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ENHANCING CUSTOMER SATISFACTION THROUGH SOCIAL MEDIA

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Abstract

The purpose of this research is to determine the impact of utilizing social media to increase customer satisfaction. To address the study's questions and evaluate hypotheses, a quantitative technique was adopted to answer questions and to test hypotheses. About 500 questionnaires were distributed using the Simple Random Sample technique to achieve the research purposes in Jordan using Vitas Company as case study. 392 questionnaires were valid for analysis, based on the Statistical Package for Social Sciences (SPSS. V.25) and (AMOS) software. The findings of the research revealed that there is a significantly positive impact of social media usage on customer satisfaction. The research results confirmed the importance of using multichannel of social media to enhance customer satisfaction and increase their loyalty and recommended managers concentrate and maintain the use of social media for providing unique services and responding to customers' inquiries in a timely manner. Additionally, the research showed the need to expand the usage of Twitter and Instagram for marketing purposes, and seeking services that exceed customer expectations and recruiting and properly training qualified staff in the social media department. Finally, companies should pay attention to customers' opinions through comments on posts and social media chat messages, because it has a positive role in improving the customer feedback process.

Keywords: Social Media, Customer Satisfaction, Technology

1. Introduction

Information Technology (IT) plays a strategic role in enhancing business performance, where the pace of technological development in the manufacturing and service industries has accelerated dramatically. This is because IT helps businesses to think innovatively in order to give the best services possible to their clients, hence boosting their profitability (Sedalo *et al.* 2021). 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 and Liu, 2018). Furthermore, social media platforms contribute to the facilitation of user communication and experience sharing in order to improve marketing operations. Indeed, the massive communities in 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).

Social media is defined as a set of media and techniques targeting many members of society to enable them to communicate collaboratively and productively to satisfy their desires and needs (Bradley, 2010). Customers can select any social media platform by a particular company to follow and understand services they can offer, and provide access to services to the target user, i.e. the user whose desires, needs and requirements share with a particular service provided by a particular company, and social media provides the advantage of republishing comments written by other users about their views in a particular service, which is often the case with most social media (Jansen *et al.* 2009). The usage of social media allows customers to interact and communicate directly with these service providers, and this enables companies to interact with each customer personally (Tajvidi and Karami, 2021), thereby maintaining the confidentiality of their customers' information and data, creating a sense of protection while transacting with the business online, and leading to increased customer satisfaction. Thus, keeping their customer information and data confidentiality, providing a sense of security when dealing with the company electronically and contributing to improving customer satisfaction.

The study's primary objective is to investigate the influence of social media in increasing customer satisfaction. The research issue arises because of intense rivalry in the local market, as well as drastic changes in the external environment. The difficulty may be summarized in the following major questions: What is the level of the social media usage? What is the level of the customer satisfaction?

This paper is organized as follows: Section 2 presents literature review about social media and customer satisfaction whereas Section 3 discusses the theoretical framework of the study. Section 4 explains the methodology while Section 5 analyzes the results of the study. Section 6 discusses the results and finally, Section 7 concludes the paper.

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 *et al.* 2011). Nowadays, the majority of companies create profiles on social media platforms in order to engage with their customers via marketing and advertising (Kaushal, 2021). 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 capacity of all users to develop material that allows them to reach a larger audience can add to their social standing as relatives improving. Thus, the ability of users to communicate, this promotes cohesiveness and social cohesion (Rainie and Wellman, 2012).

There are numerous applications of social media in marketing, including the process of identifying existing and new customers to provide services that meet their needs, desires, and requirements. There are many uses of social media in the field of marketing, contributing to the process of exploring existing and new customers, to provide services that meet their needs, desires and requirements, and also contributes to communication with customers unlike traditional marketing methods that use limited and expensive ways of communicating between companies and their customers (Harrigan *et al.* 2021). By creating pages for companies that enable them to send a marketing and advertising message to customers, social media has provided dual contacts between companies and customers, so that the customer plays a big role in reviewing services leading to effective communication between companies and customers, by publishing customers their experiences and opinions about a particular service with other customers. With such approach, these media have had proven that customers trust the repeated and circulated responses of their friends on their list of friends, more than the traditional

advertising methods through opinions and publications about a service. Therefore, marketing process through these media must be implemented gradually in the corporate marketing plan and not be used as an alternative (Hajja and Stock, 2021).

2.2. The customer satisfaction

Clients are the main objective of any marketing process carried out by the company, because they are the foundation of success or failure of the company provided for a service. Therefore, it is necessary to upgrade the level of services provided and predict the needs and the requirements of customers so that companies meet them by providing services commensurate with the needs and requirements of their customers, which can lead to customer satisfaction and gain their loyalty and continuity of dealing with the company (De Marco *et al.* 2021). 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 that can achieve customer satisfaction (Awoke, 2015).

