



## **The impact of social media marketing on customer loyalty by achieving customer satisfaction**

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### **Abstract:**

When marketing tourism services, the corporation always seeks to make the best use of social media in order to achieve customer satisfaction and achieve sustainable loyalty to the customer. Accordingly, through this research paper, the role of customer satisfaction as a mediator between relying on social media in marketing to achieve customer loyalty is studied, and a sample of customers of tourist agencies of Skikda state was relied upon, where a simple random sample of 180 respondents was selected. After distributing and retrieving the questionnaire, we used 158 questionnaire after excluding the invalid for analysis, the retrieved data was analyzed using the statistical program smart-pls4, and the results of modeling using structural equations showed that there is a relationship between marketing using social media and customer loyalty through total customer satisfaction.

**Keywords:** Social media Marketing, customer satisfaction, customer loyalty, Structural Equation Modeling.

### **Introduction:**

With the emergence of technological development in the field of communications and information in recent times, markets have become an open place for all, which has led to the emergence of strong competition between institutions to increase their market share, and like all institutions, it is very important that the online tourism services provided by many agencies today become part of the new technological

arena, considering that providing tourism services via the Internet is of great benefit On customers by saving a lot of time and effort and many advantages. Tourism institutions, in order to achieve that end, need to provide distinguished tourism services and work to promote and market them among tourists and individuals nominated for tourism, and therefore the use of media and communication in all its forms in order to achieve that end, and at a time when users of the Internet in general and social networking sites in particular have been increasing in recent years more than others, and the use of social media as an effective mechanism to promote the marketing goals and strategies of institutions, especially in aspects related to customer participation and relationship management with The customer, for example, social media can strategically improve communication between institutions and customers (Ziyadin, Raigul, Alex, Aizhan, & Aigerim, 2019, p. 2).

Customer loyalty has been a lot of interest as it is the best solution that would ensure the survival of the institution, by working to retain the current customers, strengthen its position with them and build their loyalty, and this is achieved by building a strong and long relationship with them. The institution relies on a set of tools and strategies to build the loyalty of its customers, and the institution relies on a set of tools and strategies to build the loyalty of its customers, hence the development of the idea of transforming the satisfied customer into a loyal customer, so satisfaction is no longer an end in itself but has become a means through which the institution seeks to build the loyalty of its customers. Customer satisfaction is an essential element of the organization's marketing concept, where any customer can move to a higher level of benefits by achieving customer satisfaction, especially in highly competitive markets. (Leninkumar, 2017, p. 451)

The previous points refer to a set of complex concepts in the field of marketing, such as the concept of satisfaction and loyalty and the role of satisfaction in creating loyalty, as well as the use of marketing through various social media to improve the quality of service and thus achieve customer satisfaction, which in turn inevitably

leads to creating a strong relationship between the institution and the customer and thus achieving loyalty. Therefore, this study is based in particular on these factors and this combination has been used in many previous studies, especially in Europe and Asia, so attention will be paid to applying this construction to Algeria as an attempt to bridge this experimental gap.

## **I- LITERATURE REVIEW AND HYPOTHESIS**

### **I-1- SOCIAL MEDIA MARKETING**

Social media are platforms through which people build relationships and share information and/or feelings (Fangfang, and al, 2021, p. 52). Thanks to their distinctive specificity of being "dynamic, interconnected, egalitarian and interactive beings" (Peters, Chen, Kaplan, Ognibeni, & Pauwels, 2013, p. 282).

Social media marketing is the use of social media technologies, channels, and programs to create, deliver, present, and share offerings that are valuable to the organization and its stakeholders (Tracy & Alma, 2018, p. 2), this has been made possible by the form of the digital structure of the web, which has been facilitated by the emergence of social media such as Facebook, Twitter, Instagram, YouTube and others, bringing about three fundamental transformations in the market. Social media empowers businesses and customers to communicate in ways that were not possible in the past. This interconnection is enabled through the aforementioned platforms, such as social networking sites such as Facebook and Instagram., microblogging sites like Twitter, and content communities like YouTube, which allow social networks to build relationships on shared interests and values. (Fangfang, Jorma , & Leonidas C., 2021, p. 52).

