
THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER SATISFACTION AND LOYALTY- APPLIED RESEARCH AT ZAIN TELECOM COMPANY IN IRAQ

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Abstract

The researchers said that the study explored the impact of digital marketing strategies on customer satisfaction and loyalty in various dimensions (research marketing, social media marketing, email marketing, mobile marketing) through its application to Zain Telecommunications Company in Iraq. It has become one of the most essential practices in managing the buying and selling process. The study's primary purpose is to measure customer satisfaction with Zain Telecom Iraq services and understand the impact of digital marketing strategies on their satisfaction. Using a sample of customers engaged in digital marketing practices, the study showed that increased customer satisfaction increases their loyalty to the company and the continuity of their business relationship. The quality and reliability of a product or service are some of the most important factors affecting customer satisfaction. Good and excellent customer service is vital in increasing customer satisfaction and loyalty. There is a strong connection between effective communication with customers and customer satisfaction and loyalty. To achieve the purpose of the study, the researcher made suggestions. The company must be committed to providing high-quality and reliable products or services. This can be achieved by reviewing and improving processes and leveraging industry best practices. Ongoing training and development should be provided to employees who interact with customers. You must have the skills and knowledge to provide quality service and resolve problems effectively.

Keywords: Digital Marketing Strategies, Customer Satisfaction, Zain Telecom, Iraq.

Introduction

Currently, the world is in a digital era characterized by the development of science and technology and the popularization of the Internet. This development has significantly impacted customer behavior and company and brand expectations. In this context, digital marketing strategies have become an effective tool for businesses to engage with their customers, attract them, and maintain customer satisfaction and loyalty. Digital marketing strategies allow companies to interact directly with customers through various digital channels such as websites, social media, emails, and smartphone applications (Al-Astal, 2009, p. 52). Companies can communicate effectively with customers through these channels, analyze their reactions, and meet their needs and expectations. One of the most

important benefits of a digital marketing strategy is increased customer satisfaction. Through direct and personal communication, companies can better understand customer needs and provide appropriate and innovative services and products that meet those needs. The company can also meet customer needs quickly and efficiently, improve customer satisfaction, and communicate the importance and value of doing business with the company. Additionally, digital marketing strategies help increase customer loyalty. Encourage customers to stay with the company and continue their business by communicating with them regularly and continuously, meeting their needs, and providing quality and valuable service. Additionally, digital marketing strategies can help build solid and sustainable customer relationships, ultimately increasing customer loyalty, company growth, and sustainability. This shows that digital marketing strategies significantly impact customer satisfaction and retention. They provide effective channels. (Bou Maara Avi, 1997, 49)

First: the research problem

Considering the review of previous studies on this research topic and the exploratory study conducted by the researcher, this can be mainly expressed as a need for more knowledge about digital marketing and customer satisfaction, which, in a more specific language, is the purpose of this study. The purpose of research is to answer the following questions through investigation and analysis:

“What impact does Zain Telecom’s digital marketing strategy have on customer satisfaction and loyalty?”

Second: Research Objectives

The proposed research objectives to study the measures taken by Zain Telecom Company in Iraq and the impact of digital marketing strategies on customer satisfaction and loyalty are:

1. Research and analyze the digital marketing strategies used by Zain Telecom Iraq, such as social media, email marketing, content marketing, etc.
2. Measure customer satisfaction with Zain Telecom Egypt services and understand the impact of digital marketing strategies on customer satisfaction.
3. To measure the level of customer loyalty at Zain Telecom in Iraq and analyze the impact of digital marketing strategies on customer loyalty and continuity in using the company’s services.
4. Consider those satisfaction and loyalty factors that influence clients, such as service quality, communication, usability, personal experience of a gamer, privacy and security..
5. Findings Conclusion and Practical Recommendations to Improve Digital Marketing Strategies for Zain Telecom in Iraq to Increase Customer Satisfaction and Loyalty.
6. Publicize studies and the lessons that were learned on scientific journals and / or conferences as a method of transmission and sharing other scientist’s as well as industry knowledge.

