in the Jordanian telecommunication enterprises through three main dimensions (social media marketing "sharing of content and interactions", brand image, customer satisfaction). The study showed a median level of importance of social media marketing in Jordanian enterprises with all dimensions discussed earlier in this study. That agrees long with the study of (Abu-Rumman, Alhadid, 2014).

2. The importance level of brand image in Jordanian telecommunication industries was median (3.152),which corresponds with (Nikolova, 2012) finding the influence of brand image where manufacturers market to small firms customer value perspective.

3. The importance level of customer satisfaction in telecommunication Jordanian industries was median (3.352), with standard deviation equal to (0.594).

4. The importance level of social media marketing through brand image in Jordanian telecommunication companies was partial (3.719). Which indicate that Jordanian telecommunication industries support (Getta,

2017), in that the companies should develop a customer-based satisfaction model for measuring and managing of online brand image, the researchers developed a cause-and-effect model linking social media marketing and customer satisfaction through brand image to rational and emotional brand associations, as well as rational and emotional brand evaluations?

(5.2) Conclusions

This research aimed to study the impact of social media marketing on customer satisfaction through brand image. It tries to determine the key of social media marketing that affects customer satisfaction. The second aim of this study is to understand the impact of social media marketing on brand image. Finally, this study aimed to investigates the impact of social media marketing on customer satisfaction though brand image. This study classified social media marketing to interactions and sharing of content. Certainly, in this new digital world of business, social media marketing seems to be the right solutions to get satisfy customers. This in the current e-business environment can provide organizations with various benefits such as optimizing and integrating business processes, maximizing operational and managerial profits, and improving strategic and organizational benefits.

To achieve the objectives of this study, the researcher has developed a novel model to measure the impact of social media marketing on customer satisfaction through brand image. An Extensive literature review has been done and was essential for developing research model. The model has three main variables: social media marketing, brand

image, customer satisfaction. The construct of social media marketing includes the following sub-dimensions: interactions, sharing of content.

The developed model applied and tested in the context of Jordanian telecommunication companies, the sample was determined to include the private universities students who interact through social media platforms. For hypotheses testing, a questionnaire instrument was designed on the basis of the constructed model. Prior to data collection, the questionnaire instrument was validated by a number of professors and experts in the domain of this study and working at Middle East University and other universities in Amman. The questionnaire instrument was validated in terms of clearance, meaning, format, and its ability to measure the constructs included within the research model. The questionnaire instrument was then revised to reflect the comments and suggestions those received by the referees. The population of this research is the Jordanian universities; the study sample is three out of nine private universities that located in Amman. The researcher distributed (384) questionnaires according to the simple random sample method (Sekaran & Bougie, 2013).

The analysis conducted using Statistical Package for Social Sciences (SPSS) Version (20) and AMOS. Following data analysis, results were obtained and reported in chapter four.

Having a positive direct impact between social media marketing and customer satisfaction gives organizations in the telecommunication industry in Jordan an indicator to invest more on their brands as to make customers more satisfy, and having a positive indirect impact between social media marketing and customer satisfaction through brand image gives organizations more and more clues to invest in using the online technologies.

(5-3): Recommendations

Based on study results and conclusions, the following recommendations are suggested:

1- Further research in the field of technology acceptance in Jordan, especially in the area of social media marketing, branding, and customer satisfaction, should be conducted. A special focus of that research should be on validating well-established models in the Jordanian Cultural Setting.

2- Developing mobile applications concerned with the level of satisfaction for Telecommunication Companies customers' that are user-friendly and easy to use is to be encouraged.

3- The researcher suggests that Telecommunication Companies are encouraged to provide more and better quality data about the services they offer to their customers.

4- the researcher recommends that the model presented in this study be adopted by Telecommunication Companies on regular basis to provide feedback regarding their customers' intention to use (or continue to use) their pages.

5- Further validation of the presented model should be done on a larger sample in multiple governorates in Jordan.

6- The researcher suggests that Telecommunication Companies should use the viral and vast spread of their pages and applications in a matter that would be more beneficial for both the companies and the customers.

7- The researcher recommends that Telecommunication Companies should provide more services that encourage youth to follow their pages.

8. Jordan telecommunication industries are recommended to translating their vision into policies and procedures in order to enhance their impact on their operation competitive capabilities, and there should be a clear and shared understanding of brand image.

9. Jordanian telecommunication companies are recommended to enhance their marketing capabilities (social media marketing) to leverage them to maintain their competitive advantage and to create value of their customers.

10. Jordanian telecommunication companies have to raise their brand strategies in order to increase the customer satisfaction.

11. Jordanian telecommunication companies are recommended to develop their brand elements to satisfy customers.

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Appendixes

1. Appendix 1: Questioner

Dear Participant,

The researcher is currently conducting a scientific study intended to identify the: "**The Impact of Social Media Marketing on Customer Satisfaction through Brand Image".**

The purpose of this study is obtain master's degree in e-Business, your assistance to answer the study questionnaire means a lot to us, and will add value to our study. It will be used only for academic purpose and will not be used outside the scope of this scientific research.

