

# The Usage of Social Media for Improving the Customer Satisfaction: The Mediating Role of Electronic Services Quality

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## Abstract

The study aims to identify the impact of social media usage on customer satisfaction and the mediating role of electronic service quality through its dimensions (website design, reliability, customization, responsiveness, and trust) in the Vitas Jordan Company. A quantitative approach was used to answer the study questions and to test hypotheses. About (500) questionnaires were distributed using the Simple Random Sample technique to achieve the study purposes. (392) questionnaires were valid for analysis, based on the Statistical Package for Social Sciences (SPSS. V.25) and (AMOS) software. The findings of the study revealed that there is a significantly positive impact of social media usage on customer satisfaction and a significantly indirect positive impact of social media usage on customer satisfaction through the electronic Services Quality dimension as a mediating variable. The study recommended that managers concentrate and maintain the use of social media for providing unique services and responding to customers' inquiries in a timely manner. In addition, the need to enhance the use of Twitter and Instagram in marketing champions.

**Keywords:** social media; customer satisfaction; electronic services quality; Vitas Jordan Company

## 1. Introduction

Information technology plays a strategic and important role in improving the performance of companies, so that the speed of technological change in the production and services sectors has increased significantly. This is because IT enables innovative thinking to provide the best services to their customers, which leads to increasing companies' profits (Gunes, Basoglu & Kimiloglu, 2003). As a result of technological developments, the usage of social media enables the communication process and transmitting information using modern electronic devices and technologies anywhere and anytime (Ram & Liu, 2018). Social media contributes to facilitate the process of communication between users and exchange experiences to enhance marketing processes. Indeed, the massive user communities of social networking has become an everyday aspect of many people's lives. Certain communities even outnumber major nations' populations; for example, Facebook has over 400 million active members in countries such as Nigeria, Ghana, Togo, and Liberia (Kemi, 2016).

With this growth, corporations have turned to social media as an easy method to connect people and to deliver their messages. These networks help expose user profiles by disclosing preferences, hobbies, photographs, remarks, and social networks; that is, whatever they believe is essential to share in society (Alturas and Oliveira, 2016). Therefore, companies have to keep up with technological changes to be leader in the market (Appel, et. al.,2020). In the past years, companies adopted new concepts such as electronic services quality which has a positive impact in improving the company's performance by providing electronic services with high quality to customer to improving customer satisfaction (Kumar et al., 2011., Chen & Quester., 2006., Cascio & Monteleagre, 2016). This study's major goal is to explore the influence of social media in enhancing customer satisfaction and the role of electronic services quality at Vitas Jordan. The study's problem stems from the stiff competition in the local market, in addition, the dramatic changes in the external environment. The problem of the study can be formulated in the following key questions: What is the level of social media use at Vitas Jordan? What is the Electronic Services Quality at Vitas Jordan? What is the level of customer satisfaction at Vitas Jordan?

## 2. Literature Review

### 2.1 Social Media

Social media may be described as a collection of media and strategies for cooperative communication and meeting the needs of society members on a broad scale (Bradley, 2010 & Hagerty, 2008). Social media enables customers and businesses to connect and communicate directly with one another, fostering the development of strong relationships. (Zhang, Jansen, & Chowdhury, 2011). Nowadays, the majority of businesses build pages on social networking platforms to communicate with their consumers via marketing and advertising. Social media platforms are used to disseminate knowledge and written publications that may contain images, characters, and numbers. These platforms enable us to see the world around us and make new friends. The fact that all users have the ability to create content that enables them to reach a broader audience also contributes to positively affecting their social status as relatives. Due to the ability of users to communicate, this promotes cohesiveness and social cohesion (Wellman & Rainie, 2012).

### 2.2 Electronic Services Quality

Electronic services can be defined as an electronic interview between the service provider and the customer through electronic technologies and devices, and due to the absence of physical elements, they differ from face-to-face interviews and going to the company for a service, so that the service is self-service (Carlson & O'Casey, 2010). Companies seek to provide high quality servers to gain customer satisfaction. These companies should reserve their competitive environment and must keep up with the latest technological developments. Therefore, most companies use social media in the process of marketing their services to customers, which contributes to facilitating the process of communication with customers (Dwivedi et al., 2020). Social media has a positive role in the marketing of electronic services because it allows customers to follow the pages of certain companies in order to obtain new services or inquire about a particular service, so that customers do not have to go to the company and wait until the employee of the company meets, so that the customer can apply for the service and thus contribute to electronic services saving time and effort, so that the customer communicates with the employee of the company via social media to request the service instead of visiting the company on a specific date and specific location (Wibowo et al., 2020).

