



Effect of applying e-marketing mix elements on customer satisfaction in the telecommunications sector: case study of an Umniah company

Article Info

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ABSTRACT

The purpose of this study is to know influences of Applying Elements of E- Marketing Mix- on Customer Satisfaction case study on Jordan Telecom Companies, where it was considered Elements of E-Marketing as an Independent variable and Customer satisfaction as a dependent variable. Questionnaire was developed for Preliminary data collecting purposes, where was choose customers which are dealing with Jordan Telecom Companies in Jordan in 2015/ 2016 as a Community study, and where was choose Accidental Sample for the study. The Researcher distributed (135) Questionnaire to Jordan Telecom Companies customers in Amman. The number of questionnaires returned was (124) from (135), at a rate of (91%), where (6) customers declined to answer, and (5) was missing. The results of this research showed that Jordanian telecommunications companies should work on application of the elements of the E-marketing mix effectively, to lead to greater satisfaction on it, and thereby increase customer satisfaction.

Introduction

The e-marketing one of the marketing policies of the task in our time, so as to increase the importance of the Internet in all areas, as it seeks most of the companies to build strategic centers in markets that deal with them and by improving performance and achieving a set of competitive advantages especially in light of economic developments and the increasing reliance Information technology applications as well as increased competition between the companies both at the local, regional or international in several areas, notably markets and buyers, and resources, is no doubt that the marketing on the Internet or the so-called e-marketing of important areas and rapid development, which make businesses perform its duties effectively in the new global economy.

Did not overlook the Arab countries of these developments, including Jordan, which enter the Information Age in a scientific manner and the scheme in light of the information revolution contemporary in the world was adopted by most companies in developed countries, especially methods of modern marketing which always works on the development and modernization, including electronic marketing on the Internet, therefore, used these companies means modern communications such as the Internet and commercial networks of electronic and have established their commercial sites on multiple different networks where

they realized early on the advantages and benefits resulting from the use of e-marketing, which managed to increase its market share and maximize their profits and build up strategic and competitive edge, on the basis of the importance of keeping abreast of developments and seek to use these techniques, the It requires the Jordanian companies to take the initiative to take advantage of this development and the pursuit of openness to the world of e-marketing via the Internet so you can keep up with competition to achieve these services in modern and sophisticated style.

The telecommunications sector one of the pillars of the economy in all countries of the world it has strategic importance as one of the most important strategic factors of competitiveness in all economic activities as well as being a component of the infrastructure of the values of any investment project as it contributes significantly to the increase of trade exchange and the recovery of the global economy and the local of any state, The increasing importance of the telecommunications sector by the day because of what it has achieved in the development and prosperity of all other economic sectors. (Telecommunications Regulatory Commission, 2004).

With the rapid development of the telecommunications sector at the international level governments have recognized the importance of opening the door to the private sector, where the many countries of the world to restructure the telecommunications market has to liberalize this sector and opening the door to the private sector to invest in it and governments began to withdraw either partially or fully from the sector to allow the private sector to invest and provide new services to beneficiaries at suitable prices and high quality and give them the opportunity to benefit from the multiple choices of services and offers provided by new investors (Telecommunications Regulatory Commission, 2004). In addition, the phone technology mobile attracts a lot of attention lately and it's not for being one of the products and applications that are focused on customers from users of the service, but also because it has become a tool to facilitate the organization strategies and support its operations, especially when integrated with internet technologies (Massoud, 2007) and got into the uses and multiple concepts such as marketing by mobile phone and payment by mobile phone and trade through mobile phones and others.

The loyalty to the main product of satisfied customers who provide the organization with a suitable ground to maintain a competitive advantage, therefore, increase customer loyalty is a crucial factor in the growth of companies and their performance and because the incentive to understand and improve loyalty to the positive relationship between loyalty and customer retention and profitability, where the loyalty to increase customer retention and that lead to increase revenue and market share. (Massoud, 2007)

Importance of the study

The importance of the study comes from importance and role of technology and internet in marketing and its impact on customer's satisfaction, and Paradigm shift of marketing from the traditional to the modern.

Also to understand the vital role played by E-marketing on internet, and witnessed by the global market from competition.

From here, we must be given the role of Internet marketing care and attention, in order to excellence and global competitiveness.

The importance of the study can be summarized as follows:

- The importance of E- marketing especially with scientific and technological development and constant change in customer's needs.

- The importance of customer's satisfaction especially with modern marketing concept which includes that the marketing process starts and ends with customers.
- Care to meet the needs of the customers in less time, effort and cost, and that what E-marketing provide.
- Openness to international markets and increased competition between companies.

Objectives of the study

- Definition of E-marketing.
- Knowledge of E-marketing mix.
- Know influences of applying elements of E-marketing mix- on customer Satisfaction.

Problem of the study

The problem of the study lies in:

- What is the impact of E-marketing mix elements on customer satisfaction? Which includes:
 - 1- The factors of the marketing mix.
 - 2- Technical aspects.
 - 3- Factors related to E- shopper.
- Do the customers in the mobile phone companies realize the importance of E-marketing?

Scope of the study

The study included a sample from Telecom Companies customers in Jordan between 9 to 12 December 2009. And it was included the customers in north and south Um Assemaq area and Khalda area which are located in Amman, Jordan.

