

DOI: 10.5281/zenodo.122.126115

THE IMPACT OF DIGITAL MARKETING SERVICES ON GAINING CUSTOMER SATISFACTION IN JORDANIAN BUSINESS ORGANIZATIONS

Marwan Al Salaimeh^{1*}

¹Digital Marketing Department, School of Business, Jadara University, Irbid, Jordan, Email: m.salaymeh@Jadara.edu.jo, <https://orcid.org/0009-0001-9990-7889>

Received: 07/11/2025
Accepted: 22/11/2025

Corresponding Author: Marwan Al Salaimeh
(m.salaymeh@Jadara.edu.Jo)

ABSTRACT

Gaining customer satisfaction and loyalty with digital marketing services, One of the main goals of business organizations. It has also been considered a very important for any organization; and despite Although consumers of digital marketing services are divided into employees, employers, the public, industry and the wider community, business customers are considered the most important type of customers. Therefore, digital marketing services and tools have become a strategic competitive tool as a result of the emergence of various electronic marketing platforms. The purpose of this research is to determine the extent to which digital marketing services affect customer satisfaction in business organizations, and to measure the level of satisfaction of business organizations' customers with regard to the digital marketing mix provided by business organizations. and using methodology Quantitative research to conduct this study and achieve its objectives, data was collected from a number of business Jordanian organizations, with the participation of 230 Participants, from customers of Jordanian business organizations, contributed to the sample. Survey questionnaire tool in data collection, and application of the method SEM-PLS in analytical procedures for the pilot study. The results revealed when studying the impact of business organizations' use of digital marketing services on gaining customer satisfaction in a number of Jordanian business organizations, it was found that adopting a marketing approach Digital has a direct impact on gaining customer satisfaction in business organizations. Digital marketing services are seen as accounting and institutional objective of the organization, next to assessing customer satisfaction of business organizations as a means of continuously adapting to business needs and requirements. The success of digital marketing services in Jordanian business organizations commonly depends on developing a digital marketing database to identify and measure the elements that are important to customers, represented by: Attraction, Interaction, Keep, Learning, And communication), As a means of developing strategies gain customer satisfaction to purchase products and services from Business Jordanian organizations through marketing its products and services through various digital media. With that Support Study results effect Business organizations use digital marketing services to support customer satisfaction in business organizations.

KEYWORDS: Digital Marketing - Marketing Services - Marketing Mix - Customer Satisfaction - Business Organizations - Jordan.

1. INTRODUCTION

Significant developments and changes in the field of information and communications have led to the creation of new and innovative ways to meet the needs and desires of consumers. The most prominent of these changes is the tremendous growth in the field of the Internet and digital commerce.

As consumers increasingly use these technologies, digital commerce and digital marketing are expected to flourish. Digital marketing campaigns are becoming more widespread and efficient, as digital platforms are increasingly integrated into marketing plans and daily lives.

There has been a tendency for people to prefer using digital devices rather than going to physical stores. In the shadow of The Situations Competitiveness in the market, transforming communication channels from traditional communication to digital has become the main function of companies, especially in marketing communication channels.

(Hallatu et al, 2019). Many media are addressed in digital channels, including marketing through mobile communication channels and other advertising media in introducing brands and benefits. It is Pointed by (Ilyas et. al., 2022) that Improving marketing strategies can be done through the Internet and information technology; this also allows for a great expansion of the business.

Customer satisfaction is the central part as it is one of the most important goals to every company builds long-term relationships with consumers who are focused on as a top priority. Customer satisfaction can be expressed by comparing consumer expectations and quality performance. Product or the service he gets (Octaviannand et al, 2017).

When actual performance meets expectations, those expectations will be confirmed and will lead to customer satisfaction. Who is basis for successful business and leads to repeat purchases and brand loyalty.

Study (Harisman et al, 2021) considered Customer satisfaction is a series of positive impressions that customers have or trends in the customer buying experience or Consumption results from comparisons between customer expectations and the direction of the product or service (Ilyas et. al., 2020).

Another definition, customer satisfaction, is the function of customer trust that they are treated

fairly. Customer satisfaction will be felt from customers returning to purchase or use a company's products and services (Jeon, 2009).

Digital marketing is one of the biggest drivers of customer loyalty in the digital age. It shows effects on both the behavioral and attitudinal components of customer loyalty, which means increasing the level of customer engagement with the brand and, at the same time, increasing their intention to purchase.

Digital marketing, if implemented effectively and efficiently, leads to increased customer satisfaction who become loyal customers based on their satisfaction experience. Therefore, organizations need to pay great attention to digital marketing in order to improve customer loyalty.

However, ensuring the positive impact of digital marketing on customer loyalty depends on critical factors required for the success of digital marketing such as digital content and digital capabilities.

Organizations need to ensure that their digital content and digital capabilities are adequate to create, communicate and distribute value to customers. (Anber, 2022).

The impact of digital marketing on consumer behavior and customer satisfaction is one of the important factors in completing and making an advertising campaign for any product or service successful.

The more satisfied the customer is with the product or service, the more it contributes to increasing the level of profits for the company. This requires business organizations to understand consumer behavior, which is a fundamental pillar in the success of companies and maintaining their position permanently.

Therefore, it aims to this is amazing. The current research paper discusses the function of Digital marketing services, and its ability to influence customer satisfaction.

Therefore, the research question that will be addressed in this research work can be formulated as follows: How much can digital marketing services impact customer satisfaction?