Third: The importance of research

The major core of study is to articulate the effects digital marketing strategies have on customer satisfaction and their fulfillment when taken in Zain Telecom in Iraq. The importance of research can be explained from the following aspects:

The importance of research can be explained from the following aspects:

1. Customer experience enhancement by means of getting to know the effects of digital marketing strategies on customer satisfaction and devotion to product. Businesses can leverage this information to make a more targeted service delivery and tackle customers' issues accurately.
2. Ensure customer satisfaction is achieved by discovering most frequently influencing factors and by evaluating digital marketing policies which can be helpful in enhancing the customers' satisfaction. By these means companies can strive to be more customer-oriented and boost its competitiveness on the open market.
3. Contribute to customer loyalty promotion for Zain Telecom in Iraq as well. Through digital marketing strategies and a focus on customer retention companies can devise the right kind of plans to serve their existing customer base and improve on their customer retention ration.
4. The importance of comprehending the effect of digital marketing strategies on customer satisfaction and loyalty is basic to improve the competitive gain establishing of Zain Telecom in Iraq. By perfect digital marketing strategies implementation, companies are quite likely to obtain a competitive advantage and simply outrun competitors on the markets as well.

Fourth: Research hypothesis

The researcher relies on various sources to formulate the hypothesis, primarily previous studies directly or indirectly related to the research questions and objectives. Their formulas are as follows:

- 1- There is a statistically significant positive correlation at a significance level of less than 0.05 between digital marketing and its dimensions (search engine marketing, email marketing, customer search marketing, mobile marketing) and customer satisfaction and loyalty.
- 2- There is a statistically significant effect relationship at a significance level of less than 0.05 between digital marketing and its dimensions (search marketing, email marketing, customer search marketing, mobile marketing) and customer satisfaction and loyalty.

Fifth: Research Scheme

Hypothesis diagrams are designed to illustrate the logical relationships between the primary or sub-study variables in question. The pattern represents a set of relationships linking the study variables, as shown in pattern (1):

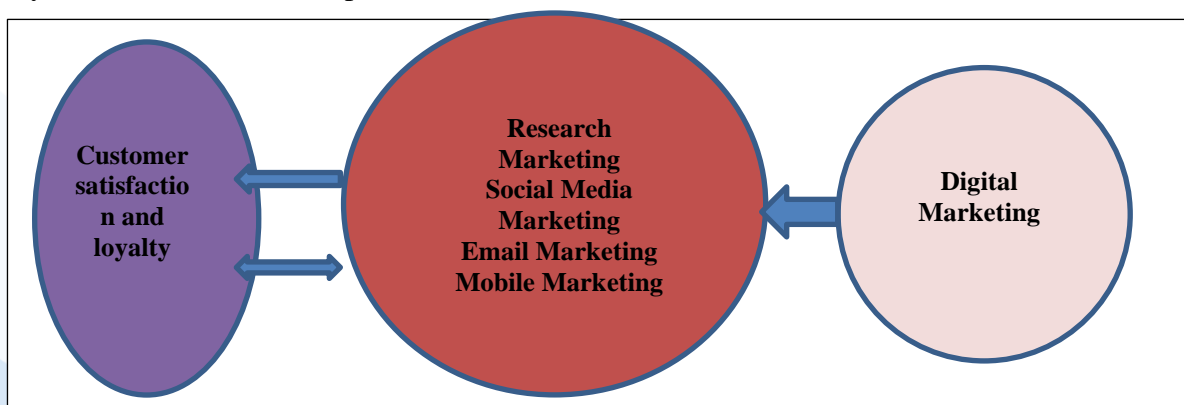


Figure 1 Default search scheme

sixth: Research Limits

Spatial boundaries: Researchers choose Iraq's Zain Telecom as a study site and community.

Human Frontiers: The community includes employees and department heads of Zain Telecom Iraq.