Hypotheses of the study

To achieve the objectives of the study, and answer questions posed by the problem, the researcher has formulated the following hypotheses:

- First Hypothesis:

H0: There is no relationship statistically significant correlation between the factors of the marketing mix and customer satisfaction in terms of differences at the level of 5%.

And forks from it the following hypotheses:

- H0: There is no relationship statistically significant correlation between product category and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between price and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between distribution and customer satisfaction in terms of differences at the level of 5%.

- H0: There is no relationship statistically significant correlation between promotion methods and customer satisfaction in terms of differences at the level of 5%.

- Second Hypothesis:

H0: There is no relationship statistically significant correlation between Technical aspects and customer satisfaction in terms of differences at the level of 5%.

And forks from it the following hypotheses:

- H0: There is no relationship statistically significant correlation between web design and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between privacy and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between security and customer satisfaction in terms of differences at the level of 5%.

- Third Hypothesis:

H0: There is no relationship statistically significant correlation between Factors related to E- shopper and customer satisfaction in terms of differences at the level of 5%.

And forks from it the following hypotheses:

- H0: There is no relationship statistically significant correlation between customer services and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between customization and customer satisfaction in terms of differences at the level of 5%.
- H0: There is no relationship statistically significant correlation between virtual communities and customer satisfaction in terms of differences at the level of 5%.

