

**THE IMPACT OF E-MARKETING TECHNOLOGY IN IMPROVING THE
EFFECTIVENESS OF COMMUNICATION WITH CUSTOMERS: A CASE OF
ATTAYIBAT INTERNATIONAL TRADING**

AN INTERNSHIP REPORT

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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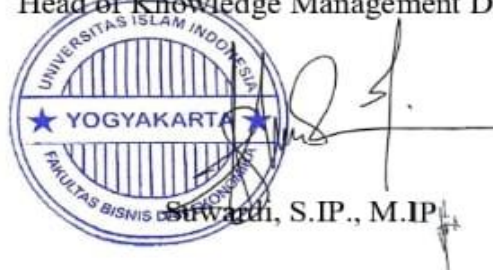
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**THE IMPACT OF E-MARKETING TECHNOLOGY IN IMPROVING THE
EFFECTIVENESS OF COMMUNICATION WITH CUSTOMERS:
A CASE OF ATTAYIBAT INTERNATIONAL TRADING**

A BACHELOR DEGREE INTERNSHIP REPORT

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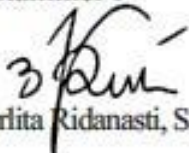
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DECLARATION OF AUTHENTICITY

Herein, I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expressions without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, July 15, 2024



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RABEA RASHED

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A handwritten signature in black ink, featuring a large, stylized 'R' and 'A' followed by several loops and a horizontal line at the end.

RABEA ALSABAHI

ABSTRACT

Focus on the customer, with digital and information technology tools within the framework of electronic marketing. It explores the relationships between the effective use of digital communication tools (e-marketing techniques) and the effectiveness of electronic communication with customers. Essential techniques examined include customer orientation, security in electronic transactions, response efficiency, ease of communication, and personalization. Using a descriptive and analytical approach, the study employed a questionnaire targeting 282 individual customers of Attayibat Trading Company's website. Data analysis revealed that website design, transaction security, response efficiency, ease of communication, and personalization influence customer response to electronic communication. The findings underscore the importance of customer-centric e-marketing practices in enhancing electronic communication and customer engagement. Keyword: Customer, E-marketing, security, communication, Al Tayebat

ABSTRAK

Fokus pada pelanggan, dengan perangkat teknologi digital dan informasi dalam kerangka pemasaran elektronik. Ini mengeksplorasi hubungan antara efektivitas penggunaan alat komunikasi digital (teknik e-marketing) dan efektivitas komunikasi elektronik dengan pelanggan. Teknik penting yang diperiksa meliputi orientasi pelanggan, keamanan dalam transaksi elektronik, efisiensi respons, kemudahan komunikasi, dan personalisasi. Dengan menggunakan pendekatan deskriptif dan analitis, penelitian ini menggunakan kuesioner yang menargetkan 282 pelanggan individu situs web Attayibat Trading Company. Analisis data mengungkapkan bahwa desain situs web, keamanan transaksi, efisiensi respons, kemudahan komunikasi, dan personalisasi mempengaruhi respons pelanggan terhadap komunikasi elektronik. Temuan ini menggarisbawahi pentingnya praktik pemasaran elektronik yang berpusat pada pelanggan dalam meningkatkan komunikasi elektronik dan keterlibatan pelanggan.

Kata kunci: Pelanggan, E-marketing, keamanan, komunikasi, Al Tayebat

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CHAPTER 1

INTRODUCTION

1.1 Company Profile

With the tremendous economic growth in the Attayibat region in the Middle East and Southeast Asia, Attayibat has grown into one of the largest export companies in the market for Dates, Honey, Olive Oil, Black Seeds, Nuts, and Dry Fruits. Attayibat operates mainly in Indonesia, Malaysia, Saudi Arabia, and neighbouring countries. Products are imported from various countries of the world, including Saudi Arabia, Yemen, Egypt, Tunisia, Algeria, Turkey, India, Italy, and Spain; the core of years of experience in the market, current market coverage: 2732 retail outlets and wholesale. Attayibat serves its clients through its global business, supported by operational and functional teams. “It has a group of multi-specialists with three main components that cover the needs of large companies and meet customers’ requirements” (PT. Attayyibat International Trading, 2023a, 2023b).

1.1.1. Attayibat most crucial business:

Import: Importing high-quality products from all over the world to be competitive in the market production and packaging. Production and packaging dates, honey, olive oil, and black seed.

Distribution: We have a strong distribution network covering a wide wholesale area. The Company has a competitive advantage that contributes to its success in the market, as it has developed years of knowledge, skills, and collective experience in its fields

of work. During this time, the Company has built four fundamental forces that help it excel in this field.

Infrastructure: The Company has an extensive distribution network developed over the years and has access to a wide range of wholesale and retail channels.

Staff: The Company invests in its team because it believes it is the secret of its success. The HRM chooses them carefully and evolves them constantly.

Experience and Knowledge: Their vast market knowledge enables them to meet customers' needs, resulting from accumulated experiences.

Relations: The Company has long, deep, and valued relationships with customers, partners, and the community; it has developed long-term partnerships with some of the major suppliers.

Our community: Attayibat follows the philosophy of creating long-term shared value in corporate social contribution activities. They are building a company with a vital mission and want to encourage the ambitious new generation to be participatory and inclusive.

Our strategy: Transform into a leading company in production, export, and continuous research to provide distinguished products through continuous development and keeping pace with the best modern technologies to reach a global position (PT. Attayibat International Trading, 2023a, 2023b).

1.1.2. VISION

The vision of Attayibat is:

“Leadership in Dates, Honey, Olive Oil, and Black Seeds' business in the Middle East and South East Asia by offering a range of the finest products.”

1.1.3. MISSION

The mission of Attayibat is:

“Offering a range of the finest products at competitive prices by leveraging the latest technology, administrative and marketing methods to exceed our customers' expectations.”

1.2. Background

Today's business world is living in a new era whose features, features, and mechanisms radically differ from all that preceded it, whether in terms of intense competition, the rapid development of communication means and technologies, and the consequent change in customers' tastes and preferences. Thus, the formula for success in the twenty-first century is based on something other than a good product, appropriate pricing, effective promotion, or innovation. It is primarily based on a successful partnership relationship and interaction between the organization and its clients. The interactions between the clients and organization are essential because they help to identify problems, provide valuable feedback for improving products and services, and help to build and maintain strong, lasting relationships with customers while helping businesses to differentiate from their competitors.