### **I-2- CUSTOMER SATISFACTION**

OLIVER (1997) sees satisfaction as the emotional and cognitive response of the consumer in the level of performance and is also defined as: a general evaluation of

the performance of a product or commodity" This view is based on the consumer's personal experience with a product (Claudia, 2014, p. 997). . According to Kotler (2000), customer satisfaction is the customer's sense of pleasure or disappointment resulting from comparing the performance of the product presented to him that is aware of his previous expectations for that product" (ADEBAYO & JOSHUA, 2021, p. 78). Customer satisfaction is the result of comparing product performance with customer expectation, as some successful organizations today raise expectations and performance that must be aligned with them and that aim at overall customer satisfaction. (Kotler, 1997, p. 41)

Research in marketing focuses heavily on measuring customer satisfaction. The literature in this area is voluminous and diverse (Anderson & Sullivan, 1993, p. 133). Some research papers focus on developing and testing more accurate metrics, while others use these metrics and focus on the link between satisfaction (or quality) and future sales, purchase intentions, customer retention, loyalty, and other revenue-related indicators. Other research tests intermediate and helper variables, explores multiple linkages and improves satisfaction perception to develop an understanding of the causal relationship of satisfaction formation, often based on behavioral explanations such as varying expectations, fairness, comparison criteria, and differing values. Catalysts (Hauser, Simester, & Wernerfelt, 1994, p. 329).

### **I-3- Customer loyalty**

Philip Kotler defined loyalty as "a customer's sincere commitment to buy back their preferred product or service in the future despite situational effects aimed at transforming their behavior," and added that "obtaining customer loyalty depends on providing high value to them." (Aimee, 2019, p. 831) Customer loyalty is, therefore, the most important goal of relationship marketing activities, which also means frequent buying behavior, and working to recommend orientation towards the organization to other customers (Hafez & Akther, 1997, p. 142).

It is difficult to determine customer loyalty in general, as there are three distinct methods to measure it: behavioral measurements by studying the customer's buying

behavior and habits, situational measurements through the customer's preferences for the organization's product, and here the complex method that relies on the previous two dimensions by judging loyalty by behavior and attitudes (Bowen & Shiang-Lih, 2001, p. 213). Beyond this, loyalty can be described as a condition in which someone routinely makes a purchase based on the decision-making process. Here, loyalty has four distinct characteristics: making regular buybacks, purchasing the product or service in the same place, referring or recommending to others, and not being influenced by the competitor to move (Khairawati, 2020, p. 17). Customer loyalty becomes the customer's dedication to the organization, and the loyal customer is considered the most valuable loyal to the organization to maximize its profitability (Budianto, 2019, p. 302). In order to be able to win loyal customers, the organization requires a great commitment to customers in all respects, by fulfilling the desires of customers and creating a good mental image in the customer with quality compatibility with what he requests. In this case, if the customer's satisfaction is achieved, it is expected that he will not switch to another institution.

#### **I -4- Development of the Research Hypothesis**

It can be said that the profitability of the organization increases by achieving the loyalty of the customer as the most important contributing factor in this field, and the satisfied customer turns into a loyal customer through the influence that a happy customer can have on others, a satisfied customer with the product/service can express his happiness on average for 5 individuals (Arslan, 2020, p. 15). On the other hand, customer satisfaction can affect loyalty on the contrary, since the unhappy customer can express his dissatisfaction with the product or service to more than 8 individuals, especially in light of the rapid spread of information in this era, due to the privacy of the speed of spread information in the age of the Internet and social media, it represents a paradigm shift aimed at reaching a larger number of the public to record their opinions in the process of making marketing decisions. Also, social

media marketing includes a wider space to engage in group communication that facilitates communication between the brand and customers on a personal level and also between many individual groups (Jibril, Kwarteng, Chovancova, & Pilik, 2019, p. 5).