Model of the study

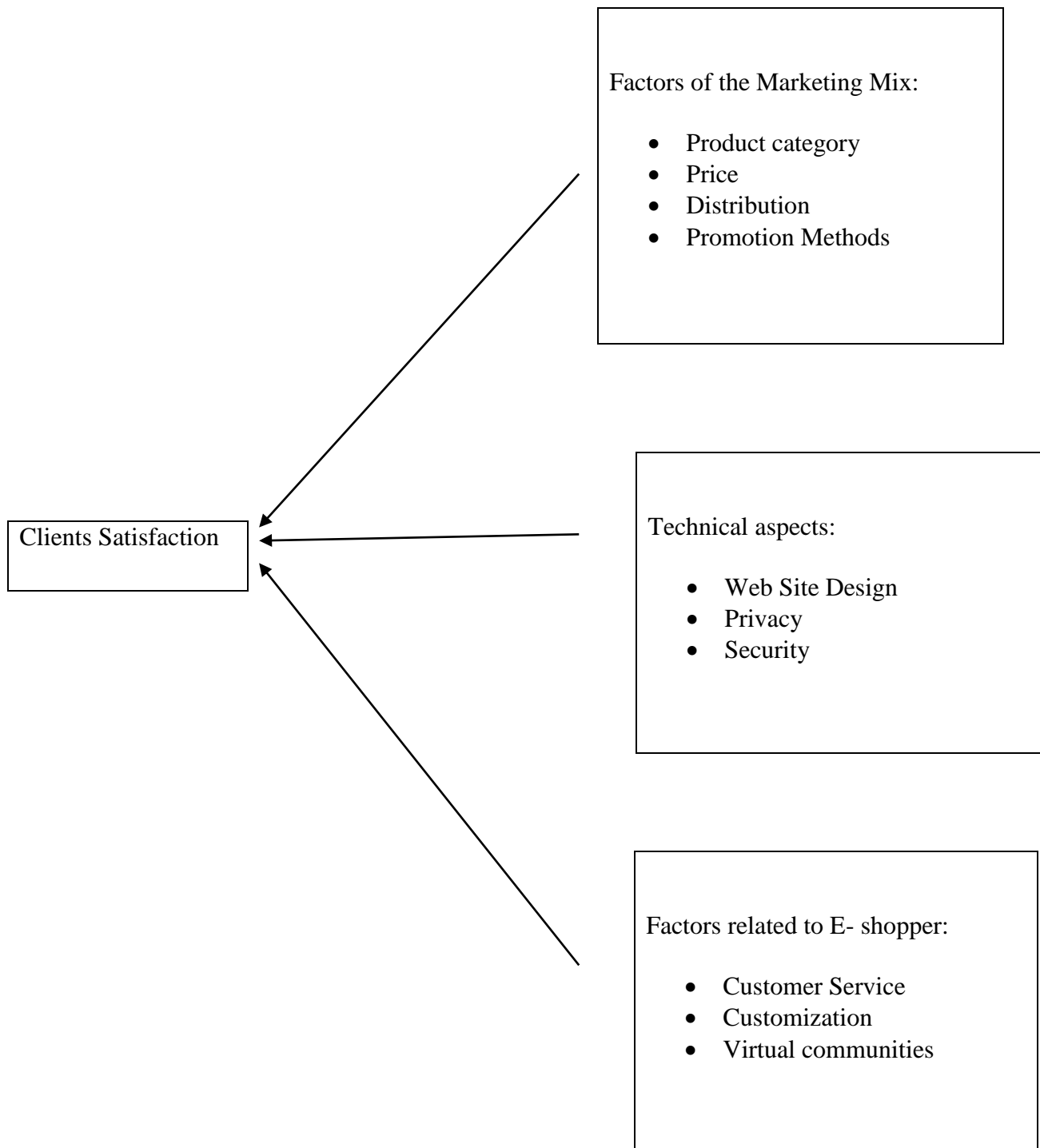


Figure 1: Model of the study

Definitions of procedural / Keywords

- E- Shopping:
The purchase of products in electronic form.
- E- Marketing:
The process of social and administrative aims to satisfy the needs and wants of the customer in electronic form.
- Clients Satisfaction:
The individual's sense of pleasure or frustration as a result of comparing the performance of the products offered to the expectations of that person.
- Factors of E- Marketing Mix:
 - Product category: Anything provided by the organization to satisfy the needs and wants of customers through e-stores
 - Price: What customer provided (paid) for receiving a particular product.
 - Distribution: The delivery of products from the organization to the customer.
 - Promotion Methods: Communication process which aims to give information to the customer about the product and convince him to buy it.
 - Web Site Design:
 - Privacy: Right of individuals to identify a set of issues that concern them as a selection of information permitted to be used, how to use it and time use.
 - Security: The process of protecting the customer from e- intrusions and theft, and maintain the confidentiality of information and transactions pertaining to the customer.
 - Customer Service: Something firms offer to its customers before, during and after buying process.
 - Customization: The process which organization providing products based on the needs and desires of customers bases on information from them, and target customers individually.
 - Virtual communities: Social gathering of a group of individuals on the Internet to discuss specific topics.

Literature review

- E-marketing:

1 - study (Howeidi, 2003): the aim of the researcher to identify the reality of Internet services in Jordan, and the reality of the marketing policies of company

ies working in the field of providing services, has been reached several conclusions, the most important that companies provide Internet service in Jordan applied clear and effective marketing policies Given to the wishes of the middle-income customers, and also apply the pricing policy in a measured and effective way in terms of appropriate prices for middle-income, companies applied distributive policy in a measured and effective way depending on the distribution centers in the Kingdom trying to get to the nearest service point for customers. The companies you select appropriate promotional mix for their services by relying on methods of personal selling, public relations, advertising, sales promotion, and try to develop and train the salesmen on an ongoing basis. Has been submitted several recommendations including: the need for companies to keep pace with technological developments in the area of the Internet to ensure continuity in the provision of new and improved services customers, and the need for increased attention to the policy of promoting better.

2 - study (Awad, 2003): the study aimed to develop a strategy for adopting e-commerce applications in Jordanian businesses, it is the most important findings of the study that the level of e-commerce applications in Jordanian companies in general are low, and is in the promotion of companies and products, and the adoption of E-commerce applications that aim to provide services and electronic transactions is very low. And also the level of applications for electronic commerce is linked to incentives perceived constraints perceived and benefits perceived, and the results showed that there were differences statistically evidence between the companies in terms of the level of adoption of e-commerce applications on the basis of certain characteristics Aldiogravep (the size of the company and the sector that belong to it), and some technological characteristics (the body responsible for supporting information technology and existing training programs). Strategy was developed to promote the adoption of e-commerce applications between Jordanian companies.

One of the main dimension of this strategy: improving the level of companies awareness, and to overcome the obstacles that limit the ability of companies, and creating incentives for the adoption of these applications, as well as encourage the adoption of e-commerce applications.

3 - study (Chechen, 2006): the researcher aimed to identify the effect of using e-commerce at the level of hotel services in Jordan, has been reached several conclusions, including: that there is a positive relationship between the use of e-commerce in Jordanian hotels and market share and the geographic expansion of Service hotel market, as well as between the use and between the development hotel service also a positive relationship between use and the increased costs of service provided, as well as the shortage distribution channel service Palace hotel, and the results were positive.

The researcher suggested set of recommendations was the most prominent: directing the administration's thinking that electronic commerce is a new way of doing business and access to customers and help them to reach the organization, the need to follow pricing policies that will strengthen the role of distribution channel directly through the website of the hotel itself.

4 - Studying Hsieh and Lin, 1998)): This applied study focused on providing some practical cases to execute the strategies in each stage of specification stages the location of companies on the WEB. The study noted that the site on the network can be divided into five areas: "Business and promotion, content, information, and the Agency for Research ", (WSLE) WEB Site Life Cycle contributes in the selection of the appropriate strategies for the implementation of electronic commerce on the Internet, Steps through the adoption of the following activities: the formulation of the idea, detailed and general design of the web site, select pages, selection and implementation, finally, maintaining and follow-up to the web site. The study also noted that the plan of the overall design of the network helps to execute the business effectively, and attracts individuals to the web sites.

- Customer`s satisfaction:

1 - Study (Massoud, 2007): This study aimed to develop and test a model for measuring customer satisfaction and loyalty in mobile companies in Jordan, has been identifying and analyzing the factors affecting customer satisfaction and loyalty, in order to help these companies to adopt an appropriate strategy to enable them to maintain On customer satisfaction and loyalty, which would be profitability and growth, in addition to the proposal of a prototype customer satisfaction index of Jordan .

May be a model study of the independent variables (perceived quality of service, perceived price of service, communicate with customers, the company's image, obstacles to transformation), and sealers relations with customers), and customer satisfaction as a medium variable, and the dependent variable is the loyalty of customers. Where the study examined the relationship between these variables, in addition to an appropriate test model for measuring customer satisfaction and loyalty.

Has been used cross-sectional study to collect data relevant assumptions of the study sample that was selected in the manner facilitator of 1067 users for mobile phones, which were distributed relative to the market share of mobile operators in the Jordanian market, and within six weeks of field work was to restore 966 questionnaire the good for the analysis is 827 questionnaire.