Time limits: 2023-2024

Seventh: Study Methodology

The study relies on the use of descriptive analysis methods, as it uses the design of a working data instrument (in the form of a questionnaire) that will include the variables of the study, namely the dimensions of digital marketing, to collect, organize, analyze through statistical procedures Information is classified and retrieved. (SPSS) Then, the results are determined and presented in tables and models.

Eighth: Data collection methods

as follows:

1- Theoretical aspect

Theoretical aspects are based on many sources, including the following

- A- Arabic and foreign books on research variables
- B- Papers and Dissertations.
- C- Arabic and foreign journals (articles, studies, studies).
- D- The Internet is essential to obtaining the latest research method.

2- Practical side

The practical aspect depends on several means, as follows:

- 1- **Personal Interviews:** They are considered one of the most effective methods of data collection as they allow the researcher to obtain information directly, and the study involves conducting a series of interviews with a sample of managers at different locations and different levels of the study using questionnaires during the study The distribution and retrieval as well as the nature of the interviews were of exploratory and open-ended interviews aimed at finding out the existing reality regarding the research variables and therefore included questions and discussions on all research topics.
- 2- **Questionnaire:** This is the primary tool for collecting data and information for the current study as the researcher designs a questionnaire that reflects the study's variables. This questionnaire will be submitted to the competent referees for evaluation, and its form will be distributed to the sample members, including measuring the study variables based on measurements obtained from modern foreign and Arabic literature, the researcher places great emphasis on the fact that these measures are used in the same way and the researcher can make some changes to the passages they contain. The passages were then measured using a five-point Likert scale, with a questionnaire format consisting of four main parts.

Ninth: Previous Studies

He found this out in his research (1999, Pitt), which aimed to determine the impact of the Internet on sales strategies based on a case study of a group of companies and an analytical study of a research group on sales strategies in the electronics field. Electronic selling helps eliminate distance, as distance does not determine the cost of electronic communication and

does not add to the product's price. It helps increase time and space advantages as the location is no longer critical for sellers or buyers.

Al-Haddad (2000) identified the keys to successful transactions in e-commerce and identified successful strategies, leading to a shift in consumer awareness that no longer requires starting from a large-scale base and highlighting the product's competitive advantages. Price is a decisive factor in customer satisfaction. Also, gain retail competitive advantage through e-commerce. Is e-commerce replacing traditional marketing methods? Determine customer service strategy and achieve customer satisfaction:

E-Commerce The study was conducted using a descriptive approach, based on monitoring the list of steps for any business that wants to handle e-commerce successfully and concluded that it is necessary to evaluate whether e-commerce is entirely suitable for this approach regardless of whether there is a business or not, in You need to have an e-commerce strategy in place before you even start trading. Responding quickly to customer expectations and leaving the company website with follow-up or control is essential. At the same time, it makes it easier to search for information and websites unless the authority is convinced that it will obtain the expected benefits from its application. This study explores the relationship between management's e-commerce and the business community.

Al-Najjar (2000) identified the relationship between managers and the information technology environment and determined the impact of the information environment on the management level, focusing on 21st-century businesses and the effect of z-Commerce on businesses. Advantages of International Business This study was a random sample of managers and companies with Internet websites. Using a descriptive research approach, the study analyzed the components and effectiveness of management of the knowledge society, concluding that communications and information technologies have transformed world markets into rapidly exploited competitive opportunities, with e-commerce, email, and laptops all Having an impact on target organizations and bridging the technological and information gap between Egyptian business people, investors and managers, and their world counterparts will change the paradigm of companies and managers to adapt to global models. Lack of awareness, lack of knowledge, lack of practical training, and lack of internet literacy are barriers to the use of e-commerce among Egyptian businesses.

The first topic: the theoretical side

Introduction

Digital marketing and customer satisfaction research involves studying and understanding customer interactions and digital marketing strategies for promoting products and services. The study aims to analyze the effects and factors that influence customer satisfaction and achieve digital marketing goals. One of the fundamental theories in this field is the general customer satisfaction theory. (Hassan, 1990, 592) The theory states that customer satisfaction depends on the availability and quality of the information provided, the quality of the product or service, and the customer's experience with the company or brand. The theory also suggests customer satisfaction affects customer loyalty and the ability to describe a product or service to others.