The recent research by Tavisi and Wynn (2018) supports the argument that social media platforms have a trend that affects consumers mainly as a result of brand image and degree of engagement. Also, this trend in advertising and marketing quickly corresponds to a large volume of content produced by social media platforms; and therefore has the degree of stimulating the consumer's intention to buy, and may turn into a real consumer expressing his satisfaction and why he does not repeat the purchase and becomes a permanent loyalty to the product, service or institution as a whole. Through this proposition, the following hypotheses can be built for research:

**H1 : There is a positive impact of social media marketing on customer satisfaction.**

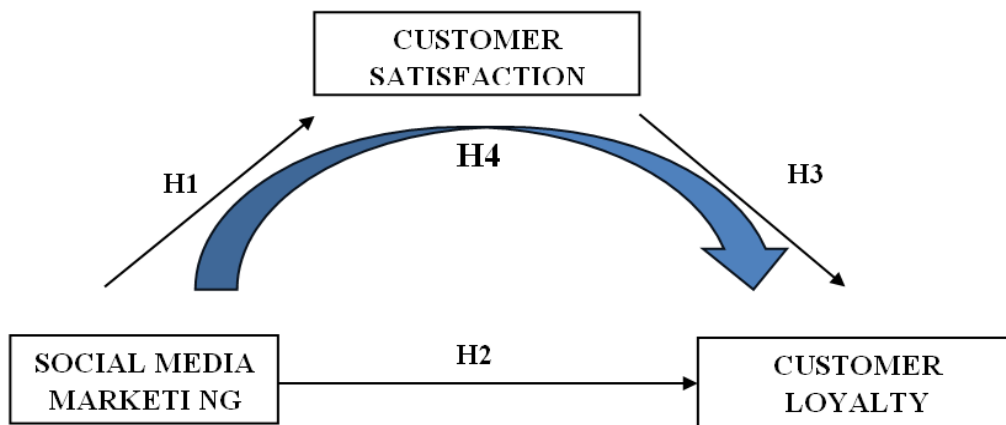
**H2 : There is a positive impact of social media marketing on customer loyalty.**

**H3 : There is a positive impact of customer satisfaction on customer loyalty.**

**H4 : Customer satisfaction mediates the relationship between social media marketing and customer loyalty.**

In Figure (1), the relationship that was built in this research for the purpose of the study between the previous variables that were addressed in many previous studies, in other societies and conditions, is illustrated.

**Figure No. 1 : Conceptual Model**



**Source :** Developed for study purpose

## II- DATA AND METHOD

The study population consisted of all the customers of the selected tourism agencies in the city of Skikda, Algeria, and for the study a questionnaire was developed according to the reflective model (HANAFIAH, 2020, p. 881) and was randomly presented to 200 customers, of whom 164 were collected. Due to the large number of missing values, six questionnaires were rejected. Furthermore, Smart PLS 4 software was used. to analyze the data.

### II-1- ASSESSEMENT OF MUSEREMENT MODEL

The research contains three variables, namely social media marketing, customer satisfaction, customer loyalty, and these data were analyzed using the partial least squares (PLS) method, and before analysis, the validity and ability of this model must be tested and evaluated by knowing the convergent validity of the model and knowing the discriminatory reliability.

#### II-1- 1- Convergent validity

Convergence validity is an assessment that aims to measure the level of correlation between multiple indicators of the same agreed structure. It is to measure the convergence of questions to each other and to prove the convergent validity, it must first be taken into account to load the indicator factor (FACTOR LOEDING), that is,

knowing the external loads of variables, which in fact express the ability of statements to measure variables, and are acceptable when they exceed 0.70 to improve the convergent credibility of latent variables(Vinzi, Chin, Henseler, & Wang, 2010). Then know the composite reliability (CR) provided that the value of this indicator is greater than 0.70 until the model is accepted. Then find out the extracted average variance (AVE) whose value ranges from 0 to 1 and must exceed 0.50 in order to be sufficient for convergent validity (Hair, Risher, Sarstedt, & Ringle, 2018) .