I should appreciate very much your kind assistance to answer the attached questions.

Strongly disagree	Disagree	Natural	Agree	Strongly agree
1	2	3	4	5

Researcher: Al-Sharif Ahmad.

Supervisor: Dr. Hebah H.O Nasseraldeen.

Thank you very much in anticipation.

Part one: This section for classification purpose, kindly respond to these questions by selecting or ticking (√) in the boxes provided for each statement.

Q.1

Gender

☐ Male   ☐ Female

Q.2: Which of the following telecommunication companies do you use? (You can choose more than one):

☐ Orange   ☐ Zain   ☐ Umniah

Q.3: Which of the following Social Media applications do you use? (You can choose

more than one):

☐   ☐   ☐   ☐   ☐

   Facebook   Twitter   Google +   Instagram   YouTube

Other, specify.....................

Q,4: How many hours per day do you spend on social media?

☐ 1-3 hours   ☐ 4-6 hours   ☐ More than 6hours ☐ Never   ☐ Less than 1 hour

Q.5: If you use social media, specify how often do you visit your telecommunication

company page yearly?

☐ Never   ☐ Less than 5   ☐ 6-15   ☐ 16-25   ☐ More than 25

Part two: This section contains statements that measure the impact of social media

marketing customer satisfaction in your telecommunication company through brand

image, please tick your response according to the following scale:

| Social Media	Strongly disagree ⟷ Strongly agree
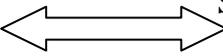
Q.6 My telecommunication company's social media pages help me receive feedback from my telecommunication company constantly	1 2 3 4 5
Q.7 My telecommunication company pages on social media have a wide range of supporting tools that help to deliver better information	1 2 3 4 5
Q.8 My telecommunication company's pages on social media enables me to acquire more information about my telecommunication company services	1 2 3 4 5
Q.9 My telecommunication company page on social media provides me with the opportunity to state my opinions freely	1 2 3 4 5
Q.10 My telecommunication company's page on social media is up-dated regularly	1 2 3 4 5
Q.11 My telecommunication company's pages on social media always responds to my question or/and observation	1 2 3 4 5
Q.12 Do you have positive reactions to advertisements on social media	1 2 3 4 5
Q.13 I will enquire more information on the product because of the advertisement	1 2 3 4 5
Q.14 Does the visuals and slogans of the chosen advertisement provide a memorable	1 2 3 4 5

familiarity to the brand	

Customer satisfaction	Strongly disagree ⟷ Strongly agree
Q.15 My telecommunication company is having well managed web pages.	1 2 3 4 5
Q.16 My telecommunication company apologizes if they fail to serve me on time.	1 2 3 4 5
Q.17 I think I did a right thing that I selected my telecommunication company.	1 2 3 4 5
Q.18 My telecommunication company always exceed in my expectation while offering me the services.	1 2 3 4 5
Q.19 My telecommunication company's service exactly meets my requirement.	1 2 3 4 5
Q.20 I feel happy after every visit of My telecommunication company website/webpage.	1 2 3 4 5
Q.21 Seasonal promotions are available	1 2 3 4 5
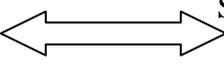
Q.22 I am well informed of the promotions	1	2	3	4	5
Q.23 Website/webpage designs are appealing	1	2	3	4	5
Q.24 Website/webpage layout makes it easy for me to find what I need	1	2	3	4	5
Q.25 The promotions are always attractive on website/webpage	1	2	3	4	5
Q.26 website/webpage Offers several services to choose from in a category	1	2	3	4	5
Q.27 website/webpage fast response	1	2	3	4	5
Q.28 Overall, I am satisfied with this page	1	2	3	4	5

Brand image	Strongly disagree ⟵⟶ Strongly agree				
Q.29 I know what this brand stands for.	1	2	3	4	5
Q.30 I have a good opinion about this brand.	1	2	3	4	5
Q.31 I have a bad opinion about this brand.	1	2	3	4	5
Q.32 I am well aware of this brand.	1	2	3	4	5
Q.33 This brand is a pure delight.	1	2	3	4	5
Q.34 I respect this brand.	1	2	3	4	5
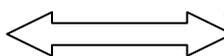
Q.35 I'm very committed to this brand.	1	2	3	4	5
Q.36 This brand communicates well with me.	1	2	3	4	5
Q.37 This brand is very faithful.	1	2	3	4	5

Thank You!

2. Appendix 2: Names of arbitrators.

Name of Referees		
No.	Name	Institution
1	Dr Ahmad Nayed Abu Baker	Yarmouk University
2	Dr Taleb Audeh	Hashemite University
3	Dr Abdulhakeem khalid hussban	Yarmouk University
4	Dr Hind mohammed Jasem	Jordan University
5	Dr Mohammed Ma'aita	Middle East University
6	Dr Khaled Bani Hamdan	Abu Dhabi University
7	Dr Hanaa' Al Hunaiti	Islamic University
8	Dr Samir Aljabali	Middle East University
9	Dr Morad Itiani	Al Israa' University