How much an important relationship between each of business organizations use digital marketing services to gain customer satisfaction?

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Digital marketing services have been successfully used by many businesses to communicate and meet the needs and desires of

their customers. Digital marketing services have become an important part of every business to promote interest and educate customers about the products and services offered.

Digital marketing is marketing that is done using all possible digital platforms using technology and the internet. In today's world, digital marketing is important because it is cost effective, increases awareness, and the queries raised by consumers are answered by businesses quickly through digital media.

Digital media companies are constantly improving themselves and trying to create a good image of the product.

Digital marketing is growing as the number of people using the internet increases. Keeping this in mind, businesses can increase their customer base and build on the existing satisfaction among their existing customers.

Example of this social media allows a company to interact with an online community and allows a company to connect its brand with the right audience, creating an online community for the brand and its supporters.

As Permission-based email marketing can give the highest ROI of any marketing activities. Search engine marketing provides customers with vital information about a company.

According to (Oladipupo, 2021) Customer satisfaction is a measure of a customer's likelihood of repeating business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a company.

A satisfied customer will want to experience the service that meets their needs again and will be loyal to the brand as well. Male (Lone, 2023) that customer satisfaction is the act of consistently choosing one company's products and services over its competitors.

When a customer is loyal to one company, they are not easily influenced by price or availability because they prefer to pay more and be assured of the same quality of service and product they know and love.

Therefore, customer satisfaction is the result of a company consistently meeting and exceeding customer expectations.

Marketing Digital is Promote services or products through all possible digital stages. It offers advertising and marketing done through digital channels, especially online. It helps in marketing Business Online, such as Engines

Search, social media, Paid Channels, Search Engine Marketing, Mobile Marketing, and marketing via websites and Email (Baranidharan, 2023).

According to a study (Baranidharan, 2023) Then The impact of digital marketing on purchase intentioned Moderate impact, marketing managers are encouraged to work with the most influential digital marketing platforms, such as social media. Social, the enormous benefits and impact that may result from it.

Marketing using it Marketing products or services via digital technologies, Primarily the internet, but also mobile, display advertising, and other digital media activities such as search engine optimization, social media marketing, email marketing, content marketing, influencer marketing, etc.

Therefore, the study formulated the following research hypothesis:

H1: There is a positive relationship between the use of digital marketing services by business organizations and the extent of their impact on gaining customer satisfaction in a number of Jordanian business organizations.

H1: There is a positive relationship between the use of digital marketing services by business organizations and their impact on gaining customer satisfaction.

Previous studies support this path. Al-Alshare (2024) found a significant association between key online marketing dimensions (attraction, interaction, retention, learning, and communication) and customer satisfaction.

Digital marketing has become essential due to rapid technological changes and the shift toward virtual business environments.

Similarly, Salam, (2021) confirmed that digital marketing—particularly its retention, learning, and communication dimensions—plays a central role in achieving customer satisfaction. Al-Ibrahim et al. (2020) also emphasized that digital capabilities and digital media enable organizations to reach, engage, and retain customers, which strengthens customer loyalty

Customer satisfaction in this study includes overall satisfaction, Net Promoter Score, customer experience, and repurchase intent. The literature consistently shows that advanced digital technologies enhance marketing effectiveness, increase competitiveness, and improve customer satisfaction. Therefore, prior research provides strong support for proposing H1 as part of the study's conceptual framework.

H2: There is a positive relationship between

business organizations' use of digital marketing services and customer satisfaction dimensions, which are: (Overall Satisfaction, Net Promoter Score Customer experience, and repurchase intent) In a number of Jordanian business organizations.

Digital marketing has quickly shifted from being a less important activity to becoming the main strategic function of business organizations.

It is now seen as a key method for reaching customer satisfaction, with high-level sales leaders putting digital marketing first when looking at new technologies (Alnawafleh et al, 2024).

The growth of e-commerce has made customer satisfaction and loyalty even stronger because there are more digital links between buyers and sellers (Al Daabseh & Aljarah, 2021).

As noted by Al-Alshare (2024), digital marketing includes those communication tools that build brand value using websites and mobile devices as interfaces. It depends mostly on the Internet and other forms of digital media for advertising products and services.

In like manner, Sabeeh et al. (2024) define digital marketing as the electronic data and applications used in planning and implementing pricing strategies for distribution support both the goals of the organization and the customer.

Digital marketing consists of several key dimensions:

- Attraction: Encouraging customers to visit digital platforms and engage with brand content.
- Interaction: Involving customers in the marketing process and learning their preferences.
- Communication: Building trust and maintaining relationships through multi-channel communication.
- Learning: Using digital tools to collect customer data and enhance marketing performance.
- Retention: Maintaining long-term customer relationships by delivering valuable and interactive content.

As consumer behavior continues to shift toward digital consumption, understanding these dimensions becomes increasingly important.

Digital marketing services are broader and more effective than traditional methods, helping organizations reach new customers and enhance customer satisfaction.

H3: There is no significant relationship between

the use of digital marketing services by business organizations and the extent of their impact on gaining customer satisfaction in a number of Jordanian business organizations.

The hypothesis states a null relationship, presuming that the application of digital marketing services may not significantly impact the level of satisfaction of customers.

Even though digital marketing has assumed great importance in contemporary business environments, its efficacy varies from organization to organization based on several above-mentioned factors related to implementation quality and extent of customer engagement, technological readiness, and competitive landscape Alkufahy et al, (2024).