The study concluded that the model of study for customer satisfaction and loyalty in mobile operators in Jordan, stressed the positive and direct relationship between the perceived quality of service and the perceived price of the service and communication with customers and loyalty. Where customer satisfaction is the mediator in the effective promotion and customer loyalty.

The study also concluded that the perceived quality of service technical and functional dimensions enhance the overall perception of the quality of service, the impact of functional quality on customer satisfaction is more important than the impact of technical quality on customer satisfaction.

And also that the satisfaction of customers who have service through a monthly subscription are more affected by the perceived quality of service from customers who have service through prepaid cards.

Also found that there is a difference in customer satisfaction according to the different variables of gender, different company service providers.

The study also demonstrated the different customer loyalty due to the difference of the company provided the service, and that the level of loyalty is higher among customers who

use more than one phone line mobile and these lines return for one company compared to those who use more than one phone line mobile and these lines return for different companies.

Finally, the results of the study proved suitable model for measuring customer satisfaction and loyalty in the mobile phone market in Jordan.

2 - Studying (Turel and Sirenko, 2004): on customer satisfaction for mobile phone services in Canada.

This study aimed to apply the model of customer satisfaction on the U.S. mobile phone service sector in Canada and to identify potential differences in perception between the service of people who use a subscription method or prepaid cards. And calculate the customer satisfaction index for the U.S. mobile phone service in Canada, compared it with indicators of other industries.

Sample was selected from 80 people, 60 of them randomly from a Canadian university and 20 people who researcher knows and living in Canada so that they are using mobile phones for more than four months, where their awareness and their attitude of service is sufficient.

Where the results showed that most of the causal relationships in the form of customer satisfaction the U.S. are true in the sector of Canadian mobile, where the degree of perceived quality and perceived value are the key factors that affect the perception of the customer to the quality of service provided, as there is a causal relationship between customer satisfaction and complaints from customers that Show that the greater the customer satisfaction there is less orientation for complaint.

The study results showed the existence of a difference in perception between the prepaid service (cards), and subscriber service by subscription, as the perceived value of the service prepaid service is higher than the subscriber service by subscription. Also found after calculating the index of satisfaction for mobile service providers in Canada, it was small and that even fewer from companies are equipped to serve the television reception through cable or satellite.

3 - Study Palkar, 2004); Adapted from Massoud, 2007): talking about the determinants of customer satisfaction for service providers of mobile phones in India. This study aimed to explore the effect of the properties of the quality of service on customer satisfaction and fairness of pay, and identify the elements of quality that has improved customer retention by measuring the effect of independent variables and the quality of service, use pattern, invoices, price, and support service on customer satisfaction.

The study sample included 400 users of mobile phone service in Mumbai in India, using the interview face to face for the period between January 20 and February 15, 2004.

The study concluded that the characteristics of quality enhance customer satisfaction and fairness of pay and the quality of service and the pattern of use and service support are the most impact on customer satisfaction with mobile phone users by subscription, while the study showed that the pattern of use and quality of service are the most important factors in influencing customer satisfaction with Cards to subscribers. In general, the causal link between service quality and customer satisfaction has proven to be effective in the mobile phone service, because the effect of perceived quality in customer satisfaction and fairness of pay was high.

It also created a study that the main elements of quality, which is specific to retain customers is the quality of the service, the pattern of use and support service to all mobile phone users by subscription and Cards prepaid.

4 - study (Woo and Fock, 1999): on customer satisfaction in mobile phone sector in Hong Kong. This study aimed to identify the core determinants of customer satisfaction from the perspective of users of mobile phone service. Were identified as four dimensions of customer satisfaction for the very tested: the transmission quality and coverage, quality of service, merit staff, pricing policies of the company. Questionnaire was developed to measure the perception of the actual performance of the stratified sample represents the four mobile phone companies in Korea.

Where 891 was collected through a questionnaire for a week and through 24 locations through an interview from cross the street in these locations, was measured to realize the true performance only, because many recent studies have questioned the validity of the use of expectations in the measurement of customer satisfaction.

The study found that the signal quality and network coverage are the most important determinants of customer satisfaction in mobile phone market, the order of the factors influencing customer satisfaction was in terms of importance as the following:

Transmission quality and network coverage, pricing policy, merit staff, customer services. The study also demonstrated the need for further studies in order to form the appropriate marketing mix was found that the determinants of customer satisfaction may change with resellers customers. Which calls for work and should be further studies for the purposes of market segmentation according to the determinants of customer satisfaction and treatment of non-market tranche one homogeneous.

5 - Studying (kim et al., 2004): Regarding the impact of customer satisfaction and constraints on the transformation and customer loyalty in Korean mobile telecommunication services. This study aimed to explore strategies for service providers to mobile phones in Korea to raise the loyalty of customers to it, to identify the factors that make customer satisfaction and constraints of the shift switching barriers and their impact on customer loyalty, action analysis of experimental effect relative to customer satisfaction and constraints of the shift on the loyalty of customers and the causal relationship between them, and analyze the impact of rate Between customer satisfaction and loyalty resulting of the constraints of transition.

The study sample included the current users of mobile phones were distributed to 350 was the correct identification of which 306 were distributed by a representative of the corporate service provider of mobile phones.