1.1: Digital marketing concept

Since the early 2000s, the term “digital marketing” has evolved from a specific term describing the marketing of products and services through digital channels to an umbrella term describing acquiring customers and building customer preferences using digital technologies. Loyalty promotes and increases brand awareness, reduces costs, and increases sales (Hussein, 2010, p. 54).

Kannan (2017) explains that marketing is now seen as activities and processes driven by digital technologies that aim to create, connect, and deliver value to customers and other stakeholders. Digital marketing is “an adaptive, technology-enabled process by which companies collaborate with customers and partners to co-create, continuously deliver, and sustain value for all stakeholders.”

As mentioned in 2018. Paul et al. Digital marketing is a critical concept today and an emerging field of business information technology. This form of marketing uses information or digital technology to deliver products and services.

Talikoti (2019) also defines digital marketing as an umbrella term for marketing products or services using digital technologies, primarily on the Internet, including mobile phones, image advertising, and other digital media.

Digital marketing utilizes the Internet and Internet-based digital technologies such as desktops, mobile phones, media, and other digital and social platforms to promote products and services.

While Sundaram (2020) defines digital marketing as the use of digital technologies to support marketing activities to improve customer knowledge by adapting to the needs of developed countries, companies realize the importance of digital marketing for the success of online businesses using traditional methods is more accurately met Customer needs, build relationships, promote the brand, retain customers and increase sales. The main difference between digital marketing and traditional marketing is that digital marketing occurs entirely through digital channels, which gives marketers more significant control over data tools to analyze campaign performance. The Business Dictionary also defines digital or electronic marketing as the advertising of a product or brand through one or more forms of electronic media, such as Advertising media that can be used as part of a business’s digital marketing strategy and can include online and social media advertising media efforts.

1-2: Digital marketing features

Thousands of businesses rely on digital marketing features daily, as shown below. (Hassan, 2016, 533)

- 1- It stands out because it can reach a broader audience quickly.
- 2- It connects users 24 hours a day, 7 days a week, which shapes new habits and behaviors of users.
- 3- Lower cost because it costs less than traditional marketing and produces better results because it provides the opportunity to reach the target audience effectively and costlessly.
- 4- Direct interaction with customers and personalization of the marketing process.
- 5- Build customer loyalty and brand reputation

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- 6- It helps increase traffic to digital websites, converts visitors into customers, and allows companies to target other new markets globally.

1-3: Dimensions of Digital Marketing

1- Research Marketing:

The focus is on increasing the visibility of your company's website in organic search engine results. This includes keyword optimization, page structure optimization (Sultania, 2018, p. 45), and external link creation to improve search engine rankings.

2- Social Media Marketing:

The focus is on using social media sites to communicate with customers and build long-term relationships. This involves creating ad campaigns on social media platforms and responding to customer comments and inquiries. (Bouhouche, 2016, 43)

3- Email Marketing:

The focus is on using email to communicate with customers and send marketing messages, product information, and special offers. (Mahmoudi, 2019, 45) Involves building a mailing list and designing effective messages to capture customer interest.

4- Mobile Marketing:

The focus is on using mobile technology such as apps, text messages, and notifications to communicate with customers, provide offers, and promote products and services. This includes designing and developing mobile applications and improving the user experience on mobile devices. (Omari, 2018, 33)

1-4: The concept of customer satisfaction

Customer satisfaction consists of evaluating the costs and results achieved for each exchange of goods and services the organization provides. However, if customer satisfaction is high, cooperation with the organization increases, but if dissatisfaction and negative sentiments exist, the purchasing process stops, and therefore, the organization stops. (Ali, 2015, 67)

(Cutler) defined customer satisfaction as the feeling of pleasure or frustration an individual has as a result of a product's performance or value obtained by consuming a product compared to expectations or value before use, and is, therefore, a related set of feelings of acceptance, happiness, Enthusiasm, and joy: From this definition, satisfaction is a judgment based on feelings. It is primarily a psychological process, a temporary feeling that blurs the difference between consumer expectations and perceived performance. At the same time, it depends on the situation in front of the product. (Rashad, 2000, 169)

1-5: The importance of customer satisfaction

Customer satisfaction is essential in improving a company's financial performance.