In some contexts, the situation describes organizations applying digital marketing tools without substantial results in customer satisfaction due to inadequate integration and weak content strategies as well as insufficient interactions with customers Qawasmeh et al, (2024).

By testing this null hypothesis, it seeks to identify whether digital marketing services have a statistically significant effect on customer satisfaction or otherwise, their influence is minimal in the Jordanian business context.

3. METHOD

The current research is based on the methodology Quantitative research To conduct this study and achieve its objectives.

This approach aims to address the sample's views on the relationship between business organizations' use of digital marketing services and gaining customer satisfaction.

The conceptual framework is shown in Figure (1) of the hypothesized research data sets. The framework shows that the independent variable (business organizations' use of digital marketing services with five Sub-variables

Represent his methods and services) which is assumed to be related to and predict the dependent variable (customer satisfaction gain).

In addition, it is assumed that digital marketing services Significantly supported the relationship between organizations' use of digital marketing services and customer satisfaction.

The study sample included a number of Jordanian business organizations.

The study used the appropriate sampling method for data collection purposes that facilitates access to the target sample and collecting sufficient responses. (Etikan, 2017).

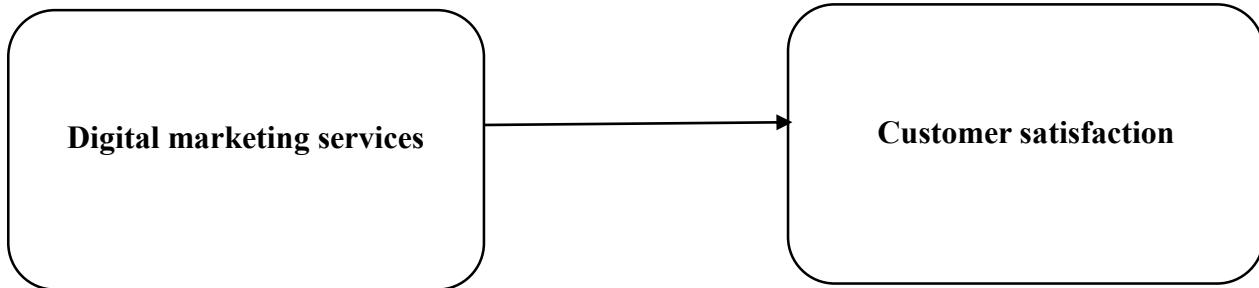


Figure 1: Study Model.

The study also increased the scope of participation by involving relevant participants representing the research sample from different universities to enrich the study results. Using the survey questionnaire approach in data collection and through reviewing the relevant literature, a research tool was developed based on previous relevant studies. Moreover, before distributing the questionnaire, a group of experts (faculty members from Jordanian business organizations) conducted a review of the questionnaire to verify the validity of measuring the variables. The experts made a number of amendments and recommended changes that included adding new items and reviewing other items. The data collection time frame was extended by several weeks, with a total of 230 customers of business organizations in a number of Jordanian business organizations.

The independent research variable (business organizations' use of digital marketing services) was measured through five sub-variables, which are: (Attraction, engagement, retention, learning, and communication). All these sub-variables were measured by validated items adapted from relevant literature, for example the following studies:

(Al-Alshare, 2024; Ayodeji Awokunle, 2021). Using a Likert scale of five the scores were rated as (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree), and were often coded with unique codes for analysis purposes.

The survey instrument was reviewed and modified to meet the purpose of the study, and enhance understanding of participating business organizations' customers. In addition, the measures included a number of common measures to ensure the relevance and validity of their content to achieve the study objectives. The sources of these indicators were expanded to focus on the dimensions of the impact of business organizations' use of digital marketing services, as business organizations are different and require clear measurement of the factors that and wealth on customer satisfaction. In addition,

traditional validation procedures were used, including construct validity, content validity, and statistical procedures, like: Measure reliability and draft items before distributing them to participants.

Using the partial least squares structural equation modeling (PLS-SEM) approach, the study conducted the main analysis procedures, which includes various statistical tests such as path coefficients, validity and reliability of measurements. This approach is highly recommended for use in marketing studies, due to the many important tests and analytical procedures that can be provided and provided in this method (Hair et al 2019). The suggestion to use this approach comes from the advantages that modern research enables to analyze many variables together. The empirical results also recommend incorporating this analysis into marketing science studies, given the tests of validity and reliability provided in PLS-Program SEM (Hair et al 2019). However, the current research aims to analyze two main common types of models called measurement model and structural model. The measurement model is mainly used in studies in order to validate the model in question and test the reliability of indicators, through different types of validity, like: Convergent validity, on the other hand, is the structural model used to test the hypothesized research model (Hair et al, 2017).

4. RESULTS

The results of the study were presented using program3SmartPLS which is generally used in this type of study. The approach provides SEM-PLS main statistical results also help the research to provide good views on the results of the study. Hence, this study used this method because of the ability to analyze these views and process the data properly through sets of procedures such as types of verification (Sarstedt et al, 2016). Moreover, the PLS-SEM approach also demonstrates a better understanding of the issues being addressed in the research works and can deal with complex

problems within a single research model (Hair et al, 2017). In general, this study used two types of

models generally used in this analysis called the standard model and the structural model.