The rapid advancements in information technology have resulted in a cultural change. Customers began buying online rather than at brick-and-mortar businesses. Physical companies have been seeking to acquire a competitive edge by interacting with clients via e-commerce. Due to the low entry barriers associated with internet companies, competitors can readily join the market. From the customer's standpoint, transferring from one online retailer to another is quite inexpensive. Consumer shopping experiences have an impact on future customer behavior, including repurchase intention, store revisit intention, and word of mouth (WOM).

Numerous academics have conducted study on the notion of e-service quality. The characteristics of e-service quality are associated with total e-service quality, customer satisfaction, and repurchase intentions (Blut et al., 2015). Additionally, Tsao et al., (2016) examined the effect of e-service quality on online loyalty using data from online purchasing experiences in Taiwan and discovered that system and electronic service quality had a substantial effect on perceived value, which had a significant effect on online loyalty. Further, Gounaris et al., (2010) discovered that the quality of e-services influenced three customer behavior intents: purchase intentions, site revisit, and word of mouth.

### 2.3 The Customer Satisfaction

Customer satisfaction can be defined as the extent to which the customer understands the effectiveness of the company in providing its services, so that it meets its needs and requirements, and the customer makes a comparison between the expected quality and the quality of the service purchased (Kotler & Dubois, 2000). Customer satisfaction is a key factor in increasing customer loyalty to the company, because when the company provides services that meet the needs and requirements of the customer, it succeeds in matching the expectations of the customer. The customer who is satisfied with the direction of a particular service provided by the company tends to continue and repeat the purchase process from it (Chen & Quester, 2006). In a competitive environment, most companies seek to create new services for customers to achieve their satisfaction, so companies must develop the quality of service standards provided to achieve customer satisfaction while maintaining this satisfaction (Awoke, 2015).

The most difficult aspect of internet purchasing is ensuring and maintaining consumer happiness. A critical success factor in surviving in today's fiercely competitive e-environment is a service-oriented strategy. A business must provide excellent service experiences to its consumers in order for them to repurchase and remain

loyal to the brand. To achieve high levels of customer satisfaction, a high degree of service quality is required, which frequently results in good behavioral intentions. A website with high system, information, and electronic service quality is critical to e-commerce success.

### 3. Theoretical Framework

This section expands on the literature review of this paper about the influence of social media activity on customer satisfaction and the intermediary role of electronic service quality, concentrating especially on the following: 1. The mediating role of Electronic Services Quality in the relationship between Social Media and Customer Satisfaction; 2. The level of Social Media's contribution to Customer Satisfaction; 3. Determining the degree of Customer Satisfaction; and 4. The contribution of social media to Electronic Services Quality.

The proposed model, shown in Figure 1, provides a set of hypothesized relationships. Specifically, the model proposes that the usage of social media will have a positive effect on customer satisfaction through the mediating role of the electronic services quality, which will, in turn, lead to improved customer satisfaction. In the following sections, hypotheses are developed to portray the suggested relationships among constructs.