For example, achieving greater customer satisfaction can lead to greater customer loyalty, higher purchase frequency, higher gross margins, lower acquisition costs, higher long-term returns, and improved cash flow. Customer importance is the most critical indicator of an

institution's future profitability because it is positively correlated with return on capital and market share. Suppose the overall customer satisfaction with the organization is high. In that case, it indicates that the organization has succeeded in satisfying customers to a certain extent, thereby generating loyalty towards them, and satisfied customers are significant. On average, three people told dissatisfied customers. Tell an average of eleven (11) people about their experience with excellent service. (Hussein, 1999, 176)

The second topic: the practical side

Introduction:

This study aims to determine the role of digital marketing in customer satisfaction and loyalty from the perspective of employees of Zain Telecommunications Company in Iraq. This section presents the results from sample members' responses to the research instrument.

2.1 Description of Zain Telecom Iraq

It is one of the leading telecommunications companies in Iraq. The company was founded in 2003 and is part of Zain International Group, one of the largest telecommunications companies in the Middle East and Africa.

Zain Iraq supplies various communications products and solutions as well as telecom and IT services. This brand offers various services such as mobile phones, landline and mobile phone internet, data and international roaming and business and enterprise solutions. Zain Iraq perfectly ushers in solid and reliable communication networks almost through all Iraq ranging from rural to urban areas. Besides that, it introduces the top-notch communication technologies: 4G and 5G, ensuring the opportunity to benefit from the ultra-fast connection speeds as well as all the associated advantages. In addition, Zain Iraq attaches great importance to providing excellent customer service and satisfactory experience to its subscribers. The company offers a variety of services to its customers, including electronic payment services, self-service management mobile applications, and 24/7 technical support services. Zain Iraq is working hard to develop and improve its services to enable customers to take full advantage of modern technologies in the field of telecommunications. In addition, the company is committed to supporting local communities through social, environmental, and cultural initiatives.

2.2: Research Community

Representative of the study population (managers, department heads, and employees) of Zain Telecom in Iraq.

- **Research Sample**

The study was restricted to a sample of company employees, and a stratified random sample of 225 employees was selected. Table (1) shows the characteristics of the study sample

Table (1) Characteristics of the study sample

figure	Variable	Category	Number of sample members	Percentage %
2	Sex	male	120	53%
		Female	105	47%
Total			120	100%
3	Age Group	Less than 30 years	70	31%
		31 – 40 years	45	20%
		41 -50 years	50	22%
		Over 50 years old	60	27%
Total			225	100%
4	Qualification	Bachelor	110	49%
		Higher Diploma	52	23%
		Master	33	15%
		Doctor	30	13%
Total			225	100%

• **Stability of the study instrument**

The stability of the research instrument was confirmed by calculating the Cronbach alpha coefficient. Table (2) shows the value of the stability coefficient for each axis and the number of paragraphs belonging to each axis. Considering the value of Cronbach alpha coefficient, it was found that all values are more significant than (0.7), indicating that the research tool is stable and the research instrument was created, prepared, and evaluated acceptably and achieved the research objectives.