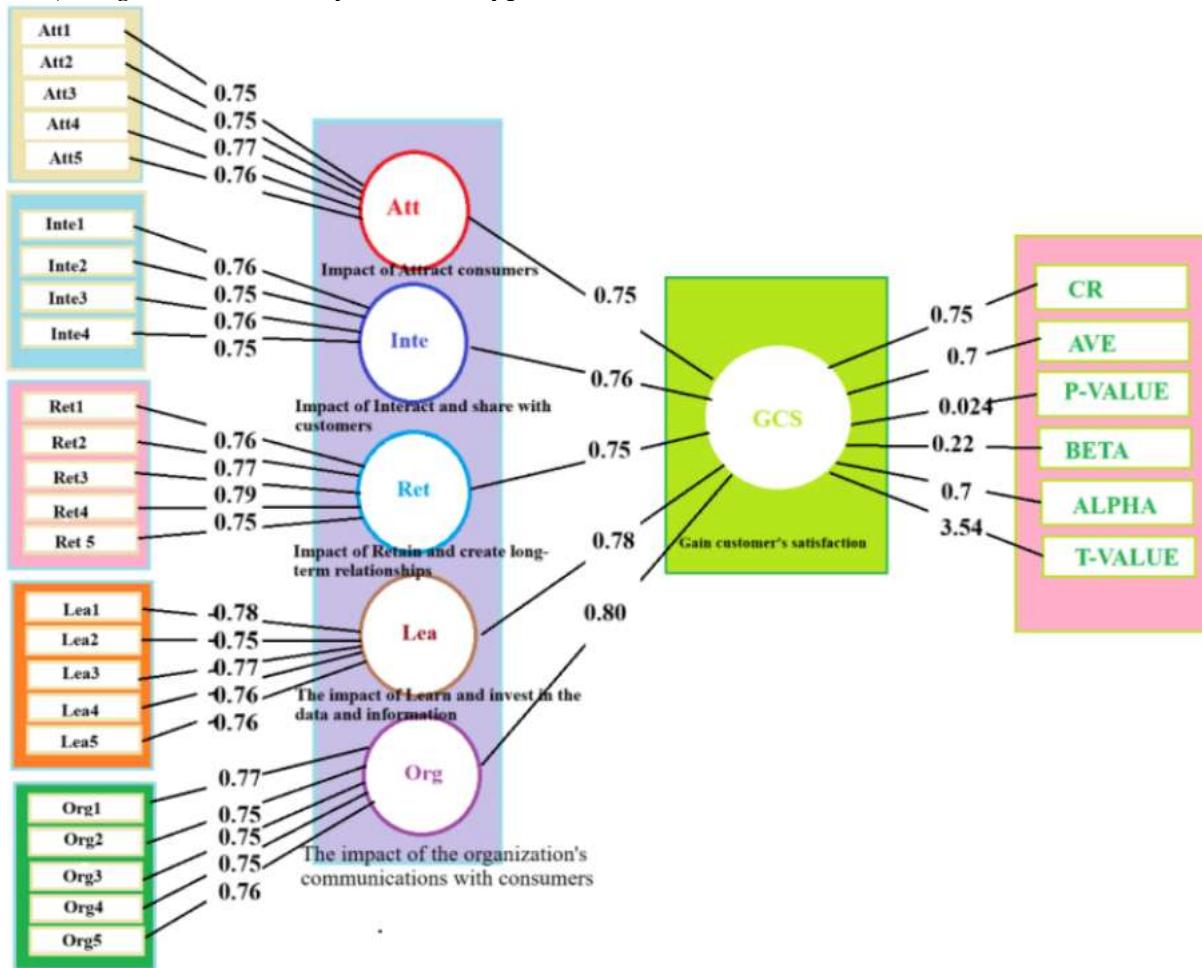


Figure 2: The Model in the Smart plus Program.

4.1 Evaluation of the Measurement Model

In general, the measurement model to be evaluated first requires validating the indicators to ensure their ability to measure the relevant constructs. It was suggested that (Hair et al, 2017) Some different statistical tests are used to conduct this analysis, for example factor loading of variables indicators that explain the variance of these indicators to measure these variables. The process of testing these indicators can be done through reliability which is calculated through a common approach called average Extracted Variance AVE The composite reliability CR and Cronbach's alpha in this analysis (Afthanorhan et al, 2020). The reliability of variables is an important aspect in analyzing the

measurement model, and therefore the current study conducts this analysis to check the reliability issues using PLS-SEM. Table (1) presents the results of this analysis which analyzed the convergent validity through AVE and CR. The results found good outputs for the measurement model and mostly achieved a satisfactory level. The results also indicated acceptable ranges between less than 0.50 and less than 0.70 respectively for convergent validity (Fornell, 1981, p40). The results of the measurement model also confirmed the stability and validity of the variables. A statement this form is about five indicators had low factor loadings (<0.70) but mostly good validity and reliability of the research variables (>0.50 and >0.70).

Table 1. Descriptive Statistics, Validity and Reliability.