The study concluded that at mobile service providers to maximize customer satisfaction and constraints of the transition in order to promote customer loyalty. Also found that call quality, value-added services, and customer support are the factors that have important influence on customer satisfaction among the factors that constitute the quality of service. The study also concluded that the most important factors affecting the obstacles to transformation is the cost of transition such as the cost of lost and the cost of moving to another provider and the relationships between people, in addition to the impediments to transition to an investor at the rate of customer satisfaction and loyalty, hence the Korean mobile operators to maximize customer satisfaction and constraints transformation in order to promote customer loyalty.

6 - study (Eskildsen et al., 2004): guidelines on customer satisfaction and loyalty in Denmark.

This study aimed to analyze the role of the time period and differences between industries in the determinants of customer satisfaction and loyalty with respect to mobile phones companies, banks and supermarkets for the years 2000 to 2002 to test a model for measuring customer satisfaction and loyalty is called EPSI, where influence factors: company image, forecasting, product quality, and the quality of service on the perceived value, then the influence of these factors with the perceived value on customer satisfaction, these factors also affect customer satisfaction with their loyalty.

The study sample included industries are the three mobile operators, banks, and supermarkets from 2000 to 2002, these industries were selected because it provides complete data.

Data were collected through telephone interviews of approximately 250 respondents per company per year for a representative sample at the state level and included 15 companies to new buyers or users to specific products or services.

Where the results showed the stability of this model in these industries and for the period of time all the factors affecting customer loyalty, but this stability is not available for all of these factors affecting customer satisfaction, due to the growing influence of corporate image on customer satisfaction during the time period, which took it to three years, and created Study that the overall impact of expectations is not important.

7 - study (Aydin and Ozer, 2005) on national indicators of customer satisfaction: Application to the Turkish mobile phone market.

This study aimed to build a national indicator of customer satisfaction in Turkey using the models in Sweden, the United States, Norway and the European Union.

Were obtained on a sample study of the four major cities in Turkey to ensure an ideal representation for the society. Where the sample included 1950 respondents face-to-face during the interview, the sample was distributed for the mobile operators according to their market share. The results showed that customer satisfaction, trust, and the cost of the transition have a positive and effective effect for customer loyalty, while the impact of the company's image with a positive effect, but not significant, while the effect of handling complaints on customer loyalty negative contrary to expectations, the most important in the promotion customer's loyalty is customer satisfaction. These results showed the importance of the mobile operators to improve the quality and showed that customer satisfaction depends on the perceived quality of the service provider, and to handling complaints and deal with the expectations of customers with integrity increases customer satisfaction.

Consequently, this study in the sector service of mobile phones in Turkey strengthen the marketing studies that the most important factor in the formation and improve customer's loyalty is customer's satisfaction.

Design of the study

Methodology of the study:

Researcher adopted a descriptive approach to the study survey. The descriptive research based on gathering information about a specific problem to be addressed through the characterization of all aspects and dimensions.

Methods of data collection:

The researcher rely on questionnaire as a primary data collection method to help build a practical framework for the study, while based on scientific books and previous studies and research, periodicals and scientific journals as a secondary data to build a conceptual framework for the study.

Community study:

The researcher choose clients of the communications companies in the Hashemite Kingdom of Jordan during the year 2009 / 2010 as a community study.

Study sample:

The researcher depends in identifying the sample unit on customers of telecom companies in the Hashemite Kingdom of Jordan for the year 2009/2010.

Where has been selected sample spin-off (accident) - as one of the types of samples non-probability - for the study. The researcher distributed (135) questionnaires at north and south Um Assemaq and Khalda area which are located in Amman, where was the number of questionnaires returned were (124) questionnaires, representing (91%), (6) customers declined for responding and (5) questionnaires lost.

Unit of analysis:

The study took a sample on the level of the individual (the customer).

Variables of the study and methods of measurement:

- Was measured elements of the E- marketing mix (independent variable), and customer satisfaction (dependent variable) using the Likert scale (ordinal), where he was given a grade of "5" for strongly agree and very satisfied for all the Statements, because its (Favorable Terms).

- Demographic variables were measured as follows:

- Age: ordinal, where was given the degree of "1" to the persons who under the age of (20) years, degree of "2" for those aged between (21 and 29) years, degree of "3" for those aged between (30 and 38) years, and the degree of "4" for those who are more than (39) years.
- Sex: Nominal, 2 Categories were given the degree of "1" for males, and the degree of "2" for females.
- Marital status: Nominal, more than two categories were given the degree of "1" for single, the degree of "2" for married, and the degree of "3" to other.
- Level of income: ordinal, where was given the degree of "1" to the people who incomes below the (400) J.D, degree of "2" for those ranges of income between the (401) to (700) J.D, degree of "3" for those ranges of income between (701) to (1000) J.D, and the degree of "4" for those who their income more than (1001) dinars.

Methods of analyzing data:

- used descriptive statistical methods (Descriptive Statistics) to describe the study sample characteristics, these included methods on the ratios, frequencies, median and the mode.

- Used of Spearman correlation coefficient to determine the extent of an association between the elements of the E- marketing mix and clients satisfaction.
- Stability Test is used to make sure that the tool of measurement accurately reflects the research variables.