Table (2): Honesty coefficient for measuring the study tool

Axis	Dimension	Number of ferries	Believe the axis
Digital Marketing	Research Marketing	5	0.766
	Social Media Marketing	5	0.734
	Email Marketing	5	0.864
	Mobile Marketing	5	0.784
Overall coefficient		20	0.956
Customer satisfaction		10	0.976

Source: Prepared by researcher based on the SPSS program

2.2 Study Results and Discussion

• **Axis Sales Analytics (Digital Marketing)**

Table (3): Arithmetic mean and standard deviation (Research Marketing)

No.	Dimension	Arithmetic mean	Standard deviation	Rank
1	Using keywords in search engine marketing campaigns can help increase campaign effectiveness	3.90	0.729	2
2	Ad Quality in Search Engine Marketing Campaigns Impacts Campaign Success	3.42	1.092	5
3	The relevance of ads to targeted keywords increases the effectiveness of search engine marketing campaigns	3.74	0.809	3

4	Ad placement on search results pages affects click-through rates and achievement of intended goals	3.95	0.792	1
5	Data analysis related to research marketing campaigns helps improve results and achieve marketing goals	3.67	0.952	4
arithmetic mean rate		3.736	0.683	

Source: Prepared by researchers based on the SPSS statistical program

Table (3) shows that the dimension (search marketing) reaches the arithmetic mean (3.736) and standard deviation (0.683). The paragraph reads: "The ad's position on the search results page affects the click percentage." "Achieving the desired goal" gets the highest value in the arithmetic mean because, at one standard deviation (0.792), its value is (3.95). The paragraph "The quality of advertising in research marketing activities affects the success of the campaign" obtained the lowest arithmetic mean value, reaching (3.42), with a standard deviation of (1.092), indicating that the quality and relevance of advertising have a significant impact on research marketing Campaign success to understand and improve research marketing strategies.

- **Dimension (Social et al.)**

Table (4): Arithmetic mean and standard deviation (social media marketing)

	Paragraphs	Arithmetic mean	Standard deviation	Rank
1	The quality and effectiveness of content shared on social media affects the success of marketing campaigns conducted through these platforms	3.91	0.774	4
2	User interaction with content shared on social media sites contributes to the success of marketing campaigns through these platforms.	4.40	0.579	1
3	Targeting the right audience on social media sites can help increase the effectiveness of marketing campaigns across these platforms	4.39	0.536	2
4	<i>The ability to measure marketing campaign performance on social media sites helps improve results and achieve marketing goals</i>	4.19	0.508	3
5	<i>Companies interacting with customers through social networks help build good customer relationships and enhance trust and loyalty</i>	3.88	0.764	5
arithmetic mean rate		4.15	0.470	

Source: Prepared by researchers based on the SPSS statistical program

Table (4) shows that the arithmetic mean of the dimension (Social et al.) reaches (4.15). The standard deviation is (0.470) since the paragraph "Users' interaction with social network websites contributes to this" marketing activities through these platforms. The success rate" reached the highest arithmetic mean, reaching (4.40), with a standard deviation of (0.579). In contrast, the paragraph reads: "Organizations interacting with customers through social networks" helps build good customer relationships. "Customer relations" and "Enhancing trust and loyalty" had the lowest value. The arithmetic mean reached (3.88), and the standard deviation was (0.764). Based on these findings, by improving the company's interaction with customers and promoting interactions with them on these platforms, Effective communication may potentially improve social media marketing.

• **Email Marketing**

Table (5): Arithmetic mean and standard deviation (email marketing)

Paragraphs		Arithmetic mean	Standard deviation	Rank
1	Email is an effective way to communicate with customers.	3.82	0.764	2
2	Valuable and exciting marketing emails	3.61	0.722	4
3	Having trust in companies that send marketing emails	3.99	0.798	1
4	It is easy to unsubscribe from a marketing email list	3.57	0.714	5
5	Marketing email increases customer interaction with the brand and its products	3.74	0.749	3
arithmetic mean rate		3.746	0.749	

Source: Prepared by researcher based on the SPSS program

Table (5) shows that the dimension (email marketing) reaches the arithmetic mean with a value of (3.746) and a standard deviation of (0.749). It turns out that sales (trust in companies that send me marketing emails) achieve the highest arithmetic mean, reaching about (3.99) with a standard deviation of (0.798). In contrast, sales (es) are easily removed from marketing email lists. Unsubscribe)). The arithmetic mean is approximately (3.57), and the standard deviation is (0.714).