Dimensions	Items	Mean	*SD	FL	Alpha	CR	AVE
Impact of Attract	Att1	0.722	0.023	0.065	0.76	0.75	0.71
	Att2	0.722	0.026	0.068		0.75	

consumers on Customer's satisfaction	Att3	0.732	0.028	0.066		0.77	
	Att4	0.70	0.026	0.070		0.76	
	Att5	0.705	0.025	0.065		0.75	
Impact of Interact and share with customers On Customer's satisfaction	Inte1	0.735	0.028	0.074	0.75	0.76	0.7
	Inte2	0.663	0.030	0.068		0.75	
	Inte3	0.689	0.027	0.070		0.76	
	Inte4	0.695	0.026	0.071		0.75	
Impact of Retain and create long-term relationships On Customer's satisfaction	Ret1	0.697	0.030	0.071	0.8	0.76	0.77
	Ret 2	0.713	0.031	0.071		0.77	
	Ret 3	0.736	0.042	0.082		0.79	
	Ret4	0.825	0.041	0.078		0.75	
	Ret5	0.891	0.040	0.073		0.75	
The impact of Learn and invest in the data and information on Customer's satisfaction	Lea1	0.824	0.019	0.065	0.82	0.78	0.77
	Lea2	0.814	0.018	0.064		0.75	
	Lea3	0.825	0.021	0.068		0.77	
	Lea4	0.888	0.023	0.072		0.76	
	Lea5	0.80	0.022	0.071		0.76	
The impact of the organization's communications with consumers On Customer's satisfaction	Org1	0.825	0.030	0.073	0.81	0.77	0.75
	Org2	0.881	0.022	0.065		0.76	
	Org3	0.852	0.019	0.064		0.75	
	Org4	0.832	0.020	0.068		0.75	
	Org5	0.80	0.018	0.072		0.76	
the total		0.069	0.07	0.077	0.77	0.76	0.77

*SD = standard deviation; FL = factor loadings.

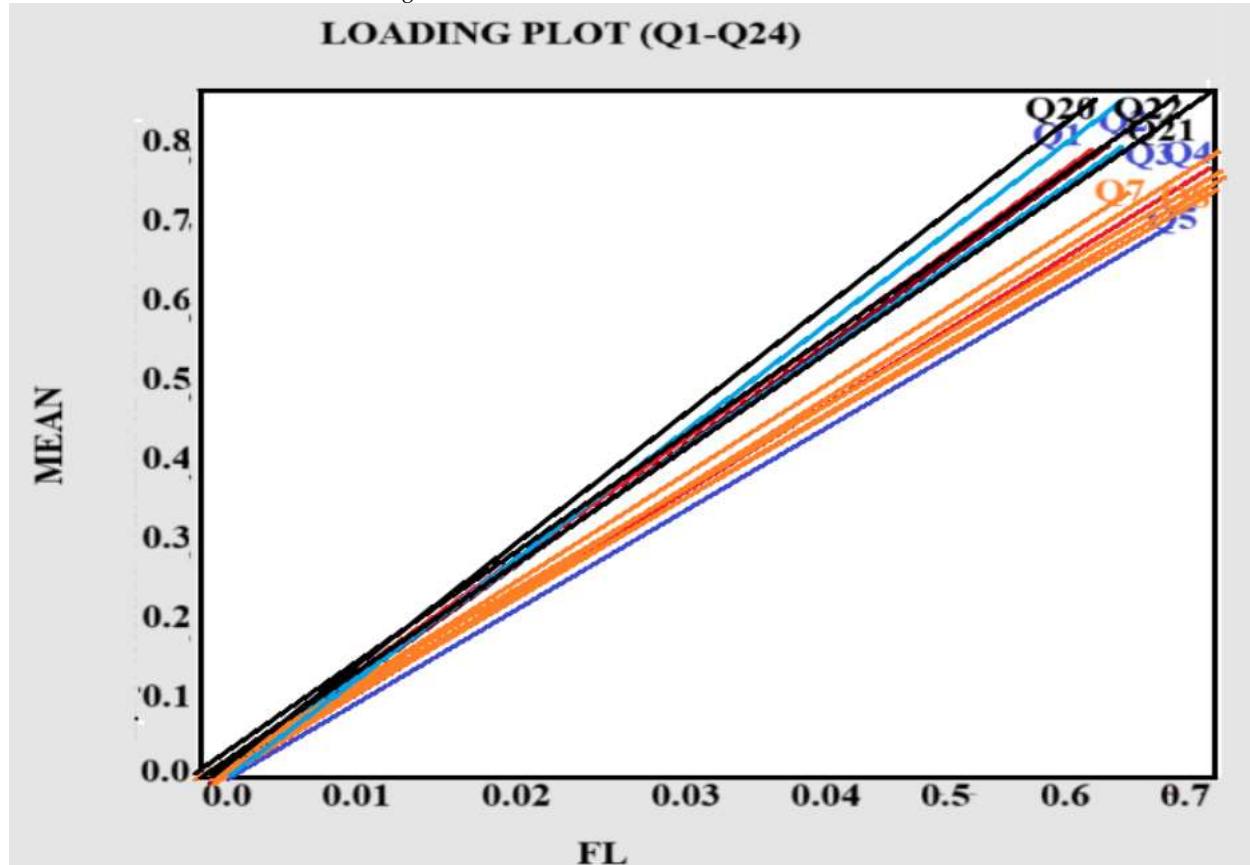


Figure 3: Shows The Loading Plot (Q1-Q24).