Data analysis (recovery rate, description of the sample, validity of measures: credibility and consistency, test hypotheses)

Recovery rate:

The number of questionnaires returned (restored) is (124) out of (135) questionnaires, representing (91%), (6) customers declined for responding and (5) questionnaires lost.

Description of the sample:

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	80	64.5	64.5	64.5
Female	44	35.5	35.5	100.0
Total	124	100.0	100.0	

Table 1: Descriptive analysis for gender

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	121	97.6	97.6	97.6
Married	2	1.6	1.6	99.2
Other	1	.8	.8	100.0
Total	124	100.0	100.0	

Table 2: Descriptive analysis for marital status

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 20	66	53.2	53.2	53.2
21-29	57	46.0	46.0	99.2
More than 39	1	.8	.8	100.0
Total	124	100.0	100.0	

Table 3: Descriptive analysis for age

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 400 J.D	50	40.3	40.3	40.3
	401-700 J.D	37	29.8	29.8	70.2
	701-1000 J.D	23	18.5	18.5	88.7
	More than 1001 J.D	14	11.3	11.3	100.0
	Total	124	100.0	100.0	

Table 4: Descriptive analysis for income

Validity of measures:

- **Credibility:** The questionnaire was presented to the members of Economics and Business Administration Department in Jordan German University, Islamic scientific University and Middle East University, and acknowledged the possibility of questions to measure the research variables.
- **Stability:** stability was tested by testing the coefficient of Cronbach - Alpha to see the degree of consistency in the questions of the measurement tool (questionnaire) used to measure the research variables. If the coefficient of Cronbach - alpha more than 60%, it means that it can be relied upon to analyze the research data, the higher the coefficient of Cronbach – alpha, the accurate it was, and reflects the stability of the tool.

After stability analyzing for each of the independent variable (elements of the E- marketing mix) and the dependent variable (customer satisfaction), it shows that questions of the measurement tool (questionnaire) measures each of independent and dependent variables, where was the value of alpha for the independent variables (elements of the E- marketing mix) and dependent variable (customer satisfaction) are as follows:

Degree	Cronbach - Alpha	Variable

V. good	0.801	Marketing mix
Acceptable	0.637	Product category
Acceptable	0.663	Price
Acceptable	0.658	Distribution (after Exclusion Q: 11)
Good	0.728	Promotion Methods
Good	0.723	Technical aspects
Acceptable	0.622	Web Site Design
Acceptable	0.614	Privacy
Acceptable	0.652	Security
Good	0.753	Factors related to E- marketing
Acceptable	0.619	Customer Service
Acceptable	0.637	Customization (after Exclusion Q: 31)
Acceptable	0.690	Virtual communities
Good	0.760	Satisfaction (Dependent)
V. good	0.895	All variables reliability

Table 5: Stability analysis of the independent variables (elements of the E-marketing mix) and of (customer satisfaction).

Hypotheses testing:

- First Hypothesis:

H0: There is no relationship statistically significant correlation between the factors of the marketing mix and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the marketing mix and customer satisfaction = 0.482

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (marketing mix), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			Marketing_mix	satisfaction
Spearman's rho	Marketing_mix	Correlation Coefficient	1.000	.482**
		Sig. (2-tailed)	.	.000
		N	112	112
	satisfaction	Correlation Coefficient	.482**	1.000
		Sig. (2-tailed)	.000	.
		N	112	124

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 6: Results of analysis of Spearman correlation coefficient between marketing mix and customer satisfaction

And forks from first hypotheses the following:

- H0: There is no relationship statistically significant correlation between product category and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the product category and customer satisfaction = 0.317

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (product), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.7 and 0.3. The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			Satisfaction	Product
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.317**
		Sig. (2-tailed)	.	.000
		N	124	121
	Product	Correlation Coefficient	.317**	1.000
		Sig. (2-tailed)	.000	.
		N	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 7: Results of analysis of Spearman correlation coefficient between product and customer satisfaction.

- H0: There is no relationship statistically significant correlation between price and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the price and customer satisfaction = 0.294

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (price), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is weak, because it lies between 0.3 and -0.3

The first type of error Sig= (0.001) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			Satisfaction	price
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.294**
		Sig. (2-tailed)	.	.001
		N	124	120
price	price	Correlation Coefficient	.294**	1.000
		Sig. (2-tailed)	.001	.
		N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 8: Results of analysis of Spearman correlation coefficient between price and customer satisfaction

- H0: There is no relationship statistically significant correlation between distribution and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the distribution and customer satisfaction = 0.364

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (distribution), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	distribution
Spearman's rho	satisfaction	Correlation Coefficient	1.000	.364**
		Sig. (2-tailed)	.	.000
		N	124	121
	distribution	Correlation Coefficient	.364**	1.000
		Sig. (2-tailed)	.000	.
		N	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 9: Results of analysis of Spearman correlation coefficient between distribution and customer satisfaction

- H0: There is no relationship statistically significant correlation between promotion methods and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the promotion and customer satisfaction = 0.390

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (promotion), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	promotion
Spearman's rho	satisfaction	Correlation Coefficient	1.000	.390**

	Sig. (2-tailed)	.	.000
	N	124	120
promotion	Correlation Coefficient	.390**	1.000
	Sig. (2-tailed)	.000	.
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 10: Results of analysis of Spearman correlation coefficient between promotion and customer satisfaction

- Second Hypothesis:

H0: There is no relationship statistically significant correlation between Technical aspects and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the technical aspects and customer satisfaction = 0.346

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (technical aspects), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	Technical
Spearman's rho	satisfaction	Correlation Coefficient	1.000	.346**
		Sig. (2-tailed)	.	.000
		N	124	114
Technical	Technical	Correlation Coefficient	.346**	1.000
		Sig. (2-tailed)	.000	.
		N	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 11: Results of analysis of Spearman correlation coefficient between technical aspects and customer satisfaction

And forks from second hypotheses the following:

- H0: There is no relationship statistically significant correlation between web design and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the web design and customer satisfaction = 0.171

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (web design), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is weak, because it lies between 0.3 and -0.3

The first type of error Sig= (0.063) which is more than (5%) and thus accept the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	web design
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.171
		Sig. (2-tailed)	.	.063
		N	124	119
	web design	Correlation Coefficient	.171	1.000
		Sig. (2-tailed)	.063	.
		N	119	119

TABLE 12: Results of analysis of Spearman correlation coefficient between web design and customer satisfaction

- H0: There is no relationship statistically significant correlation between privacy and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the privacy and customer satisfaction = 0.345

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (privacy), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	privacy
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.345**
		Sig. (2-tailed)	.	.000
		N	124	122
	Privacy	Correlation Coefficient	.345**	1.000
		Sig. (2-tailed)	.000	.
		N	122	122

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 13: Results of analysis of Spearman correlation coefficient between privacy and customer satisfaction

- H₀: There is no relationship statistically significant correlation between security and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the security and customer satisfaction = 0.264

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (security), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is weak, because it lies between 0.3 and -0.3

The first type of error Sig= (0.004) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	security
Spearman's rho	satisfaction	Correlation Coefficient	1.000	.264**
		Sig. (2-tailed)	.	.004
		N	124	119
	security	Correlation Coefficient	.264**	1.000
		Sig. (2-tailed)	.004	.
		N	119	119

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 14: Results of analysis of Spearman correlation coefficient between security and customer satisfaction

- Third Hypothesis:

H0: There is no relationship statistically significant correlation between Factors related to E- shopper and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the factors related E-shopper and customer satisfaction = 0.394

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (factors related E-shopper), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7

The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	E_shopper
Spearman's rho	satisfaction	Correlation Coefficient	1.000	.394**
		Sig. (2-tailed)	.	.000
		N	124	114
	E_shopper	Correlation Coefficient	.394**	1.000
		Sig. (2-tailed)	.000	.
		N	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 15: Results of analysis of Spearman correlation coefficient between factors related E-shopper and customer satisfaction

And forks from third hypotheses the following:

- H0: There is no relationship statistically significant correlation between customer services and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the customer services and customer satisfaction = 0.432

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (customer services), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is medium, because it lies between 0.3 and 0.7
The first type of error Sig= (0.000) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

Correlations

			satisfaction	customer services
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.432**
		Sig. (2-tailed)	.	.000
		N	124	115
	customer services	Correlation Coefficient	.432**	1.000
		Sig. (2-tailed)	.000	.
		N	115	115

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 16: Results of analysis of Spearman correlation coefficient between customer services and customer satisfaction

- H0: There is no relationship statistically significant correlation between customization and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the customization and customer satisfaction = 0.236

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (customization), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is weak, because it lies between 0.3 and -0.3

The first type of error Sig= (0.009) which is less than (5%) and thus reject the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

			satisfaction	customization
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.236**
		Sig. (2-tailed)	.	.009
		N	124	122
	Customization	Correlation Coefficient	.236**	1.000
		Sig. (2-tailed)	.009	.
		N	122	122

** . Correlation is significant at the 0.01 level (2-tailed).

TABLE 17: Results of analysis of Spearman correlation coefficient between customization and customer satisfaction

- H0: There is no relationship statistically significant correlation between virtual communities and customer satisfaction in terms of differences at the level of 5%.

This hypothesis was tested using the Spearman correlation coefficient because both of the independent and dependent variable are ordinal, and the result was as follows:

Correlation coefficient between the virtual communities and customer satisfaction = 0.165

Direction of the relationship (as the signal of correlation coefficient) is positive, that's mean any increase in the independent variable (virtual communities), accompanied by an increase in the dependent variable (customer satisfaction).

The strength of the relationship is weak, because it lies between 0.3 and -0.3

The first type of error Sig= (0.066) which is more than (5%) and thus accept the hypothesis nihilism.

The following table shows the results of the analysis of Spearman correlation coefficient:

			satisfaction	virtual communities
Spearman's rho	Satisfaction	Correlation Coefficient	1.000	.165
		Sig. (2-tailed)	.	.066
		N	124	124
	virtual communities	Correlation Coefficient	.165	1.000
		Sig. (2-tailed)	.066	.
		N	124	124

TABLE 18: Results of analysis of Spearman correlation coefficient between virtual communities and customer satisfaction

Discuss results and recommendations

Results of the study:

Based on analysis results of the study and hypotheses testing, the researcher had been reached the following results:

- There is relationship statistically significant correlation between the factors of the marketing mix and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Howeidi, 2003) study, where it said that companies in Jordan applying clear and effective marketing mix taking into account the wishes of customers and average of income.