E-Marketing is defined as marketing the organization's products on the Internet and thus carrying out all marketing activities such as displaying products and buying and selling using the Internet and its digital applications. More effective. The effectiveness of electronic communication is measured by the organization's ability to achieve its goals by focusing its resources on activities that produce the desired results. Hence, it embraces the

value of doing the right things. Communication is not a goal in itself, but rather a means to reach marketing goals, such as attracting the customer and then striving to maintain him and gain his satisfaction and loyalty (Kleindl, 2002; Kotler, Dubois and Manceau, 2003).

The electronic presence of the organization on the Internet is practically useless without the presence of conscious management in the first place that works to benefit from the advantages offered by the Internet and the digital technology associated with it, and also with the existence of a marketing philosophy that directs these digital tools and means towards the right marketing destination (Khalifa and Shen, 2009; Ahuja and Medury, 2010; Alhaiou, 2011).

The previous data formed factors influencing my choice to study e-marketing techniques and my endeavour to link between contemporary marketing thought, which considers the customer as the focus of all marketing practices, and information technology (IT) and the use of the Web (Internet) and its tools in marketing service and its customer-oriented communication strategies (Liu, Wang and Xie, 2013).

Where the research seeks to reveal the effects from electronic marketing techniques within the stages of the electronic communication process between the organization and its customers and deals in its practical section with the Study of Attayibat Trading Company and its electronic communication with its customers in order to achieve the activation of this communication and the resulting strategic dimensions, such as improving the ability of the studied Company to respond The variables of the global business environment in general and the Indonesian one in particular, and its possession of competitive advantages based on its effective communication with all its customers and staying as close as possible

to them, leading to the marketing and financial results of increasing their satisfaction and gaining their loyalty to the (Wang and Huarng, 2002).

1.3. Problem Statement

The research investigates the impact of e-marketing technology in improving communication effectiveness between Attayebat company and its customers.

1.4. Research Question

The main question that summarizes the research problem is:

RQ1: How do electronic marketing techniques affect the activation of the customer's communication with the Company electronically?

RQ2: How do electronic marketing techniques impact customers' acceptance of electronic communication with the Company?

RQ3: How do electronic marketing techniques impact the customer's response to the electronic communication process with the Company?

RQ4: How do electronic marketing techniques impact the customer's persistence in the electronic communication process with the Company?

RQ5: How does personalization in electronic marketing affect the effectiveness of customer communication with the Company?

1.5. Purpose of the Research

1. To identify how e-marketing technology impacts the effectiveness of communication between Attayebat and its customers.

2. To investigate how e-marketing technology influences the acceptance of electronic communication between Attayebat and its customers.
3. To analyze how e-marketing technology affects the responsiveness of Attayebat customers to electronic communication
4. To assess how e-marketing technology impacts the persistence of Attayebat customers in maintaining electronic communication with the Company.
5. To examine how personalized electronic interactions enhance the overall effectiveness of customer communication, leading to improved customer satisfaction and loyalty.

1.6. Research Benefits

1.6.1 The theoretical benefits of the research:

The importance of the research stems from the increase in the phenomenon of electronic transactions becoming an essential and influential part of the customer's life, consumer behaviour, and purchasing decisions, which makes the Study of the electronic customer and the methods of effective communication with him an essential factor in the success of the contemporary organization.

The points that highlight the benefits of this research in this field can be summarized:

1. Demonstrated the strategic dimensions of building effective electronic communication with customers and its marketing and financial implications for the Company.

2. It dealt with e-marketing and its growing importance for Indonesian companies operating within the current business environment, especially with the increasing demand for the Internet in customers' daily lives.
3. They are shedding light on e-marketing techniques and their role in giving value and meaning to e-marketing tools and means and linking them to the stages of building effective customer communication.

1.6.2 The practical benefits of the research:

In its practical aspect, the research dealt with the Study and analysis of the electronic communication tools of Attayibat Trading Company and the extent to which they are used practically and effectively. Therefore, its development and possession of electronic marketing techniques and means and its optimal use guarantees its continuity within the data of the new economic environment, its practical and vital role in Indonesian economic life, advancing development, and encouraging investment in Indonesia.

CHAPTER 2

LITERATURE REVIEW

2.1. E-marketing is the modern organization

E-marketing is a qualitative leap in the development of marketing activity, as it has harnessed the development in communication sciences and technology to serve contemporary marketing concepts. This achieved a crucial qualitative leap in attracting customers from wider regions of the world, increasing contact with existing customers, and strengthening all practices to achieve their satisfaction and loyalty to the organization. This is essential to reaching the marketing results that organizations have dreamed of for decades (Najm, Al-Mafrachi and Pascal, 2021).

The work of e-marketing faces a set of challenges that must be paid attention to, but in return, it achieves multiple benefits and advantages that cannot be ignored, as it is the fastest, cheapest, and most geographically covered and interactive marketing channel, and also the most liberated from materialism due to digitalization, and from the geographically restricted place as a result of its replacement by digital space, and from the store Physical because of the virtual store, and from traditional promotional tools through the availability of more effective and efficient electronic promotion, to move from fixed pricing to more effective dynamic pricing, and from local means of communication to more globalized, interactive electronic means of communication. Kotler expressed this by saying: The digital revolution has fundamentally changed our concept of space, time, and mass, and therefore, no organization needs to fill a significant void; it can exist anywhere, and messages can be sent and received at the same time, and things can be shipped in the form

of flashes (bits) instead of being shipped as a specific block (ANZIEU and MARTIN, 1979; Boisdevésy, 2001; Kotler and Armstrong, 2014).

2.1.1. The concept of e-marketing and its importance

E-marketing is one of the contemporary concepts that has been able, during the past few years, to elevate the overall efforts and marketing work and the various activities of the organization to contemporary trends in line with the changes of the current era, by using various advanced tools and means and modern technology in the implementation of marketing operations and activities. Especially in marketing communications, information technology, product presentation, and completion of marketing operations through multiple means (Kleindl, 2002).

Despite the enormous benefits of e-marketing at the level of the organization, the customer, and society, its application takes time and effort. Therefore, the research aims to define the concept of e-marketing and its distinctive characteristics and then review its most important benefits, challenges, and the negative repercussions that may increase if the organization's management does not correctly direct it (Kleindl, 2002).