The study also examines a question of validity through another type of validity called discriminant

validity which is generally used to assess how research constructs relate to or represent unique

concepts. The study (Henseler et al, 2015) pointed that This validity procedure was implemented to verify this validity through the cross-loading approach. The study also conducted Critical analysis required is: Fornell-Larcker and Heterotrait-Monotrait (HTMT), which are considered important and indicate the associations of variables. The results in Table (2) and Table (3) were calculated by the square root of AVE. It is shown in the clear non-diagonal cells that the associations themselves were

more than with the associations of other variables (Fornell, 1981). Furthermore, the measurement model found good results for discriminant validity, so the study included another approach to HTMT. As another analysis process used to evaluate this validity. The results shown in Table (3) found that HTMT achieved a good threshold of (≥ 0.90) (Kline, 2015, p20), therefore, this satisfies the required analysis of the discriminant validity of HTMT.

Table 2: Fornell-Larcker Criterion.

Variables	Att	Inte	Ret	Lea	Org
Att	0.72				
Inte	0.56	0.74			
Ret	0.55	0.56	0.74		
Lea	0.45	0.58	0.58	0.77	
Org	0.55	0.55	0.5	0.41	0.76

Table 3: Heterotrait-Monotrait (Htmt) Ratio.

Variables	Att	Inte	Ret	Lea	Org
Att	1				
Inte	0.72	1			
Ret	0.65	0.75	1		
Lea	0.48	0.52	0.61	1	
Org	0.39	0.45	0.58	0.73	1

4.2 Structural Model Evaluation

The following model is the structure model. It represents the second stage of PLS-SEM analysis. The structural model evaluation process includes the main tests recommended and agreed upon by many different scientific works, and it is important to test the mentioned research hypotheses. (Hair et al, 2017) This important analysis process is mainly carried out in order to obtain the required results to enable a clear assessment of the quality of the model. In fact, this study relies on the main common results

conducted in this analysis such as path estimates, T value and P value to conduct a clear review and make a decision on the research hypotheses in terms of accepting or rejecting them. The analysis used the bootstrap approach as shown in Figure (1) to obtain the results of direct effects as shown in Table (4). The results found that the dimensions of digital marketing services, which are: (Attract, engage, retain, learn, and communicate.), had a significant impact on gaining customer satisfaction ($P < 0.05$), thus the results support all the research hypotheses concerned.

Table 4: Hypotheses Testing.

Hypotheses		Bita	T-value	P-value	Result
H1	Digital Marketing services→Gain customer's satisfaction	0.22	3.54	0.024	**Supported
H2	Digital Marketing services→Dimensions of Gain customer's satisfaction	0.31	4.24	0.0001>	Supported**
	R2 for Gain customer's satisfaction			0.74	
	Q2 for Gain customer's satisfaction			0.36	

This analysis should be examined more closely in

experimental studies Based on the analysis of the

coefficient of determination (R²) and the validated repeatability (Q²), the structural model appears to have good explanatory power and predictive ability. This suggests that the model can effectively explain the variance in the factors affecting university students' satisfaction and can be used to predict student satisfaction levels with some degree of accuracy. However, to further strengthen the validity of these findings, it is recommended to conduct further empirical studies with a larger and more diverse sample of students. This will help to ensure that the model is generalizable and can be applied to different populations. (Shmueli et al, 2019). To verify the quality of the model regarding its prediction, the study also analyzed the predictive value of Q²= For the dependent variable that is greater than zero, this confirms the analysis, and the result is shown in Table (4), which supports this assumption.

4.3 Moderation Analysis

The current study examined digital marketing

services as a mediator to predict the mechanism of the relationship between business organizations' use of digital marketing services and customer satisfaction. An analysis was conducted moderation in this study through the PLS-SEM approach which provides Broker Path Transactions with the main analysis outputs. They provide and give a clear decision about this type of analysis. By t-value and p-value, they point out that the statistical analyses used in most studies on accepting or rejecting the assumed moderation path. However, the results in Table (5) show that digital marketing services have positively and significantly supported the relationship between business organizations' use of digital marketing services and gaining customer satisfaction (0.05 =P). The results also revealed a mediating role for digital marketing services, and confirmed this role on its path. The impact of digital marketing services in this relationship was confirmed by the presented results, which are consistent with the research objective and expand the growing interests in addressing this variable in recent studies.

Table 5: Moderation Analysis.

Hypotheses		Bita	T-value	P-value	Result
H3	Digital Marketing services→Weakness of Customer's satisfaction	1.13	2.25	0.78	un Supported*

5. DISCUSSION AND INCLUSION

The study underscores the intricate and dynamic influence of digital marketing services on customer satisfaction among Jordanian business organizations. Earlier research has underscored the fact that digital marketing is a potent tool in enhancing communication with customers, fulfilling their needs, and boosting brand recognition. For instance, it has been demonstrated that online channels comprising social media, search engines, email marketing, and mobile marketing intensify the level of involvement between companies and their audiences thus building stronger relationships with target markets. Such information fits well into existing literature which places emphases that digital marketing is cheap to implement very interactive thus enabling quick response time to inquiries by customers (Oladipupo, 2021; Baranidharan & Suganya, 2023). Several studies further expound that customer satisfaction relies on positive experiences, perceived value, and how well the organization can meet or exceed the expectations of its customers. A satisfied customer shows loyalty by repeating the purchase and staying resilient to price changes, which means offering consistency and quality

through a trusted brand (Lone & Bhat, 2023). This finding is consistent with the theoretical perspective at a macro level that suggests achieving satisfaction through continuous value creation and service excellence.