Consumer satisfaction may be described as the degree to which a customer comprehends a business's efficacy in delivering services that match his or her wants and criteria, and the customer draws a comparison between the anticipated and actual quality of the service acquired (Kotler and Dubois, 2000). Customer satisfaction is critical for developing customer loyalty to a business, since when a business delivers services that fulfill the customer's wants and criteria, it meets the customer's expectations. When a consumer is content with the direction of a specific service supplied by a business, people is more likely to continue and repeat the purchase transaction with that business (Chen and Quester, 2006).

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. Therefore, any 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. Companies try to achieve and earn customer satisfaction by providing high-quality services that match their expectations and requirements (Syafarudin, 2021). The customer is the ultimate beneficiary of the service and the final judgment of it, so that studies have shown that customers who are satisfied with the service of what transfers his experience to at least three people in order to provide advice to buy from the same service purchased, but the satisfied customer transfers his experience to more than twenty people, thus reaching that customer satisfaction is essential so that the satisfied customer repurchase the service from the same company and also attracts new customers for the company (Emami *et al.* 2021).

Customer happiness is critical for businesses, and as such, they must fulfill their customers' demands and desires by offering high-quality services that meet their expectations, while also taking into consideration the ways and procedures used by businesses to gauge customer satisfaction.

The concept of electronic satisfaction is the degree to which customer understands how effective the company is in providing its services, so that it meets its needs and requirements through electronic devices and technologies, such as social media. The concept of electronic satisfaction has many aspects that can be defined as the benefit of using a service, in which case the customer is concerned with the quality of the service, and the customer makes a comparison between the expected quality and the quality of the service purchased (Nasir, 2021).

3. Theoretical framework

This section extends on the paper's literature review by examining the impact of social media activity on customer satisfaction, with a particular emphasis on the following: 1. The extent to which social media contributes to customer satisfaction; 2. Determining the degree of customer satisfaction.

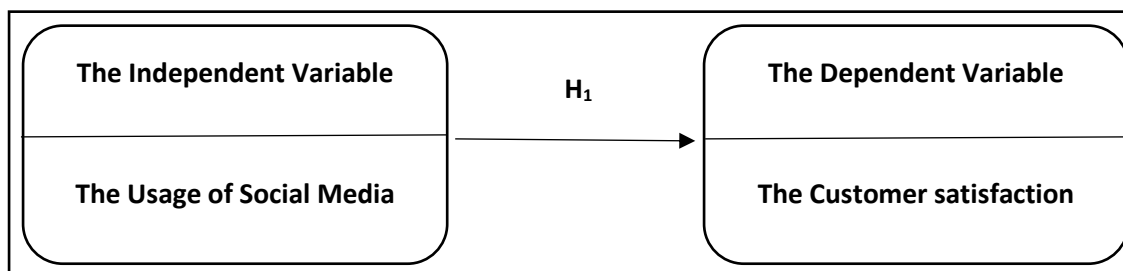


Figure 1. Proposed model

The proposed model as shown in Figure 1 provides a hypothesized relationship. Specifically, the model proposes that the usage of social media will have a positive effect on customer satisfaction, which will, in turn, lead to improved customer satisfaction.

4. Methodology

This research relied on the quantitative technique, which is concerned with the methods in which results are inferred in the statistical community through drawn samples representing this community and thus generating data in a quantitative form and the purpose of this technique is to form a database through which sample characteristics or relationships can be inferred, and therefore it is inferred that the indigenous community has the same characteristics, as the task of interpretation is mainly on inference analysis.

With the technological development in the world, the use of social media has increased customer satisfaction, but this was not reflected in developing countries, including Jordan. This has created the need to point out this issue for companies and institutions to do so. In addition, there is a high lack of studies on this subject, so this study contributes effectively to fill the gap in this subject. Furthermore, Jordan is the home of the researcher, therefore it is easy to obtain the vital information and conduct the questionnaire to reach the required results.

4.1. Data sample

The study community consisted of Vitas Jordan's (17) branches located throughout the Hashemite Kingdom of Jordan, 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 1. for sample characteristics), reflecting the study community according to the previously indicated sample table (Sekaran and Bougie, 2016).

Vitas provides financing services for micro and small projects operating in Jordan, and micro-projects are defined as projects with only four workers and less, as well as small enterprises with 5-19 workers (Kawaguchi *et al.* 2021). Vitas Jordan was founded in 2013 and is part of the Vitas Group.

It is a successful company in Jordan, which provides customers with financing services that suit their needs and requirements, also provides a range of lending services to customers, with Vitas Jordan having approximately 43,000 customers. The company's management is located in Amman.

Vitas vision is to provide financial services to anyone who has the ability and desire to improve the standard of living so that people have the ability to develop themselves to be an effective member inside society and the development of social and economic situation. The company's main task is to promote long-term development of customers by providing financing services that meet their needs and requirements; it seeks to provide financing services to customers in different regions in high quality, which contributes to increasing the number of customers and enhancing loyalty to the company.