2.1.2. The concept of e-marketing:

The process of getting acquainted with e-marketing requires a quick reference to some definitions in the scientific literature to take a more comprehensive look at this concept of a complex and intertwined nature:

E-marketing is the effective and efficient use and development of digital marketing resources (Experiences, knowledge, individuals, rules, data,

relationships, etc.) and tools available on the Internet to achieve a competitive advantage in the e-business market (Najm, Al-Mafrachi and Pascal, 2021).

It is also known as applying the Internet and related digital technologies to achieve marketing objectives. It is defined as the optimal use of digital technologies, including information and communication technologies, to activate marketing productivity and operations represented in organizational functions, operations, and directed activities, to determine the needs of target markets, and to provide goods and services to customers and stakeholders in the organization (Chaffey and Ellis-Chadwick, 2019; Hollebeek and Macky, 2019).

E-marketing is defined as using the Internet and digital technology to achieve companies' marketing goals and support the modern marketing concept. Thus, online marketers can publish information about their products and companies more efficiently and freely than traditional marketing. To become competitive in the Internet age is incredibly strong, challenging, and unpredictable (Qahf and Salam, 2006).

In the opinion of Dr. Ahmed Abu Fara, electronic marketing is the management of interaction between the organization and the customer in the virtual environment space in order to achieve the expected benefits. The virtual environment for e-marketing relies mainly on Internet technology. The e-marketing process does not focus only on selling products to the customer but also focuses on managing the relationships between the organization on the one hand and the customer and the elements of the external environment on the other hand (Abu Fara, 2007).

From the preceding, the researcher finds that most definitions of electronic marketing emphasize using the Internet and its related technology to develop traditional marketing methods, marketing functions, marketing re-engineering, and reciprocal operations. This contributes to increasing efficiency and reducing costs and guarantees a successful relationship with the customer that achieves his satisfaction and paves the way for building his loyalty.

2.1.3. Concepts and terms intertwined with the concept of e-marketing

The use of the concept of e-marketing is associated with much confusion and overlap with other concepts such as internet marketing, e-business, and e-commerce. Therefore, clarifying these concepts and showing the convergence and intertwining between them and the term e-marketing is necessary.

2.1.3.1. First: e-business

E-business today constitutes an essential element in the strategic thinking of organizations, which requires every organization to deal with it and learn the various aspects of the impact of information and communication technology on management and business implementation. The term “electronic business” dates back to 1997, when IBM Computer was the first to use this term to distinguish between electronic business activities and electronic commerce activities. By linking the systems to the processes through which core business activities are carried out in a simplified and flexible manner using Internet technology (Yassin and Alaalak, 2009).

Electronic business is defined in another site as the optimal use of electronic media, including the Internet, to perform the organization's business (Abu Fara, 2007).

It also means “the use of information and communication technology in the field of business, not only for ease and speed in completing transactions and exchanging information but to bring about a qualitative transformation in the ways of doing business (CISOWSKA-SAKRAJDA, 2023).

E-business is not an abstract method but an integrated electronic media approach to automate all productive, financial, administrative, and marketing activities. Therefore, it is broader than electronic marketing, which forms part of it.

2.1.3.2. Internet Marketing

Many thinkers and practitioners use the term Internet marketing synonymously with e-marketing because it represents the most practiced method among other e-marketing methods. Internet marketing is “marketing for a specific commodity or service on the Internet” (Abu Fara, 2007).

E-marketing constitutes a broader field than internet marketing, which represents one of the most widely used e-marketing methods. In contrast, e-marketing, in addition to internet marketing, includes additional means such as other commercial networks, multimedia, mobile phones, virtual reality, CDs, and others.

2.1.3.3. E-commerce

Electronic commerce represents a type of buying and selling process between consumers and producers, or between companies themselves, using modern information and communication technology in order to raise the efficiency and effectiveness of your performance (Kim, Ferrin and Rao, 2008).

The use of the Internet to buy and sell products that are transferred physically or computationally from one site to another and the exchange of information between sellers and buyers through the Internet (Andik, Daryanto and Sembada, 2021).

From the preceding, perhaps electronic commerce is an integrated system related to the practice of commercial operations (buying and selling) and what it requires of advertisement, delivery of information, payment, and receipt of amounts due from that place, using electronic means between companies or customers with this type of transaction between them.

The term electronic commerce is closer to commerce. Thus, it is broader than e-marketing, which is considered a philosophy and an entry point linked to a series of specialized marketing functions (Andik, Daryanto and Sembada, 2021).

2.2. Characteristics of e-marketing

There were different opinions of thinkers and practitioners about e-marketing, some of whom considered it a completely new model and approach based on designating both "Hoffman" and "Novak (A New Marketing Parasting) in 1997 (Yassin and Alaalak, 2009).

While some see it as just a new method to be added to the traditional marketing approaches, it is not a new marketing approach. In the opinion of others, e-marketing is the technology of change, citing the fundamental shifts it has added to the course and philosophy of marketing (Abu Fara, 2007; Khammash and Griffiths, 2011; Andik, Daryanto and Sembada, 2021).

Despite this diversity and difference of opinions. The researcher believes that e-marketing has imposed its existence as a method of work and a new philosophy, which has advantages and characteristics that today's marketers should realize and deal with seriously. Where e-marketing has main characteristics that distinguish it, they can be summarized as follows (Kleindl, 2002; Abu Fara, 2007; Khammash and Griffiths, 2011; Andik, Daryanto and Sembada, 2021):

1. Addressability

This process is represented by the marketer's ability to identify target customers to build marketing actions that are compatible with them and directed precisely towards them by purchasing databases of customers with unique organizational preferences. Alternatively, encourage customers to identify themselves and provide personal information about them.

It represents the ability to accurately identify customers to form a marketing mix compatible with target customers on the network.

2. Interactivity

It distinguishes e-marketing that lets customers express their needs and desires directly to the organization. This means that marketers can interact with customers in real-time, as the international network offers the advantage of the permanent presence of the marketer, but with broader coverage and at a lower cost than traditional methods. The interaction formula is not limited to this direction but extends to the interaction between the organization's clients among themselves and with other organizations' clients. This provides the opportunity to obtain extensive and in-depth information about the good or service before purchasing it online.

3. Memory

Memory means accessing databases containing information about specific customers, their past purchase history, preferences, personal views, and interests. This enables the organization to use this information promptly in order to design marketing offers consistent with this information and compatible with the nature and Privacy of each customer.

4. Control

The term control in the e-marketing process refers to the ability of customers to identify and control the information they provide on the one hand, as well as to organize and control the information they receive from the organization in a proper and coordinated manner.