It is important to note that while many studies have established a strong and direct relationship between digital marketing services and customer satisfaction, the findings of this study tend to slightly alter perceptions by indicating that such a relationship may not be strongly or directly existent within the Jordanian environment. This presents a major departure from most conventional findings at the international level. Some of the contextual factors that might be responsible for a weak or insignificant relationship at the Jordanian business organizations include, Variability in the quality of digital marketing- Certain firms might be devoid of strategic planning while others stick to rudimentary untargeted digital marketing practices. There is inadequate integration of digital platforms into the overall marketing strategy, thus limiting its possible effect on customer satisfaction. Customer expectations in the Jordanian market which might be more influenced by service quality, price fairness, or

interpersonal communications rather than only online engagements. Technological readiness of organizations-there digital infrastructure or skills are missing reduces the effectiveness that can be derived from digital marketing tools. This finding sits at the nexus of novelty and empiricism, hence establishing that the implementation of digital marketing will never be equivalent to raising customer satisfaction except in the presence of highly advanced, interactive, customer-oriented strategies within organizations. This disconfirms the popular assumption, heavily backed up by research globally, that digital marketing increases customer satisfaction.

Also, though past writings push the hope of tools like social media, search engine marketing, and permission-based email marketing to bring in high returns on investment and better customer ties, this study shows that such gains may not come about without steady managerial work, quality content, and ongoing audience engagement. Hence, it stresses the need for strategic change more than just taking on digital marketing tools. In summary, this study adds to existing knowledge by arguing that digital marketing's ability to drive customer satisfaction is highly contextual. Digital marketing remains an important tool and it has recorded benefits across the globe, but its impact in Jordan is dependent on the organizational capabilities, market characteristics, and quality of implementation roviding useful implications for managers striving to achieve higher levels of customer satisfaction through digital channels.

6. CONCLUSION

The study adequately met its major goal of assessing the relationship that exists between digital marketing service usage and customer satisfaction in business organizations within Jordan, with digital marketing playing the role of a mediator. This study has gone further to prove and validate the fact that there is significant positive influence emanating from digital marketing services towards the satisfaction

levels of customers. Results also indicated that it has assumed the status of a strategic competitive tool due to rapid growth in digital platforms as well as technological trends. It has equally found out that digital marketing mix effectiveness by organizations is highly influential in determining the level of customer satisfaction.

Key Theoretical Contributions

1. Affirms the positive impact of digital marketing services on customer satisfaction within the Jordanian business context.
2. Expands existing literature by demonstrating that digital marketing acts as a strategic competitive advantage, especially as digital tools evolve.
3. Highlights the mediating role of digital marketing services in enhancing the relationship between organizations and their customers.
4. Strengthens understanding of how technological changes drive new digital marketing strategies in emerging markets.

Practical Recommendations for Business Organizations

1. Design marketing strategies based on direct and continuous research into target market needs and behaviors.
2. Evaluate customer satisfaction using three core principles:
 - Marketers' expertise and adherence to original organizational context.
 - Effective management of customer expectations and perceptions.
 - Strong familiarity and competence in applying digital marketing tools.
3. Invest in advanced digital marketing platforms to maintain competitiveness and strengthen customer engagement.
4. Continuously update digital strategies to adapt to rapid technological changes and emerging digital trends.

REFERENCES

Afthanorhan, A., Awang, Z., & Aimran, N. (2020). An extensive comparison of CB-SEM and PLS-SEM for reliability and validity. *International Journal of Data and Network Science*, 44.

Al Daabseh, T. K. I., & Aljarah, A. (2021). The relationship between online sale and customer value co-creation: The mediating role of e-satisfaction and e-trust. *International Journal of Data and Network Science*.

Al-Alshare, F. A. (2024). Measuring the dimensions of digital marketing in gaining customer satisfaction: A field study on customers of Jordanian pharmaceutical companies and distributors. *Journal of Infrastructure, Policy and Development*, 8(8), 5796.

Al-Ibrahim, Houria, Maleki, Nadia Fatima Al-Zahraa, Kalal, Shaimaa. (2020). The impact of e-marketing on

customer satisfaction. *Conferences of Arts, Humanities and Natural Sciences*.

Alkufahy, A. M., Daoud, M. K., Alghizzawi, M., & Alfityani, A. (2024, May). Factors Influencing University Students' Satisfaction with Educational Marketing Tools on Websites. In *International Conference on Technology and Innovation Management* (pp. 9-15). Cham: Springer Nature Switzerland.

Alnawafleh, A., Qatawneh, N. A., & Al-Maatih, D. A. (2024). Strategies for success: A theoretical model for implementing business intelligence systems to enhance organizational performance. *International Journal of Advanced and Applied Sciences*, 11(5): 55-61

Anber Abraheem Shlash Mohammad (2022). The impact of digital marketing success on customer loyalty. In: Marketing i menedžment innovacij 13 (3).

Ayodeji, Awokunle (2021). Digital Marketing Effect on Customer Satisfaction: A Cross Sectoral Study in Nigeria, *IOSR Journal of Business and Management*, Volume 23, Issue 9. Ser. V (September).

Baranidharan, D. K., & Suganya, D. T. (2023). Satisfaction of Customers with Digital Marketing Services. *rrrj*, 2(2), 382-397.

Camilleri, Mark Anthony (2017). Market Segmentation, Targeting and Positioning, In book: Travel Marketing, Tourism Economics and the Airline Product, Theory and Practice Edition, Springer Cham, Switzerland.

Etikan, I., Bala, K. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal*.