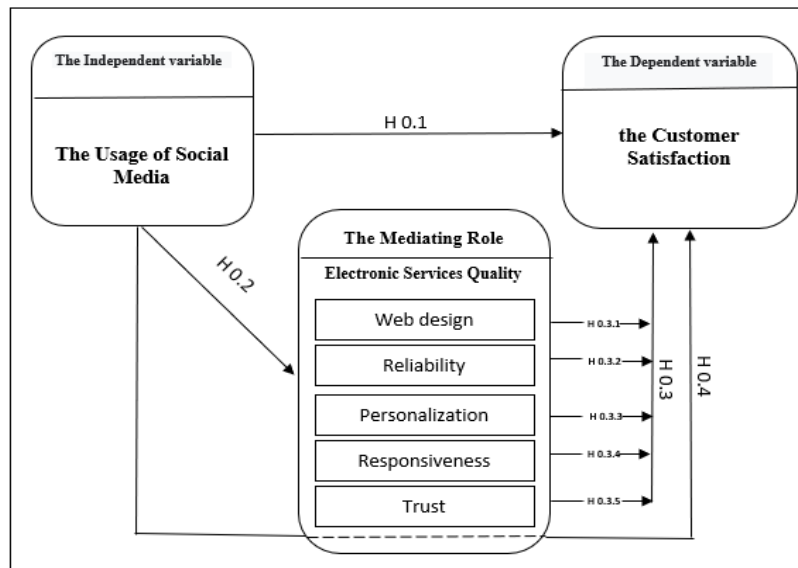


Figure 1. Proposed model

#### 3.1 Social Media and Customer Satisfaction

Our first hypothesis posits a moderate relationship between social media use and customer satisfaction at Vitas Jordan, the result shown in Table 1. If we cannot accept the nihilistic hypothesis (H0), we accept the alternative hypothesis (Ha).

Table 1. Results of the impact of social media use in improving customer satisfaction

variable	Form summary		Contrast analysis			Transaction schedule				
	R	R <sup>2</sup>	FC	FS	Df	Statement	SE	β	TC	TS
CS	0.348	0.121	53.867	0.00	391	USM	0.040	0.348	7.339	0.00

Note. CS= Customer satisfaction; USM= The Usage of social media; FC= F Calculated; FS= F SIG.; SE= Standard error; TC= T Calculated, TS=T SIG.

**H1:** There is a statistically significant impact on the level of significance ( $\alpha \leq 0.05$ ) of the usage of social media to improve customer satisfaction.

#### 3.1 Social Media and Electronic Services Quality

Our second hypothesis posits a medium relationship between the usage of social media and the electronic services quality at Vitas Jordan, the result shown in Table 2. If we cannot accept the nihilistic hypothesis (H0),

we accept the alternative hypothesis (Ha).

Table 2. Results of the impact of social media use on the Electronic Services Quality

variable	Form summary		Contrast analysis			Transaction schedule				
	R	R <sup>2</sup>	FC	FS	Df	Statement	SE	β	TC	TS
ESQ	0.410	0.168	78.973	0.00	391	USM	0.033	0.410	8.887	0.00

Note. ESQ= Electronic Services Quality; USM= The Usage of social media; FC= F Calculated; FS= F SIG.; SE= Standard error; TC= T Calculated, TS=T SIG.

**H2:** There is a statistically significant impact on the level of significance ( $\alpha \leq 0.05$ ) for the usage of social media in the electronic services quality.

3.1 Electronic Services Quality and Customer Satisfaction

Our third hypothesis posits a strong relationship between the electronic services quality and customer satisfaction at Vitas Jordan, the result shown in Table 3. If we cannot accept the nihilistic hypothesis (HO), we accept the alternative hypothesis (Ha).

Table 3. Results of the impact of the Electronic Services Quality in their dimensions in the satisfaction

variable	Form summary		Contrast analysis			Transaction schedule				
	R	R <sup>2</sup>	FC	FS	Df	ESQ	SE	β	TC	TS
CS	0.702	0.493	75.167	0.00	386/5	Web design	0.042	0.129	2.742	0.006
						Reliability	0.053	0.122	2.144	0.033
						personalization	0.050	0.090	1.711	0.088
						responsiveness	0.053	0.250	4.555	0.00
						Trust	0.054	0.271	5.216	0.00

Note. CS= Customer satisfaction; ESQ= Electronic Services Quality; FC= F Calculated; FS= F SIG.; SE= Standard error; TC= T Calculated, TS=T SIG.

**H3:** There is a statistically significant impact at the level of indication ( $\alpha \leq 0.05$ ) of the Electronic Services Quality in customer satisfaction.

3.2 The Mediating Role of Electronic Services Quality between Social Media and Customer Satisfaction.

Based on the results in Table 4, the usage of social media was able to interpret (29.3%) as an indirect impact on customer satisfaction through the quality of electronic services.

Table 4. Results of the track analysis test of the main hypothesis 4

variable	P	RMSEA	CFI	GFI	CMIN/DF	Chi <sup>2</sup>	Chi <sup>2</sup>	variables	impact	Indirect impact	Total impact
CS	0.009	0.089	0.918	0.905	3.005	16.919	75.132	USM & ESQ	0.414	---	0.414
								ESQ & CS	0.709	---	0.709
								USM, ESQ & CS	0.082	0.293	0.375

Note. USM= The usage of social media; ESQ= the Electronic Services Quality, CS= Customer satisfaction.