• **Mobile Marketing**

Table (6): Arithmetic mean and standard deviation (mobile marketing)

Paragraphs		Arithmetic mean	Standard deviation	Rank
1	Mobile marketing provides a convenient and convenient customer experience	3.88	0.923	1
2	Mobile ads are intrusive and annoying	3.82	0.959	4
3	Mobile marketing helps improve your personalized shopping experience.	3.83	0.757	3
4	Mobile marketing messages are not attractive.	3.84	0.812	2
5	Using mobile marketing helps businesses build better relationships with customers.	3.52	1.216	5
Arithmetic average average		3.778	0.933	

Source: Researcher preparation based on the SPSS program

In Table (6), the dimension (mobile marketing) has an arithmetic mean with a value of (3.778) and a standard deviation of (0.933). It was found that sales (mobile marketing provides a pleasant and convenient customer experience) reached the highest arithmetic mean, which is about (3.88), and the standard deviation is (0.923). In contrast, sales (using mobile marketing helps enterprises establish a good customer experience) achieved the highest arithmetic mean. Build better relationships with customers). The arithmetic mean is approximately (3.52), and the standard deviation is (1.216).

• **Customer satisfaction and loyalty**

Table (7): Arithmetic mean and standard deviation: competitive advantage

No.	Dimension	Arithmetic mean	Standard deviation	Rank
1	The company responds quickly and efficiently to customer inquiries and questions	4.03	0.574	3
2	The company follows ethical policies and practices at work	4.20	0.592	1
3	The company provides innovative and advanced solutions based on customer needs	3.91	0.587	4
4	Customers are satisfied with the professionalism and efficiency of the company's staff	3.90	0.767	5
5	The company provides after-sales service and related technical support.	3.87	0.705	8
6	Customer satisfaction with the company's shopping experience and purchasing process	3.90	0.795	6
7	The company provides personalized and tailor-made services based on individual needs.	3.89	0.584	7
8	The company provides convenient and flexible payment methods	4.07	0.618	2
9	<i>The company keeps its promises and fulfills its obligations to customers</i>	3.50	1.031	10
10	<i>Company commitment to customers</i>	3.71	0.645	9
arithmetic mean rate		3.898	0.690	

Source: Prepared by researcher based on the SPSS program

In Table (7), it is found that the arithmetic mean of the customer satisfaction and loyalty axes reaches (3.898), and the standard deviation is (0.690). The paragraph (The company follows ethical policies and practices at work) received the highest arithmetic mean since reaching (4.20) with a standard deviation of (0.592). In contrast, the paragraph (The company adheres to its promises and commitments to its customers) received the lowest arithmetic mean the mean since it reaches (3.50) and has a standard deviation of (1,031). Different reviews indicate that the company may need extra focus and effort in certain areas to achieve customer satisfaction.

2-4: Hypothesis testing

The first hypothesis states that a positive relationship exists between various dimensions of digital marketing (search marketing, social media marketing, email marketing, mobile marketing) and customer satisfaction and loyalty at a significance level of less than 0.05.

Table (8) shows the correlation coefficient between digital marketing and customer satisfaction.

Independent variable Digital Marketing	Research Marketing	Social Media Marketing	Email Marketing	Mobile Marketing
Dependent variable				
Customer satisfaction and loyalty	0.594	0.582	0.559	0.574
Morale level	0.000	0.000	0.000	0.000

Source: Prepared by researchers based on the SPSS statistical program

Table (8) shows that the correlation coefficient (0.594) between dimension (research marketing) and customer satisfaction and loyalty is positive, and the positive correlation reaches a significant level (0.000). Although the dimension (electronic communication marketing), as well as customer satisfaction and loyalty, are at a substantial level (0.000), the correlation between them is positive (0.582). This dimension (email marketing) is also positively related to customer satisfaction and loyalty, as the value of the correlation coefficient (0.559) is at a significant level (0.000). Although the dimension (Mobile Marketing) as well as Customer Satisfaction and Loyalty had a positive value (0.574) at the significance level (0.000), the researcher derived from these results the acceptance that there is a correlation between the dimensions of Digital Communication Marketing Assumptions (Research et al., Mobile Marketing) and Customer Satisfaction and Loyalty with Ethical Levels Below (0.05).