5. Accessibility

This means that customers can access information available on the Internet. This enables them to obtain broader and more information about the organization's products, their prices, and their relative value, with the possibility of comparison with competing

products, and to obtain detailed data that helps them make a purchasing decision more than ever.

6. Digitalization

Digitization means that a product or at least its benefits can be presented as bits of information at a digital level. In other words, the site can influence the network of customers to accept the distinctive characteristics of the product through its digital results. This means the possibility of using the Internet in the field of selling, distributing, and promoting these characteristics and advantages in isolation from the physical things of the product itself.

2.3. Advantages and challenges of e-marketing

Advantages and benefits of e-marketing

E-marketing gives many advantages to the organization and the consumer. Since the research deals with communication with customers, I thought about presenting the benefits offered by e-marketing within the context of the relationship between the organization and the customer and what is related to the aspects of this relationship and its two parties:

1. Expanding the customer base: The organization's possession of a website contributes to the easy entry of new markets and the possibility of accessing all global markets and getting to know its products, and it also helps in reaching customers anywhere as a result of the possibility of instant and permanent entry (Rust, Lemon and Zeithaml, 2004; Phuong *et al.*, 2020)

On the customer level, online shopping helps to overcome geographical barriers, as consumers can know the available products and services in the markets, internally and externally. The site is available to everyone around the clock.

2. *Lower costs*: E-marketing does not require the presence of a physical store to deal with it, and therefore, some types of expenses, such as rent, electricity, labor wages, etc., disappear. This is ultimately reflected in benefits to customers in the form of lower prices and to the organization by achieving competitive advantages (Qahf and Salam, 2006).

E-marketing challenges

E-marketing faces obstacles and challenges that affect it, reduce its effectiveness, and impede access to the previously mentioned benefits. Among these challenges, we mention (Rust, Lemon and Zeithaml, 2004; Nguyen *et al.*, 2021; Saura, Palacios-Marqués and Ribeiro-Soriano, 2023):

1. *Cultural challenges*: E-marketers face challenges related to language and culture, which hinder interaction between many customers and websites. Therefore, there was a need to develop software that would make a quantum leap in translating texts into different languages that customers can understand, considering cultural barriers, customs, traditions, and values so that they are not an obstacle to using commercial websites.
2. *Technical challenges*: These are the necessary tests for the website before using it, the cost and tests of design, and building the content, colors, and music accompanying the website. Also, there are obstacles to using images and speech in terms of sound clarity, noise level, etc. The lack of information technology infrastructure in some countries, such as the availability of Internet networks, advanced software, and high-speed communication, hinders electronic marketing applications.

3. *Security and Privacy*: Many organizations and customers are reluctant to use e-marketing and its applications because of their feeling that the level of risks they bear is unacceptable. In addition to the challenge of obtaining more information about the customer, the marketer must give the customer a sense of security and confidentiality when he asks him as much information as possible about himself.
4. *Social challenges*: due to the conflict between e-marketing and the social experiences of shopping. Many people prefer traditional shopping because of their social tendencies and desire to touch products or the benefit of social shopping.
5. *Laws and legislation*: These challenges are related to the development of appropriate laws and legislation to regulate e-marketing operations, protect property rights, and publish on the Internet, in addition to developing financial and commercial systems to help with e-marketing operations.

2.4. Strengthening the relationship between the organization and the client

E-marketing leads to a reduction in communication costs and a smoother relationship between the seller and the buyer through the means of communication. The Internet is one of the organization's leading and essential means to communicate with existing and potential customers, which helps establish and build strong customer relationships (Yassin and Alaalak, 2009).

It provides essential criteria such as ease of communication, 24-hour communication, allowing interaction between the organization and the customer, and obtaining customer feedback about the product. Electronic communication between the client and the organization helps to reduce the quarrels that occur when meeting personally between the client and the salesman, and this type of communication provides the

possibility of opening dialogues with clients that, in turn, lead to building excellent and long-term relationships (Toor, Husnain and Hussain, 2017; Reinikainen *et al.*, 2021).

2.5. Flexibility and speed in presenting information

E-marketing provides the ability to provide all information related to products and the organization while updating the information displayed quickly and at a limited cost. This, in turn, gives the customer access to the most accurate details of the products and allows them to compare the information available on the websites about the products, their characteristics, and prices. Thus, it helps him make the correct purchasing decision with awareness and confidence without having to leave his house and be subjected to any selling pressure or embarrassment that affects the validity of his decision. (Wang and Huarng, 2002; Abu Fara, 2007; Ahuja and Medury, 2010)

2.6. Marketing effectiveness improvement

Electronic marketing provides the ability to collect detailed customer information and conduct electronic surveys and evaluations. This helps in analyzing the market and then directing products, prices, delivery methods, and other marketing activities in a manner commensurate with the nature of the target audience. On the other hand, e-marketing enables obtaining accurate statistics on the number and type of visitors to the site, the time of visits, how long they last, and the number of times they occur, as this information helps to evaluate the organization, the products, the site, and the success of its electronic marketing (Jahanshahi *et al.*, 2012; Roza *et al.*, 2022).

2.7. Providing better customer service

E-marketing contributes to improving the service provided to customers with many points, including (Qahf and Salam, 2006):

- He is reducing paperwork and transaction completion time, taking care of the customer's needs, and responding to all his inquiries by shortening the marketing process steps and devoting himself to customer service.
- There is a greater possibility of benefiting from the help and advice of experts and specialists.
- It helps customers who need more time to get the products they want in the fastest and easiest way.
- The organization provides a higher level of service, such as custom-made manufacturing in large numbers and individual discounts according to the customer's previous purchase patterns and preferences.

2.8. Research Hypothesis

The first Hypothesis: (good orientation towards the customer with effective electronic communication)

A good orientation is related to building the website in a way directed toward the targeted customers through the formal design of the website in a way that is attractive and interesting to the customer in terms of page arrangement, colors...etc. Studies (Abu Fara, 2007; Ahuja and Medury, 2010; Liu, Wang and Xie, 2013) have confirmed the critical role of website design, so the researcher formulate the first Hypothesis:

H₁: The new orientation towards the customer electronically affects the customer's electronic communication with the organization.

The following two sub-hypotheses are derived from it:

H₁₋₁: A good orientation toward the customer electronically affects the customer's acceptance of electronic communication with the organization.