Table 1. 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 measurements that seek 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. The participants are asked to respond accordingly, and to indicate their position 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. I find that these five points form the scale, at the extreme end of the scale there is strong approval. 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 *et al.* 2012). The value of the link factor for social media usage paragraphs ranged from 0.77-0.94 to the customer satisfaction ranged from 0.78-0.86, all of which carried an expelled trend (+) and this result is an indication of the distinctiveness of the scale paragraphs and therefore is considered structurally honest.

H₁: "There is no statistically significant effect at a moral level ($\alpha \leq 0.05$) to use social media to enhance customer satisfaction."

To analyze this hypothesis, a simple linear regression test was used.

5. Analysis and results

The study used a variety of techniques to address its research questions and evaluate its hypotheses, all of which were based on the statistical program Software for Social Sciences

(SPSS) V.25. Additionally, doing descriptive and inference analyses and testing hypotheses are handled using AMOS.

The amount of variation or convergence between individual grades if reapplied to the same individuals and under similar circumstances is called stabilization factor. It 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 and Bougie, 2016), which means that the study tool can be described as stability.

The normal 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 (± 1) that the distribution is largely skewed (Hair *et al.* 2018). The value of kurtosis test, a measure of the height of the distribution peak or flatness, has been extracted. 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 ± 2.58 (at 0.01) and ± 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 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 ± 1 and did not exceed kurtosis (± 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 (Chen, 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 *et al.* 2017) Durbin-Watson test results. They show the calculated D-W value of the study's hypothesis 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.

The hypothesis posits a moderate relationship between social media use and customer satisfaction, the result shown in Table 2. The link factor (R) value of 34.8%) was found to mean an average relationship between social media use and customer satisfaction. The value of the selection factor ($0.121=R^2$) indicates that the use of social media has explained 12.1% of the difference in customer satisfaction. A statistically significant effect of the use of social media in the child variable is observed to improve customer satisfaction, through the value (T. Sig) and the equal (0.00) which is less than (0.05) and also through the calculated and equal value (T) (7.339) which is greater than its scheduled value (1.96), which represents the morale of the study model at one degree of freedom. The alternative hypothesis (*Ha*): "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".

Table 2. Results of the impact of social media use in improving customer satisfaction

variable	Form summary		Contrast analysis			Transaction schedule				
	R	R ²	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.

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 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 (78% of respondents), 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 using 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. Also, based on the responses of the study's sample members, Facebook was deemed to be the most popular, followed by Instagram in the second place and Twitter in the third place.

According to the study's results, customer satisfaction was given a high priority, with 85 percent of Vitas Jordan's clients responding. This, the researcher explains, is because Vitas Jordan protects the confidentiality of its customers' information and data, pays attention to their requirements and needs, so employees work very hard to meet them, in addition to providing customers with a sense of security when interacting with the company's employees via social media. This conclusion agreed with Lee and Lin (2005).

6.1. Theoretical implications

The theoretical framework for the study was established by a title that adds to the enrichment of knowledge libraries by addressing changes in social media usage, customer happiness. The current study sought to determine the effect of utilizing social media to enhance the customer satisfaction to the researcher's knowledge, in which no previous studies have been conducted in this area.

6.2. Managerial implications

The majority of manufacturing and service businesses have depended on the use of social media to increase customer satisfaction, resulting in customer retention and loyalty, also the usage of social media in the marketing process increases a company's competitiveness (Siti-Nabiha *et al.* 2021).

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 (Chang and Guo, 2021).

The research concluded with various suggestions, the most significant of which are as follows: Companies should concentrate on and sustain the use of social media to increase consumer satisfaction with the services offered by businesses. Companies should expand the use of social media and retain the use of Facebook in marketing services to customers, which benefits the process of communication between customers and businesses by allowing customers to comment on the company's publications. In addition, the need to increase the use of Twitter and Instagram in marketing services is obvious, since it benefits customer reliability and contributes to customer satisfaction.

7. Conclusion

Social media has become a vital marketing tool for companies, as statistics from Statista website shows that the monthly number of active social media users is expected to reach 3.02 billion in 2021, which means that more than half of the world's population is on one marketing channel.

Nowadays, customers are using social media as a communication and interaction tool with companies. Creating an engagement strategy on social media is essential for increasing customer satisfaction. Most consumers expect companies with a social media presence to interact with them and meet their requirements.

The study found a strong significant impact of using social media in enhancing customer satisfaction. Also, the study showed that providing services and respond to customer inquiries in a timely manner via social media is very important.

Furthermore, the study based on findings suggests providing more attention to customer opinions through comments on a post or social media chat messages and high quality electronic services to meet customers' expectations. The findings of the study confirm the importance of customer services staff and their role in increasing customer satisfaction.

The limitation is that this is a study using only one financial company (Vitas) in Jordan. It can still be developed again by adding more financial companies and banks and expand number of respondents, in addition to add several variables related to customer satisfaction.

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