And this result forks as follows:

- There is relationship statistically significant correlation between product category and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Howeidi, 2003) study, where it said that companies in Jordan applying clear and effective marketing policies take into account the wishes of customers and middle-income. Most of the literature indicated the existence of a link between product and satisfaction, where the more properties and characteristics and quality of the product better, the better customer satisfaction will be, that's mean rapprochement between the actual and expected performance.

- There is relationship statistically significant correlation between price and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Howeidi, 2003) study, where it said that companies in Jordan applied pricing policies in a measured and effective way in terms of appropriate prices for middle-income.

Most of the literature indicated the existence of a link between price and satisfaction, because customers expect to be handling their claims and give them the benefit or value correspond with what they're paying for the company, and therefore this leads to the satisfaction of the customer.

- There is relationship statistically significant correlation between distribution and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Howeidi, 2003) study, where it said the Jordanian companies apply distribution policies in a deliberate and effective ways depending on the distribution centers in the Kingdom trying to get services to the nearest point for customers.

- There is relationship statistically significant correlation between promotion methods and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with a(Howeidi, 2003) study, where indicated that the companies select appropriate promotional mix for their services, serve and affects the customer.

- There is relationship statistically significant correlation between Technical aspects and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Hsieh & Lin, 1998) study and Literature, where indicated that the technical aspects for E-marketing related to customer satisfaction.

And this result forks as follows:

- There is no relationship statistically significant correlation between web design and customer satisfaction in terms of differences at the level of 5%.

Noted that this result does not agree with (Hsieh & Lin, 1998) study, where it said that the overall design of the network, help to implement the business effectively, and attract individuals to the web sites.

- There is relationship statistically significant correlation between privacy and customer satisfaction in terms of differences at the level of 5%.

This is a logical consequence in view of the literature and studies, where increasing privacy, the better customer satisfaction for product and the company will be.

- There is relationship statistically significant correlation between security and customer satisfaction in terms of differences at the level of 5%.

This is a logical consequence in view of the literature and studies, where increasing security through e-marketing, the better customer satisfaction for product and the company will be.

- There is relationship statistically significant correlation between Factors related to E-shopper and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with (Howeidi, 2003) study, where it said that there is relation between factors related to E- shopper and customer satisfaction, and the companies applying effective polices to achieve that.

And this result forks as follows:

- There is relationship statistically significant correlation between customer services and customer satisfaction in terms of differences at the level of 5%.

This is a logical consequence in view of the literature and studies, where increasing services provided to the customer, the better customer satisfaction to the product will be.

- There is relationship statistically significant correlation between customization and customer satisfaction in terms of differences at the level of 5%.

Noted that this result is consistent with a study (Howeidi, 2003) where it said companies in Jordan applied clear and effective marketing policies in view of the wishes of customers and middle-income, and this is what customization means, whereas mentioned in the literature that one of the definitions of customization is that it includes the collection and storage Data relating to visitors to Web sites and analyze this data in order to provide a product line with the needs and preferences of the customer, and so as the study indicates that Jordanian companies manufacture products commensurate with the needs of customers and take it into account, and this leads to greater satisfaction among customers

- There is no relationship statistically significant correlation between virtual communities and customer satisfaction in terms of differences at the level of 5%.

This is a logical consequence because virtual communities are limited to chat rooms, and express some views only, and not considered one of the reference groups to the company which depends on them to develop new products.

The main recommendations are:

Jordanian telecommunications companies should work on application of the elements of the E-marketing mix effectively, to lead to greater satisfaction on it, and thereby increase customer satisfaction. Work on the development of products and services based on customer needs and requirements, by gathering information about them and find out their preferences in order to achieve customer satisfaction. The need to work on marketing research and conduct studies and research required to identify the needs and wishes of customers in the market and satisfy them, especially when developing new services. Paying attention to price element, its policies and components and give high value and benefit for customers return for what they're paying the price for, in order to please them, by increasing the benefit accruing to them from services, and by offers, discounts, and find new ways of effective and safe operations of electronic payments. Reconsider the distribution element and work on the study and development of distribution ways to achieve customer satisfaction and objectives achievement of the company in terms of covering the Jordanian market, and to find electronic ways for services and products distribution to increase satisfaction, especially through the Internet and e-mail and cell phones. Develop effective electronic promoting ways commensurate with the sectors of the market, to create a positive first impression in the customer's mind, by increasing online advertising over the telephone and the Internet, where the element of promotion plays a vital role in achieving the objectives of the company. Work to improve the web site in terms of performance, form and make it more attractive, and work to increase the number of visitors to the site through site promotion via cell phones, and provide additional free services on web site. Maintain the privacy of customers to increase their confidence in the company. Work to increase security level for customers dealing with company in electronic form, by providing guarantees to them, and the availability of excellent technology to create an safe and effective electronic environment. Work to develop procedures for how to solve the claims of customers electronically, where the method of processing customers claims are determined customer satisfaction, because the way of handling customers claim is a true test the companies in front

of the customer, which the researcher recommends working on responding to all communications received from the client to the company quickly and effectively. Make individual relationships with customers in order to increase customer satisfaction, and this is done using e-marketing, and designing services fits with customer preferences. Taking into account the virtual communities to develop products and services, and improve existing ones, through making (Chat) Chambers with the company's customers, and access to other chat rooms making relationships with their visitors, and take their opinions and requirements and make them one of reference groups.

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