H₁₋₂: A good orientation towards the customer electronically affects the customer's response (interaction) to electronic communication with the organization.

The second Hypothesis: (The feeling of security in electronic dealing with the effectiveness of electronic communication)

Many studies have shown the role of the security factor in enhancing the customer's interaction with the website, whether through purchasing decisions or electronic data exchange by the customer (Liu, Wang and Xie, 2013; Saura, Palacios-Marqués and Ribeiro-Soriano, 2023). The second hypothesis is formulated:

H₂: The feeling of security in electronic dealings affects the customer's communication with the organization electronically.

The following two sub-hypotheses are derived from it:

H₂₋₁: The sense of security in electronic dealings affects the customer's response (interaction) to the electronic communication process with the organization.

H₂₋₂: The feeling of security in electronic dealings affects the customer's persistence in electronic communication with the organization.

The third Hypothesis (Ease of electronic communication with the effectiveness of electronic communication)

The variable ease of electronic communication expresses the website management's conviction of the necessity of being as close as possible to the customer 24 hours a day and considering the difference between customers in their preference for the proper means of communication (Ahuja and Medury, 2010; Karim and Chowdhury, 2014; Toor, Husnain and Hussain, 2017). This is linked to the presence of a desire from the customer to communicate with the site or re-contact, so the third Hypothesis becomes:

H₃: The ease of electronic communication affects the customer's communication with the organization electronically

The following two sub-hypotheses are derived from it:

H₃₋₁: The ease of electronic communication affects the customer's response (interaction) to the electronic communication process with the organization.

H₃₋₂: The ease of electronic communication affects the customer's persistence in electronic communication with the organization.

The fourth Hypothesis (the efficiency of responding to the customer electronically with the effectiveness of electronic communication)

A group of studies, including (Wang and Huarng, 2002; Ahuja and Medury, 2010; Karim and Chowdhury, 2014; Toor, Husnain and Hussain, 2017; Roza *et al.*, 2022), that the ability of the marketing system to maintain the relationship with the customer and enhance his desire to interact with The organization is electronic, demonstrated by the ability to respond to the customer's inquiries and meet his various needs skillfully and quickly, with useful

information and adequate explanation, including drawings, diagrams, audio and video clips...etc., which helps the customer in solving the problems he faces, confirms Sterne (2000): Either the website helps customers find what they want, or they will stop relying on the website as a source of information. Accordingly, the fourth Hypothesis becomes:

H₄: The efficiency of responding to the customer electronically affects the customer's electronic communication with the organization

The following two sub-hypotheses are derived from it:

H₄₋₁: The efficiency of responding to the customer electronically affects the customer's response (interaction) with the electronic communication process with the organization.

H₄₋₂: The efficiency of responding to the customer electronically affects the customer's persistence in electronic communication with the organization.

Fifth Hypothesis: (The degree of diagnosis (personalization) with the effectiveness of electronic communication)

Many studies like (Ahuja and Medury, 2010; Chaffey and Ellis-Chadwick, 2019; Roza *et al.*, 2022) have emphasized the importance of building individual and personal communication with each customer and that marketing operations be directed towards... Customers are based on accurate data about each customer's inclinations, tastes, and personal characteristics to improve the relationship with customers and ensure their loyalty and continued dealing with the organization electronically. Thus, the researcher can formulate the fifth Hypothesis:

H₅: The degree of personalization in electronic dealings affects the customer's communication with the organization electronically.

The following two sub-hypotheses are derived from it:

H₅₋₁: The degree of personalization in electronic dealing affects the customer's response (interaction) to the electronic communication process with the organization.

H₅₋₂: The degree of personalization in electronic dealing affects the customer's persistence in electronic communication with the organization.

CHAPTER 3

METHODOLOGY

3.1. Research Focus

The Study focuses on linking the best use of e-marketing tools and applications and their importance in improving the effectiveness of marketing and communication with the customer. It also examines the effective use of technology by directing these tools and technological means.

3.2. Research Methodology

To achieve the objectives of the research, the researcher relied on the descriptive approach analytically, as it is the most used in the Study of social and human phenomena. This approach is suitable for the phenomenon under Study mainly because the descriptive analytical approach relies on studying the phenomenon as it is in reality without the researcher's intervention in its course and expresses it qualitatively and quantitatively. The qualitative expression describes the phenomenon and clarifies its characteristics.

As for the quantitative expression, it gives us a numerical description that shows the size of the phenomenon and the degrees of its association with other phenomena; it is not limited to describing the phenomenon but goes beyond it to interpretation and analysis in order to reach facts about the existing conditions in order to develop and improve them (Sekaran and Bougie, 2016; Sugiyono, 2021)

3.3. Unit Analysis

Since there is no official number that shows and determines the size of the community of customers dealing with Attayibat Trading Company, the sample size was not determined by the mathematical method that requires the availability of the community size for its calculation; instead, the researcher chose a simple random sample, and the sample size was from 30 to 300, which was appropriate for most studies and research that depend for their analysis on correlational relationships (Sekaran and Bougie, 2016; Sugiyono, 2021).

3.4. Method of Data Collection

The researcher used two main sources of information

1. Primary Data

Primary sources: To address the analytical aspects of the research topic, the researcher resorted to collecting primary data through a set of tools:

- a. Personal observation: The researcher made several field visits to the Company's management in Jakarta, in addition to constantly entering the Company's website on the Internet and recording many notes for later use.
- b. Questionnaire: The questionnaire formed the primary study tool to test hypotheses and determine the nature of the correlation and influence between the research variables.

2. Secondary Data

Secondary Sources: In addressing the theoretical framework of the research, the researcher turned to the secondary data sources, which are the relevant Arabic and foreign books and references, periodicals, articles, reports, research, and earlier studies that dealt with the subject of the Study, research and reading on various internet sites.

3.5. Population

Customers of Attayibat Trading Company who use the Company's website to ask or communicate with the Company's management or obtain specific services through the website. The number of questionnaire answers valid for analysis reached 285; the sample size of 285 respondents was determined based on the recommendations of (Sekaran and Bougie, 2016; Sugiyono, 2021), considering the nature of the research and the need for adequate statistical power. The sample was selected using a simple random sampling method, as described in the methodology section, which was published as a link to answer some ready-made questions related to Attayibat Trading Company and then collect and dump its data.

3.5.1. Sample

The researcher chose a simple random sample, depending on the WhatsApp groups of the Company's customers. The target sample size ranged from 30 to 300 customer reviews.