**H4:** There is an impact on the usage of social media in improving customer satisfaction through the Electronic Services Quality, with a total of (0.375) at ( $\alpha \leq 0.05$ ).

4. Methods

4.1 Data Sample

The study community consisted of Vitas Jordan's (17) branches located throughout the Kingdom, with an estimated customer base of approximately (43,000), so the company (500) was given a questionnaire to distribute to customers using the simple Random Sample method, which ensures that each member of the community has an equal chance of being selected for the sample without bias. (397) questionnaires were

retrieved, and after verifying and evaluating them, (5) questionnaires were discarded as insufficient, resulting in a total of 392 valid questionnaires (see Table 5 for sample characteristics), reflecting the study community according to the previously indicated sample table (Sekaran & Bougie, 2016).

Table 5. Sample characteristics

Variable	Category	Percentage	Iteration
Gender	Male	61.5%	241
	Female	38.5%	151
Total			392
Age	Less than 25 year	16.1%	63
	Less than 35 years	46.4%	182
	Less than 45 years	30.6%	120
	45 years and older	6.9%	27
Total			392
Scientific Qualification	High school	9.7%	38
	Diploma	15.6%	61
	Bachelor	65.8%	258
	Graduate Studies	8.9%	35
Total			392
Duration of dealing with the company	Less than a year	13.8%	54
	Less than 3 years	22.7%	89
	Less than 5 years	30.4%	119
	5 years and older	33.2%	130
Total			392

#### 4.2 Measures

Summated Scales have been based on summated Scales: this measure seeks to identify the degree of consent or disapproval of an order, and the outcome measures consist of a number of phrases expressing a positive or negative attitude towards a particular order, and the participant is asked to respond accordingly, and to indicate his position either by agreeing or disagreeing with the terms in the measure, each answer is given a numerical degree indicating preference or lack of preference, and grades are collected to measure the participant's attitude towards an issue, often referred to as The Likert scale shown in the following form, and i find that these five points form the scale, at the extreme end of the scale there is strong approval, and on the other hand there is a strong disagreement and between them there are intermediate points, each point on the scale carries a degree, the response indicates the lowest degree of approval is given (1), and the most agreeable degree (5) and the same is given to each of the five responses (Kothari, 2014).

To achieve the desired objectives of the scale items and in order to be able to measure their content, the value of the Pearson coefficient has been extracted, which shows the capacity of each of the scale paragraphs and the extent to which they are associated with the dimension that belongs, and the negative paragraphs or less than (0.30) are considered low and preferably deleted, while the paragraphs that are more than (0.70) are considered distinct (Miller, Linn & Gronlund, 2012), The value of the link factor for social media usage paragraphs ranged from (0.77-0.94) to the electronic services quality ranged from (0.64-0.91), while customer satisfaction ranged from (0.78-0.86), all of which carried a expelled trend (+) and this result is an indication of the distinctiveness of the scale paragraphs and therefore is considered structurally honest.

#### 5. Analysis and Results

The study used a range of methods to enable it to answer its questions and test its hypotheses based on statistical package Software for Social Sciences (SPSS) V.25. In addition to using Amos to perform descriptive and inference analysis and test hypotheses.

The amount of variation or convergence between individual grades if reapplied to the same individuals and under similar circumstances is called the stabilization factor, which indicates the stability of responses over time and is measured by Cronbach Alpha and the result is statistically acceptable if it is greater than (0.70), so that the testing tool ranges from (0.825-0.947) to greater than (0.70) (Sekaran & Bougie, 2016), which means that the study tool can be described as stability.

The natural distribution test of participants' answers was conducted to ascertain whether the data falls under normal distribution, where the skewness test value, which is the degree of distance from symmetry, has been

extracted and is used to measure the symmetry of the distribution and indicates the value that falls outside the range of ( $\pm 1$ ) that the distribution is largely skewed (Hair et al., 2018), and the value of kurtosis test, a measure of the height of the distribution peak or flatness, has been extracted and the positive value (+) indicates that the distribution has reached a relatively peak, and indicates the negative value (-) that the distribution is relatively flat, and the distribution is normal if the hyperbole value does not exceed  $\pm 2.58$  (at 0.01) and  $\pm 1.96$  (at 0.05) (Hair et al., 2018), Skewness's value for social media use was (0.234-) and Kurtosis (0.684-) and Skewness's value for the Electronic Services Quality was (0.725-) and kurtosis (1.113) and was Skewness's value of customer satisfaction is (0.895-) and Kurtosis (1.739), and the result shows that the distribution of data was normal as Skewness values did not fall outside the range of  $\pm 1$  and did not exceed kurtosis ( $\pm 1.96$ ).