• **Second hypothesis: There is a significant impact between various dimensions of digital marketing (research marketing, social media marketing, email marketing, mobile marketing) and customer satisfaction and loyalty, and the significance level is less than 0.05**

Table (9) shows the impact of digital marketing in various dimensions, including customer satisfaction and loyalty.

Independent variable Digital Marketing	Customer satisfaction and loyalty						
	α	β	R ²	A R ²	T	P	F
Research Marketing	0.259	0.099	0.565	0.595	0.607	0.003	92.492
Social Media Marketing		0.265			3.598	0.000	
Email Marketing		0.236			2.628	0.001	
Mobile Marketing		0.294			1.673	0.004	

Source: Prepared by researchers based on the SPSS statistical program

1. From the results in Table (9), the researcher realizes that the (F) test value (92.492) calculated by the model is at the significance level (0.000)
2. The researcher records the values of the model explanatory coefficient (0.565) and modified explanatory factor (0.595) as the combination of digital marketing dimensions (research marketing, social media marketing, email marketing, and mobile marketing). I could explain (59.5%) the variation in customer satisfaction and loyalty. In comparison, the remaining percentage (48.5%) was due to other variables that did not fall into the laboratory model, which, from the researcher's perspective, Strongly and reliably explains customer satisfaction.
3. A positive effect (research marketing) was found, and the impact and calculated value (T) (0.607) of the significance level (0.003) was (0.099). The effect of the dimension (social media marketing) is (0.265) at the significance level (0.000) and the calculated value of (T) (3.598), and the positive effect of dimension (email marketing) (0.236) at the significance level (0.001) and the calculated value of (T) (2.628). The positive impact of dimension (mobile marketing) is (0.294) on the significance level (0.004) and calculated value (T) (1.673).

In conclusion:

Based on the study, the researchers reached vital conclusions, including:

1. It has been proven that increased customer satisfaction leads to increased loyalty and continuity of their business relationship with the company.
2. Product or service quality and reliability are among the most important factors affecting customer satisfaction.
3. It is proven that good and excellent customer service plays a vital role in increasing customer satisfaction and loyalty.
4. There is a close connection between effective communication with customers and customer satisfaction and loyalty.
5. Research shows that companies that offer innovative solutions and stay abreast of the latest developments in their industry have higher levels of customer satisfaction.
6. Providing value to customers through a unique product or service is critical to customer satisfaction.
7. Research confirms that companies with ethical policies and practices have higher customer satisfaction and trust.

Suggestion

Based on the study conclusions, the researchers made recommendations that can be adopted:

1. The company must be committed to providing high-quality and reliable products or services. This can be achieved by reviewing and improving processes and leveraging industry best practices.
2. Employees who deal with customers should receive ongoing training and development. You must possess the skills and knowledge to provide quality service and resolve problems effectively.
3. Communications is an integral part of customer-company relationship development. To achieve this, companies need to reach their customers in diverse ways such as through use of emails, phone calls, or social media platforms. The solutions should be instant and concise enough to provide the answers to any problem or questions that a client has.
4. The company holds the key to be innovative and develop all the time to understand what the client requires. This could be attained through researching and developing new applications, garnering customer responses and taking this feedback into consideration in product / service improvements.
5. Employees should work in a proper and pleasant way at the counter. This could be made true by customers addressing them by name, keeping their confidential information in the safety, and fulfilling their needs.
6. The company embraces values of ethics and integrity in all its built-in spheres. The organizations need to adhere to high integrity principles and communicate with customers in a clear and sincere manner.

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