3.6. Analysis of Data

The questionnaire was designed to achieve the objective of this research, as its questions were formulated in line with the hypotheses that the research seeks to study. The questionnaire had 30 questions divided into three parts:

- a. Part One: Demographic questions such as: (gender, age, occupational, and educational status) came in four questions.
- b. The second part is the general determinants of using the institution's website, which consists of five questions.

c. The third part is the part of the questions that flow into the essence of the research, and the number reached (21) questions.

3.6.1. Statistical Analysis

In this research, statistical analysis was carried out to understand the characteristics of respondents and test the hypotheses that had been formulated. Descriptive analysis is used to provide a general description of the respondents who participated in the research. This analysis helps in understanding the general profile of the study sample as well as providing the necessary context for further interpretation of the results (Sekaran and Bougie, 2016; Sugiyono, 2021).

Apart from that, hypothesis testing was carried out using the One-Sample T-Test and Spearman correlation coefficient methods. One-Sample T-Test is used to test whether the average of the research sample differs significantly from certain values that have been determined as a comparison. This test is important to find out whether the research variables show significant differences from the specified reference values (Ghozali, 2018).

Next, to measure the relationship between research variables, the Spearman correlation coefficient is used. This coefficient measures the strength and direction of the relationship between two ordinal or non-parametric variables. This analysis provides insight into the relationships between variables in the research, thus helping to understand existing patterns and trends (Ghozali, 2018).

By using these two methods, this research can provide a more comprehensive picture of the characteristics of respondents and the relationship between research variables. The statistical analysis carried out provides a strong basis for drawing relevant conclusions and recommendations in the research context.

3.7. Research Variables

1. Dependent Variable: The Effectiveness of Electronic Communication

The effectiveness of electronic communication is evaluated based on the organization's ability to achieve strategic goals, such as customer satisfaction and loyalty, through focused resource allocation and appropriate activities. Electronic communication is a pivotal tool to attain marketing objectives, including attracting and retaining customers. Studies have identified three critical responses organizations expect from their marketing communications (Kleindl, 2002; Kotler, Dubois and Manceau, 2003).

- *Cognitive response*: This involves capturing the customer's attention and cultivating interest in the organization's offerings.
- *Sensory (psychological) response*: It stimulates the customer's desire to engage with and experience the organization's products or services.
- *Behavioral response*: This pertains to encouraging specific customer actions, such as purchasing or adopting the organization's offerings.

In evaluating the effectiveness of electronic communication, the focus is on achieving these strategic goals and eliciting desired customer responses throughout the communication process. Scholars like Berry (2002) have pioneered relationship marketing concepts, emphasizing the importance of attracting and retaining customers while nurturing strong relationships. Recent studies (Feinberg *et al.*, 2002; Ross, 2005; Khalifa and Shen, 2009) underscore the significance of electronic communication across three critical stages:

Pre-purchase stage: Involves marketing efforts to capture customer attention and interest in the organization's offerings.

Purchase stage: Facilitates interactive exchanges and customization based on customer needs to enhance the sales process.

Post-purchase stage: Ensures ongoing communication and service availability to sustain customer satisfaction and loyalty.

To measure the effectiveness of electronic communication, the researcher evaluates:

Customer acceptance of communication content: Reflects efforts to engage customers by generating interest in the organization's information and offerings, aligning with cognitive responses.

Customer interaction in response to communication: Gauges the effectiveness of sensory responses by fostering meaningful interactions and engagement with customers.

Customer persistence in electronic communication: Assesses behavioural responses by measuring the continuity and depth of customer engagement, indicating loyalty and repeat interactions.

This revised version maintains clarity while explicitly connecting the dependent variable, "The Effectiveness of Electronic Communication," with the strategic goals and desired responses outlined in the hypotheses. It integrates relevant literature and stages of electronic communication to provide a comprehensive understanding of how effectiveness is measured in this context.

2. Independent Variables: Digital Marketing Techniques

Digital marketing techniques, derived from mastery and proficiency in utilizing e-marketing tools and technologies (Baltes, 2015; Chaffey and Ellis-Chadwick, 2016, 2019),

are crucial for achieving strategic goals effectively. These techniques are studied from the customer's perspective, focusing on five primary variables:

1. ***Good orientation towards the customer*** (in building and designing the website):
This variable emphasizes aligning website design and functionality with customer preferences and needs. It correlates with hypotheses related to customer acceptance and response to electronic communication.
2. ***The feeling of security in electronic dealings***: This variable pertains to ensuring customer trust and confidence in electronic transactions and interactions with the organization. It aligns with hypotheses regarding customer acceptance and persistence in electronic communication.
3. ***Ease of electronic communication***: Refers to the convenience and user-friendliness of electronic communication channels from the organization. It relates to hypotheses concerning customer response and persistence in electronic communication.
4. ***Efficiency of responding to the customer electronically***: Focuses on the organization's ability to promptly and effectively address customer inquiries and needs through electronic channels. This variable supports hypotheses related to customer response and persistence in electronic communication.
5. ***Degree of personalization in electronic dealings***: Involves customizing interactions and content based on individual customer preferences and characteristics. It connects with hypotheses regarding customer response and persistence in electronic communication.

These variables are instrumental in shaping the effectiveness of electronic communication strategies by enhancing customer engagement, satisfaction, and loyalty. By studying these factors from the customer's viewpoint, the research aims to validate their impact on achieving strategic marketing goals through electronic channels.

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1 Findings

The Study resulted in a practical study, analysis of its data, and testing of hypotheses. In addition to field research through personal interviews and observations by the researcher, linking them with the theoretical study will help develop a set of results. These results will be presented in two sections. The first is related to the applied results resulting from the statistical analysis. The second is the general results of the research related to the contributions made by electronic marketing techniques in improving the effectiveness of Attayibat International Trade Company's electronic communication with its customers.

4.2. Results

This section will outline the descriptive information obtained from respondents. The purpose of presenting this descriptive data is to provide an overview of the research data profile and the relationship between the variables.

4.2.1. Respondents based on gender

Based on questionnaires filled out by 285 respondents, data on the type of business has been collected. The following is Table 4.1, which describes respondents based on gender:

Table 4.1. Respondents Gender

	Frequency	Per cent	Valid Percent	Cumulative Percent
Male	150	52.6	52.6	52.6

	Frequency	Per cent	Valid Percent	Cumulative Percent
Female	135	47.4	47.4	100.0
total	285	100.0	100.0	

Source: Primary data processed,2024

Table 4.1 shows the classification of respondents based on their gender. Of the 285 data collected, 150 respondents were male, equivalent to 52.6% of the total number of respondents, and 135 respondents constituted 47.4% of the total number of female respondents.