The self-link test was used to verify that data is free of the self-link problem in the regression model, which weakens the model's predictability. This is confirmed by the Durbin-Watson Test, where its value is limited to (0) and (4), and as this value approaches (2) this indicates that there is no problem of self-association (David and Al-Sawai, 2016) and usually comparing the calculated value of Durbin-Watson with its two scheduling values, the upper value (du) and the minimum value (dl), if the calculated value falls between the two values, then it is not possible to say whether or not there is a problem of self-association, while if the calculated value is greater than the higher scheduling value (Du) Close to (2) this means that there is no problem of self-association in the regression equation, but if the calculated value is less than the minimum scheduling value (dl), this means that there is a self-correlation problem in the regression equation, and both the minimum and upper scheduling value is calculated at the number of views (n) and the number of variables equal to (K-1) at the level (0.05) (Gujarati, Porter & Gunasekar, 2017), Durbin-Watson test results, which show the calculated D-W value of the study's hypotheses, have been shown to be larger than their higher scheduling values (du) and close to value (2) at a point level (5%), indicating that there is no problem of self-association and its validity for use in the regression model.

### 5.1 Mediation Tests

Path Analysis was used using the Amos program supported by the Social Science Statistical Package Program (SPSS), which was the answer to the main question in the study problem and its results were as described in table (4-18) and form (4-2), which showed through the chi2 box test result that there was a statistically significant impact of social media use on improving customer satisfaction at Vitas Jordan through the Electronic Services Quality as an intermediate variable. Chi2 was valued at equal (75,132) and was higher than its scheduled value (16.919), as well as through a test (CMIN/DF=3.005), which is statistically significant (9P=0.00) and is less than (0.05) (Hair et al., 2018).

The results also showed that the Quality Suitability Index (GFI=0.905) is approaching the right one, as the closer it gets to the right one, the better-enough Fit. The Comparative Alignment Index (CFI=0.918) is also approaching one correct number, adding that the square root index of the average error boxes (089RMSEA=0.) is approaching zero, supporting good model approval (Byrne, 2010).

The standard direct impact of social media use towards the Electronic Services Quality was found to have reached (0.414) and at a moral level ( $\alpha \leq 0.05$ ), while the standard direct impact of the Electronic Services Quality towards customer satisfaction (0.709) and the standard direct impact of social media use towards customer satisfaction (0.082). The standard indirect impact of social media use on customer satisfaction with the quality of electronic services (2930.) Accordingly, the use of social media was able to explain (29.3%) an indirect impact on customer satisfaction through the Electronic Services Quality at Vitas Jordan.

## 6. Discussion

Through the results of the study, it can be found out that the impact of the usage of social media on improving customer satisfaction through the intermediate role of the electronic services quality and the study model was developed for this purpose.

The results of the study showed that the usage of social media achieved a high degree of importance in Vitas Jordan based on the answers of 78% Vitas Jordan's customers. Where the percentage of the importance has reached (73.2%). The researcher explains that the reason is that Twitter provides customers on the company's Tweets and allows customers to ask queries on the company's account. This is followed by the use of Twitter and has achieved a moderate degree of importance by a percentage of (77.2%). The researcher notes that the reason is because the firm utilizes Instagram to advertise its services and that using Instagram allows for easy contact between clients and the company. And, based on the responses of the study's sample members, Facebook was deemed to be the most popular, followed by Instagram in second place and Twitter in third place.

The results of the study showed that the dimensions of the electronic services quality at Vitas Jordan have achieved a high degree of importance based on the answers of Vitas Jordan's customers by a percentage of (83.2%), with achieving after the response the first place a high percentage of importance reached (84.4%). The researcher explains that this is because the company is working to take serious attention to the opinions and inquiries of customers and that the company is characterized by the speed of response to customer inquiries. After the site's design, it ranked last and with a high percentage of 81.8%. The reason for this is due to the website is constantly updated and provides the advantage of responding to customer inquiries, this result has been found to have been consistent with the Sohn & Tadisina study (2008) and the Lee & Lin study (2005).