**Table No. 1 : Outer loadings**

	<b>CUSTOMER LOYALTY</b>	<b>CUSTOMER SATISFACTION</b>	<b>SOCIAL MEDIA MARKETING</b>
<b>CL1</b>	0,769		
<b>CL2</b>	0,833		
<b>CL3</b>	0,711		
<b>CL4</b>	<b>0,524</b>		
<b>CS1</b>		0,737	
<b>CS2</b>		0,758	
<b>CS3</b>		0,711	
<b>CS4</b>		0,729	
<b>SMM1</b>			0,783
<b>SMM2</b>			0,806
<b>SMM3</b>			0,746
<b>SMM4</b>			<b>0,505</b>

**Source :** Smart-PLS report

From Table (1), it is noted that all variables loads were higher than 0.70 except for the statements SMM4 and CL4, which were deleted, and after re-analysis again, all



the results of the convergent validity appeared good and acceptable, where the CR values were all greater than 0.70 and less than 0.95, (Diamantopoulos, Sarstedt, Fuchs, Wilczynski, & Kaiser, 2012) while the value of the average variance extracted came AVE is greater than 0.5 in each variable, which is the accepted value according to (Fornell & Larcker, 1981).

**Table No. 2 : Convergent validity**

<b>Variables</b>	<b>Items</b>	<b>Outer loadings</b>	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a) CR</b>	<b>Average variance extracted (AVE)</b>
<b>CUSTOMER LOYALTY</b>	CL1	0,788	0,703	0,719	0,626
	CL2	0,849			
	CL3	0,733			
<b>CUSTOMER SATISFACTION</b>	CS1	0,748	0,717	0,725	0,537
	CS2	0,759			
	CS3	0,719			
	CS4	0,704			
<b>SOCIAL MEDIA MARKETING</b>	SMM1	0,838	0,76	0,767	0,675
	SMM2	0,845			
	SMM3	0,78			

Source : Smart-PLS report

## **II-1- 2- Discriminant Validity**

Differential validity is confirmed by cross loadings in the measured factors, and the most commonly used method is the Fornel-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT). (Agarwal & Dhingra, 2023, p. 8) In this research, the discriminatory validity was confirmed using the Fornel-Larcker criterion, which confirms the discriminatory validity if the square roots of the AVE for each factor is greater than its association with another factor (Hair, Ringle, & Sarstedt, 2013), and the results in Table No. 3 are acceptable and confirm the discriminatory validity because the square roots of AVE is greater than the country values and therefore there is no correlation between any two measured factors.

**Table No. 3 : Discriminant Validity Test (Fornell-Larcker criterion test)**

	<b>CUSTOMER LOYALTY</b>	<b>CUSTOMER SATISFACTION</b>	<b>SOCIAL MEDIA MARKETING</b>
<b>CUSTOMER LOYALTY</b>	<b>0,791</b>		
<b>CUSTOMER SATISFACTION</b>	0,665	<b>0,733</b>	
<b>SOCIAL MEDIA MARKETING</b>	0,398	0,562	<b>0,822</b>