4.2.2: Respondents by Age

Table 4.2 displays a description of respondents based on age based on data obtained from 285 respondents. This Table summarizes the respondents based on the age at which they were identified.

Table 4.2. Age of the respondents

Respondents age	Frequency	Per cent	Valid Percent	Cumulative Percent
Respondents in their 20s	63	22.1	22.1	22.1
Respondents in their 30s	50	17.5	17.5	39.6
Respondents in their 40s	62	21.8	21.8	61.4
Respondents in their 50s	47	16.5	16.5	77.9
Respondents older than 50	63	22.1	22.1	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.2 shows that respondents were divided into five age group categories: in their 20s,30s,40,50s, and older than 50. Of the 285 respondents received, 63

respondent's data received has age 20s, equivalent to 22.1%. The age 30s have as many respondents as 50, equivalent to 17.5% of all existing respondents' data. Then, in the age 40s, there were 62 respondents, equivalent to 21.8% of the total respondents. Age 50s had the lowest number of respondents, 47, equivalent to 16.5%. Sixty-three respondents' data receive older than 50 years, equivalent to 22.1%.

4.2.3. Respondents by Occupation

Table 4.3 shows the description of respondents based on the occupations based on data obtained from 285 respondents. This Table summarizes the respondents based on the identified occupation categories.

Table 4.3. Respondents Occupations

	Frequency	Percent	Valid Percent	Cumulative Percent
Works in public sectors	48	16.8	16.8	16.8
Works in private sectors	56	19.6	19.6	36.5
students	57	20.0	20.0	56.5
self-employed	67	23.5	23.5	80.0
others	57	20.0	20.0	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.3 shows that respondents were divided into five occupation categories: public, private, students, self-employed, and others. Of the 285 respondents' data received, 67 were self-employed, which covers 23.5%. A total of 57 respondents

were students, which constituted 20.0%. There are 56 respondents as private employees' equivalents of 19.6%. Public employees had 48 respondents, which is 16.8%. Finally, 57 respondents responded as other employees, covering 20.0% of the total respondents, which tied with students.

4.2.4. Respondents by Educational level

Based on questionnaires collected from 285 respondents, data on the educational level was obtained. The description of respondents based on their educational level can be seen in Table 4.4 below:

Table 4.4. Educational level

	Frequency	Percent	Valid Percent	Cumulative Percent
less than high school	70	24.6	24.6	24.6
high school	61	21.4	21.4	46.0
institute	63	22.1	22.1	68.1
high education	91	31.9	31.9	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.4 shows that the most significant percentage was among respondents with higher education (postgraduate studies), with 91 respondents representing 31.9 % of the sample's individuals, followed by respondents with educational attainment less than high school, at 24.6 %. Then, the percentage of those with high school and institute degrees converged.

4.2.5. Respondents Reasons for entering the company website

Based on questionnaires filled out by 285 respondents, data regarding Reasons for entering the website were collected. The following is Table 4.5, which describes respondents based on their Reasons for entering the website:

Table 4.5. Reasons for entering the website:

	Frequency	Percent	Valid Percent	Cumulative Percent
Follow company news	55	19.3	19.3	19.3
Inquiries	53	18.6	18.6	37.9
Make a comparison between companies	62	21.8	21.8	59.6
All the previous reasons	58	20.4	20.4	80.0
other reasons	57	20.0	20.0	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

It is clear from Table 4.5. that the most significant percentage of respondents, 21.8 %, enter the website of Attayibat Trading Company to compare the Company's offers and other companies, compared to only 18.6 % who enter to ask about specific matters.

4.2.6. Respondents based on the accessibility of the company e-market site

Based on questionnaires filled out by 285 respondents, data on the accessibility of the company e-market site has been collected. The following is Table 4.6, which describes respondents based on the accessibility of the Company's e-market site

Table 4.6. Accessibility of The Company E-market site

	Frequency	Percent	Valid Percent	Cumulative Percent
From phone	71	24.9	24.9	24.9
Personal computer	69	24.2	24.2	49.1
work computer	78	27.4	27.4	76.5
All of the above	67	23.5	23.5	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.6 shows that respondents were divided into four categories of accessibility of the company e-market site: phone, personal computer, work computer, and all of the above. Of the 285 respondent's data received, 71 respondents have flexible access through the phone, which covers 28.9%. A total of 69 respondents through personal computers are 24.2%. Seventy-eight respondents through work computers' equivalents of 27.4%. 67 respondents answered all of the above, equivalent to 23.5%.

4.2.7. Respondents based on the Preferred time of entering the company e-market site

Based on questionnaires filled out by 285 respondents, data on the Preferred time of entering the company e-market site has been collected. The following is Table 4.7, which describes respondents based on the Preferred time of entering the company e-market site

Table 4.7. Preferred time to enter

	Frequency	Percent	Valid Percent	Cumulative Percent
Morning	86	30.2	30.2	30.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Official working time	61	21.4	21.4	51.6
Evening	76	26.7	26.7	78.2
There is no specific time	62	21.8	21.8	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.7 shows that approximately 30 % of customers prefer to enter the organization's website in the morning. In comparison, only 21 % do so during the official working hours and 26.7 % in the evening, while 21.8 % say there is no specific time to enter.

4.2.8. Respondents based on the degree of improvement in the company e-market site

Based on questionnaires filled out by 285 respondents, data regarding the degree of improvement in the company e-market site were collected. The following is Table 4.8, which describes respondents based on the degree of improvement in the company e-market site.

Table 4.8: improvement in the company e-market

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	160	56.1	56.1	56.1
No	125	43.9	43.9	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.8 shows the respondents based on the improvement in the company e-market site. Of the 285 data collected, there are 160 respondents agree that the

company website has improved, equivalent to 56.1% of the total number of respondents, and there are 125 respondents, constituting 43.9% of the total number of respondents who believe that the company e-market site needs to be improved.

4.2.9. Respondents based on checking in for updates on the company new products and promotions

Based on questionnaires filled out by 285 respondents, data on checking in for updates on the company e-market site for new products and promotions has been collected. Table 4.9 describes respondents based on checking in for updates on the company e-market site for new products and promotions.