The study's findings indicated that customer satisfaction was given a high priority based on responses from Vitas Jordan's customers at 85%. The researcher explains that this is because Vitas Jordan maintains the confidentiality of its customers' information and data, pays attention to their requirements and needs, and works to meet them, in addition to providing customers with a sense of security when interacting with the company's employees via social media, and the company's employees provide satisfactory services when needed. This conclusion was found to be in agreement with Lee and Lin study (2005).

### *6.1 Theoretical Implications*

The theoretical framework for the study was established through the use of a title that adds to the enrichment of knowledge libraries by addressing changes in social media usage, customer happiness, and the quality of electronic services as an intermediate variable.

The current study sought to determine the effect of utilizing social media in order to increase customer satisfaction at Vitas Jordan by using Electronic Services Quality as an intermediate variable for their dimensions (location design, reliability, customization, response, and trust). To the researcher's knowledge, no previous studies have been conducted in this area.

This study was similar to Lee and Lin study (2005) in that the dependent variable, Electronic Services Quality, was represented by the following dimensions: location design, reliability, customization, response, and confidence. However, the study model was developed in such a way that the Electronic Services Quality was developed as an intermediate variable within the same dime.

### *6.2 Managerial Implications*

Most production and service companies in the past few years have relied on the application of the concept of electronic service quality. The results of recent studies demonstrate that the application of the concept of electronic service quality has a positive impact on improving the performance of companies, so that the main goal of applying the concept of the Electronic Services Quality is to provide electronic services with high quality standards to customers by the company, leading to the achievement of customer satisfaction and preservation and gain loyalty, and the use of social media in the marketing process enhances the competitiveness of companies (Kumar et al., 2011).

Production and service companies seek to achieve and gain customer satisfaction by providing high quality services to match the level of their expectations and requirements in light of the developments of modern technology, so that customer satisfaction is a key factor to increase customer loyalty to the company, because when the company provides services that meet the needs and requirements of the customer of high quality they succeed in matching the expectations of the customer, the customer who feels satisfied with the direction of a particular service provided by a company tends to continue and repeat the purchase process from it (Chen & Quester, 2006).

The study has reached several recommendations, the most important of which are: 1. Focus and maintain the Usage of social media to improve the customer satisfaction of Vitas Jordan by applying the concept of Electronic Services Quality to the services provided by the company, 2. Expanding the Usage of social media and maintaining the use of Facebook in marketing services to customers, which has a positive role in facilitating the process of communication between customers and the company, and allowing customers to comment on the company's publications and the need to enhance the use of Twitter and Instagram in marketing services, 3. Applying the five dimensions of the concept of the Electronic Services Quality for services provided through social media by the company and continuing to provide electronic services of high quality, which has a positive impact in enhancing customer reliability and contributes to the satisfaction of Vitas Jordan customers by completing transactions on time.

### *6.3 Limitations and Future Research*

This study recommends that new researchers study the following topics: 1. The role of using social media to

improve customer satisfaction at Vitas Jordan, 2.Factors affecting customer satisfaction and the Electronic Services Quality at Vitas Jordan, 3.Factors affecting the Usage of social media to improve customer satisfaction at Vitas Jordan, 4.The need to study the Usage of social media to improve customer satisfaction in sectors other than the study sector and in other countries. therefore conducted and the study model was developed for the purposes of providing assistance to Vitas Jordan decision makers to maintain and strengthen strengths and make appropriate decisions to address weaknesses and shortcomings, if any, Providing a practical and scientific framework that enables the research company and similar companies that work in the field of finance and seek to gain and improve customer satisfaction from benefiting from it and learn about the level of social media application in the research company.

This study Focus and recommend to maintain the continued provision of information that serves Vitas Jordan customers adequately through social media by making continuous updates of information, the need to maintain the continued provision of services to Vitas Jordan customers in an error-free and timely manner and the importance of recruiting qualified employees in the social media department and holding training courses to keep up with the developments of modern technology to provide them with the expertise to help solve the problems that customers may face in the least possible time, and seek to solve customer problems and provide reliable assistance through social media.

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