**Source :** Smart-PLS report

## **II-2- STRUCTURAL MODEL**

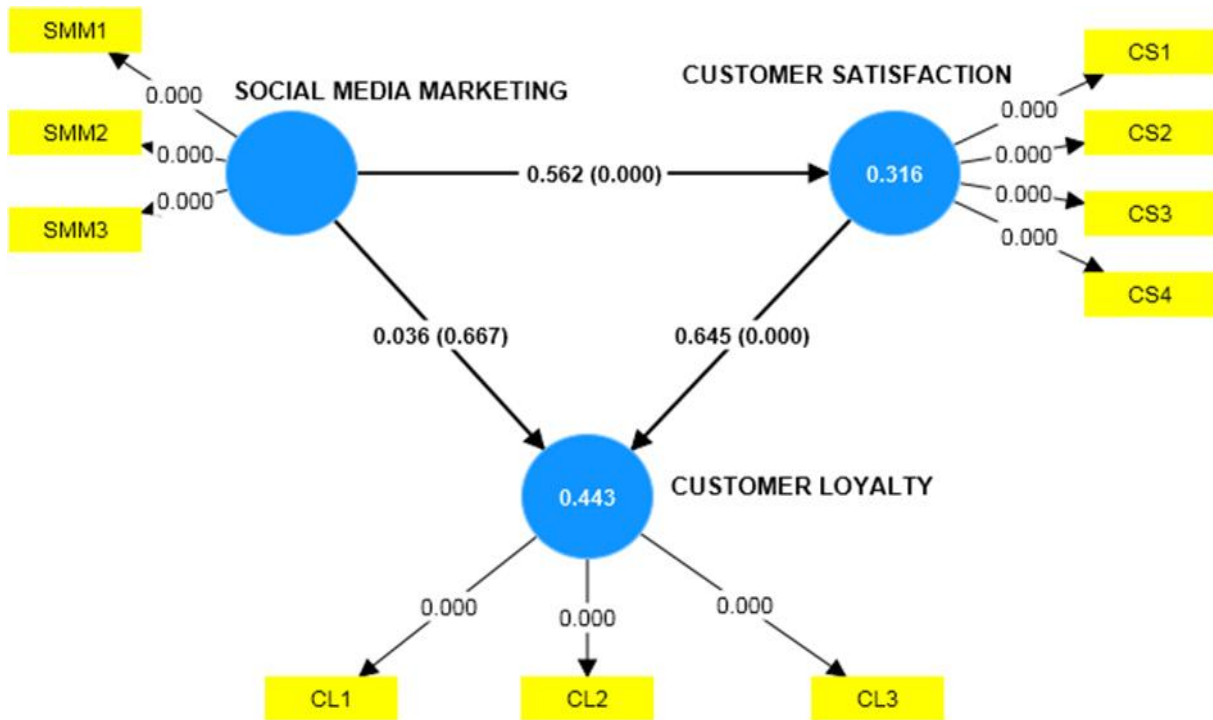
To estimate the relationship between the study variables, modeling was used using structural equations, in the SMART PLS4 program, and the adequacy of the structural model was confirmed through the Q-square indicators, whose results were acceptable, where Q<sup>2</sup> for the satisfaction variable 0.28 and for the customer loyalty variable is 0.14 which is greater than 0 and therefore the model has an acceptable predictive significance although it is medium (Chin, 2010), meaning that this model can be applied in other different circumstances., by knowing the value of

the Goodness of Fit (GoF) index, which measures the quality of the model, which was 0.48, a result that reflects the strength of the model.

$$GOF = \sqrt{AVE \times R^2}$$

$$GOF = 0.48$$

**Figure No. 1 : Structural Model**



Source : Smart-PLS report

Through the results of this analysis as shown in Table 4, and as shown in Figure 2 of the structural model, the **R<sup>2</sup>** index for the social media marketing variable explains 31.6% of the variation in the customer satisfaction variable and the rest is due to other factors, while the change in customer loyalty is explained by 44.3% by customer satisfaction and marketing using social media, and the p value These relationships were confirmed, through the paths between these relationships, it was found that there is a significant relationship between satisfaction and loyalty P value = 0.000 ≤ 0.05, while there is no significant relationship to the direct impact of social media marketing on customer loyalty P value = 0.667 ≥ 0.05, and there is a positive

moral impact of social media marketing on customer satisfaction since  $p\text{-value} = 0.00 \leq 0.05$ .

## II-2-1- Hypothesis testing

**Table No. 4 : Path coefficients of the Research Hypotheses**

HAYP	Relationship	Std Beta	Std Error	T. value	P.value	Decision
H1	SMM → CS	0,562	0,063	8,878	0.00	Supported**
H2	SMM → CL	0,036	0,083	0,43	<b>0,667</b>	Not Supported
H3	CS → CL	0,645	0,06	10,777	0.00	Supported**
H4	SMM → CS → CL	0,363	0,054	6,705	0.00	Supported**

SMM= Social Media Marketing, CS= Customer Satisfaction, CL= Customer Loyalty

\*\*= significant at 1% \*= significant at 5%

### Source : Smart-PLS report

Through the results in Table 4, the analysis of research hypotheses is addressed as follows:

Accepting the first hypothesis H1, i.e. there is a positive impact of social media marketing on customer satisfaction, the results showed the significance of the relationship  $P = 0.00 \leq 0.05$  and the track value  $\beta = 0.562$  and this is also the findings of a study (Al-Adamat & al, 2023), where it was found that social media marketing has a positive impact on customer satisfaction. As for the hypothesis H2 The results were different, where  $P = 0.667 \geq 0.05$  appeared, and therefore the direct relationship between social media marketing and customer loyalty is not significant, i.e. there is no positive and direct effect of the independent variable on the dependent variable, which was confirmed by the weakness of the relationship through a value of  $\beta = 0.036$ , which is a small value. c. The second relationship between customer satisfaction and customer loyalty has been repented One of the results of the study is

the significance of the relationship, where the value of  $P = 0.00 \leq 0.05$  and the value of  $\beta = 0.645$ , thus accepting the hypothesis H3 was in the study (Alnaim, Sobaih, & Elshaer, 2022), which found that customer satisfaction has a positive and significant impact on customer loyalty, that is, the more customer satisfaction with the product is achieved, the more loyal he is to the brand, product, service or institution. As a whole.

The fourth hypothesis H4 was verified by examining the results of the total indirect effect of Total Indirect Effect, where it was found through this indirect relationship that social media marketing has an impact through customer satisfaction on customer loyalty, since the level of morale of this relationship is  $P = 0.00 \leq 0.05$  and the path coefficient  $B = 0.363$  Thus accepting the H4 hypothesis .

**Table No. 5 : Total indirect effects**

PATH	Std Beta	Std Error	T Value	P value
SMM → CS → CL	0,363	0,054	6,705	0.00

SMM= Social Media Marketing, CS= Customer Satisfaction, CL= Customer Loyalty

**Source :** Smart-PLS report

### II-2-2- The Role Of The Mediator

Social media marketing does not directly affect customer loyalty as the relationship is not significant, while there is an indirect impact of social media marketing on customer loyalty as shown in Table 6 and there is no direct impact of social media marketing and customer loyalty and the presence of the number zero cuts the field of trust when analyzing bootstrapped confidence intervals (PREACHER & HAYES, 2008) and thus can be judged that customer satisfaction has the role of a total mediating of the impact of social media marketing on customer loyalty.

**Table No. 6 Mediation –test**

	<b>Direct Effects</b>	<b>Confidence intervals 95%</b>	<b>T- value</b>	<b>P- value</b>	<b>mediation type</b>
SMM → CL	0,036	(-0.133 0.189)	0,43	0,667	<b>Full mediation</b>
	<b>Indirect Effects</b>	<b>Confidence intervals 95%</b>	<b>T- value</b>	<b>P- value</b>	
	0,363	(0,273 0.486)	6,705	0.000	

**Source :** Smart-PLS report

### **Conclusions :**

Today, social media marketing is one of the most important marketing processes that improve the company's image with the customer by working to achieve his satisfaction and then make him loyal to it. Subsequently, this new development of social media became effective in increasing the efficiency of supply chain operations. Big data and social media will play a major role in the success of companies by increasing the dissemination of experiences and feelings. This is very clear from many companies in XXI century. (Munar & Jacobsen, 2014)

Based on the previous results, we recommend companies active in the field of tourism in Algeria to prioritize marketing through social media as a necessary means to promote their services, and this increases the customer's orientation towards it and shows his satisfaction or dissatisfaction with the services provided to him through the interactive feature that is available in social media marketing, which enables a true understanding of the customer's desires. They should pay more attention to customer satisfaction, as it is the process through which the company aims to enhance customer loyalty. Moreover, it is also necessary to make continuous improvement of its services and use the most important modern methods in promoting them, especially modern systems of artificial intelligence, by integrating them with electronic marketing programs and relying on them to analyze the behavioral indicators of the customer that appear as a result of interaction with him through social media, and this

helps to achieve competitive advantage. They must also conduct research to identify opportunities and use modern systems and methods to analyze their competitors.

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