Fornell, C., Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, No181.

Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, No12.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, No 311.

Hallatu, T. G. R., Palittin, I. D., & Umanailo, M. C. B. (2019). The Impact of Digital Marketing and Customer Perception Value Through Customer Satisfaction on Customer Loyalty at PT Catur Putra Harmonis Alauddin of Makassar Branch, Culture and Religion in Sasi Tradition. *Proceedings of the International Conference on Industrial Engineering and Operations Management*.

Harisman, D., Latief, A., Darti, D., Rimalia, W., Yusriadi, Y., Achmad, N., & Marbun, P. (2021). The effect of drug prices, facilities on customer satisfaction through service quality. *Proceedings of the International Conference on Industrial Engineering and Operations Management*.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, No431.

Ilyas, G., Rahmi, S., Tamsah, H., Munir, A., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchases intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9).

Ilyas, Ismaila Gunawan B., Yenni Kurnia Gusti, R. Endy Gunanto Marsasi , Yuliana Yuliana, Andries Leonardo , Chairun Nasirin (2022). The Impact of Digital Marketing and Customer Perception Value Through Customer Satisfaction on Customer Loyalty at PT Catur Putra Harmonis Alauddin of Makassar Branch, *The First Australia International Conference and Exhibition, Sydney, Australia*.

Jeon, M. (2009). Impact of Perceived Website Service Quality on Customer E-Loyalty on a Lodging Website. In ProQuest LLC.

Kline, R. B. (2015). Principles and practice of structural equation modeling 4th ed.. Guilford publications, New York, London.

Lone, R. A., & Bhat, M. A. (2023). Impact of product quality on customer satisfaction: Evidence from selected consumer durables. *The International Journal for Research Trends and Innovation (IJRTI)*, 6(4).

Octaviannand, R., Pandjaitan, N. K., & Kuswanto, S. (2017). Effect of Job Satisfaction and Motivation towards Employee's Performance in XYZ Shipping Company. In *Journal of Education and Practice*.

Oladipupo, Najeem. "Impact of digital marketing on customer satisfaction." (2021). research submitted to the department of marketing, faculty of management sciences, university of ilorin, ilorin, Nigeria.

Qawasmeh, F. M., Qawasmeh, E. F., Daoud, M. K., Alfityani, A., & Maali, H. (2024, May). The Impact of Environmental Analysis on Business Strategy: A Qualitative Approach. In *International Conference on Technology and Innovation Management* (pp. 345-353). Cham: Springer Nature Switzerland.

Sabeeh, Mustafa Naeem; Alaboodi, Ridha Kareem Sihab ; Al-ARAJL, Hussein Faisal Ghazi (2024). The Impact of Digital Marketing Dimensions on Customer Satisfaction, *International Journal of Innovative Science and Research Technology*, Volume 9, Issue 4, p868.

Salam, Mohamed Mohamed (2021). Measuring the impact of digital marketing dimensions in gaining customer satisfaction: An applied study on a sample of customers of the Egyptian General Company for Tourism and Hotels (EGOTH). *Trade and Finance*, 41(3).

Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, No 6910.

Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, No 5311.

APPENDIX (1)

Questionnaire Statements

X	Paragraphs	do not agree	I don't know	Agree
The impact of consumer attraction on customer satisfaction :The first dimension				
1	Adapting digital media, such as social networks, to meet the growing demands of their users			
2	Finding interesting content for customers to increase consumer repurchase intentions and loyalty			
3	Focus on the quality of services provided to consumers and continuous innovation and creativity			
4	That the organization's websites provide a fast delivery service for products or immediate performance of services			
5	Retain existing customers and acquire new ones			
The impact of customer interaction and engagement on customer satisfaction :The second dimension				
1	Using social networks to create and share content			
2	Finding social media campaigns and interactions that meet customer needs			
3	Create a positive and satisfying experience between customers and the company			
4	Show importance to customer opinions by acknowledging and acting on their opinions			
The impact of maintaining and building long-term relationships on customer satisfaction :The third dimension				
1	Enable customer-promoted trends like social media ads			
2	Planning to reach customers via email through smartphones, tablets and desktop computers			

3	The practice of optimizing a website to achieve the highest possible ranking in search engine results to encourage repeat customer engagement with a company or .brand			
4	Improving the site content, structure and layout of the company's website to differentiate itself in a competitive .market for customers			
5	Create a social media strategy to reduce customer loss			
The impact of learning and investing in data and information on customer satisfaction :The fourth dimension				
1	Mobile devices allow for accurate audience measurement, which increases customer loyalty to a company's .products and services			
2	Pictures speak louder than words and this applies to any successful email .marketing strategy			
3	The organization sends customers through email initiatives relevant products and services to deliver great .value			
4	Repeat searches every day to find content on the internet as marketers want their products to be .searchable online			
5	SEO for the organization to build off-site authority, i.e. build presence and relationships on external sites and .platforms			
The impact of organization's communication with consumers on customer satisfaction :The fifth dimension				
1	Mobile voice calls Use in personal With communication customers			
2	Using mobile messaging channels & SMS :such as Voicemail Get the desired customer service experience			

3	Using emails sent to your customer list that sales contain typically pitches reduces negative word of mouth			
4	By Use QR Codes providing codes to increase the customer's value lifetime			
5	Create continuous high By the quality content company improving its website based on the customer's opinion about the overall quality or image of the product, service or brand			