Table 4.9. updates on new products and promotions

	Frequency	Percent	Valid Percent	Cumulative Percent
once a month	60	21.1	21.1	21.1
Two to three a month	62	21.8	21.8	42.8
five times a month	74	26.0	26.0	68.8
Up to ten times a month	70	24.6	24.6	93.3
More than ten times a month	19	6.7	6.7	100.0
Total	285	100.0	100.0	

Source: Primary data processed, 2024

Table 4.9 shows that respondents were divided into five categories of updates on new products and promotions. Of the 285 respondents' data received, as many as 60 respondents are check in once a month, which covers 21.1%. Sixty-two respondents who check three times a month constitute 21.8%. Seventy-four respondents check in at least five times a month, equivalent to 26.0%. Seventy

respondent's check-ins up to ten times a month, 24.6%. Finally, 19 respondents responded over ten times a month, covering 6.7% of the total respondents.

4.3.T-test

After distributing the questionnaire to the entire sample members, and to achieve the objectives of the research and test the hypotheses, the researcher calculated the average of the respondents' answers for each axis and then measured the essence of the difference and the averages of these answers differed from the value (3), which represents the neutral answer according to the five-point Likert scale adopted in the questionnaire distributed to the members of the research sample, through the T-test. The researcher attached all the tables that show the distribution of respondents' answers about the eight axes of the research with its frequencies and percentages obtained from the statistical analysis program within the research appendices, and it is enough to show the average of the total answers for each of the research axes as shown in Table:

Table 4.10. The overall average of responses to the questionnaire axes

Statistics								
	Orientation towards the customer electronically	Feeling safe in electronic dealings	Efficiency of responding to the customer electronically	Ease of electronic communication	The degree of personalization in electronic communication	Acceptance of electronic communication	Responding to electronic communication	Continuity in electronic communication
Valid	285	285	285	285	285	285	285	285
Missing	0	0	0	0	0	0	0	0
Mean	3.63	3.50	3.51	3.55	3.51	3.68	3.55	3.61

Source: Primary data processed, 2024

The table 4.10. shows the average answers for each axis of the questionnaire and the standard deviations. The averages for all axes came above the neutral value (3), so most respondents agreed positively with the axes of the questionnaire, for example, regarding the excellent orientation of the customer electronically. The average of approximately (3.6) indicated that most of the respondents' answers centered on the position of approval for this item, meaning that they consider approaching the customer electronically sound, and the same applies to the remaining seven axes.

Values for the average of the answers above the neutral value (3), but this difference may be from the fact that the previous Table is caused by luck and chance errors because we are dealing with a sample of a population, i.e., the mean value (3) is a probability difference that may be without any statistical significance.

To resolve this idea, it is necessary to test the intrinsic difference of this difference from the average value three based on the T-test. Here, we test the following Hypothesis for each ax:

H0: Mean = 3

H1: Mean > 3

The Table below shows the results of this test:

Table 4.11. Test of the significance of difference (T-test)

One-Sample Test

	Test Value = 3					
	t	df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Good guidance to the customer electronically	14.017	284	.000	.632	.54	.72

	Test Value = 3					
	t	df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Feeling safe in electronic dealings	11.377	284	.000	.498	.41	.58
(Efficiency of responding to the customer electronically	10.540	284	.000			.61
Ease of electronic communication)	12.227	284	.000	.512	.42	.64
The degree of personalization in electronic communication	11.693	284	.000	.554	.47	.59
(Effectiveness of electronic communication - acceptance	14.040	284	.000	.509	.42	.77
(Effectiveness of electronic communication - responsiveness	10.124	284	.000	.677	.58	.65
				.547	.44	
				.614	.51	

Source: Primary data processed, 2024

Table 4.11 shows the differences in the average answers for each axis from the average value, as shown by the T-Student statistic with the level of significance (calculated function level Sig) corresponding to each of them, which helps in deciding regarding the previous statistical Hypothesis.

It appears from the Table that we reject the null hypothesis for each of the previous averages since the calculated function level (Sig=0) is smaller than the function level, 0.02, which means rejecting the null Hypothesis and thus accepting the Hypothesis completely, substantially, and substantially. This means that the average differences of the eight axes' answers were more significant than the average value (3)

Therefore, the approval of all respondents from the customers on each ax has been substantial and statistically significant; for example, the results indicate that the axis of

feeling safe in electronic dealing. Most customers agree (according to the questions asked about this axis) on the sense of security in dealing with the website of the Attayebat company and the rest of the axes.

4.3.1. Testing Research Hypotheses

In order to test hypotheses and discover the nature of the correlation and influence between the independent and dependent variables, the researcher relied on studying the correlational relationship first and then testing the regression coefficients between the variables to analyze the relationship and degree of influence of the independent variables on the dependent variable.

4.3.1.1. Study of the correlation between the research variables

In order to test the hypothesis that investigates the correlation between the two-fold axes, a Spearman correlation matrix was completed, which suits the research variables as they are ordinal. As shown in Table 4.12. below

Table 4.12. Spearman correlation coefficient for research variables

Correlations										
			Guida nce Good for the custo mer Email X	Sensati on Safety in electro nic dealing s Y	Respons e efficienc y On the client Electro nically M	ease Connect ion Electro nic N	degree Personali zation in communic ation Electroni c S	effectivene ss communic ation Electronic - Acceptanc e W	effectivenes s Electronic communic ation - Responsiv eness Q	effectivene ss Electroni c communi cation - Persevera nce R
Spearman's rho	Good guidance to the customer electronically	Correlation Coefficient	1	0.118	0.158	0.129	0.124	.0532	0.712	- 0.016
		Sig. (2-tailed)	.	0.047	0.008	0.03	0.037	.0000	0.033	0.787
	Sensation Safety in electronic dealings	Correlation Coefficient	0.118	1	0.141	0.027	0.12	0.1	.0551	0.023
		Sig. (2-tailed)	0.047	.	0.018	0.647	0.042	0.091	0.011	0.695
	Efficiency of responding to the customer electr	Correlation Coefficient	0.158	0.141	1	0.217	0.21	0.134	0.411	0.071
		Sig. (2-tailed)								
		Correlation Coefficient								
		Sig. (2-tailed)								

Correlations										
			Guidance Good for the customer Email X	Sensation Safety in electronic dealings Y	Response efficiency On the client Electronically M	Ease Connection Electronic N	degree Personalization in communication Electronic S	effectiveness communication Electronic - Acceptance W	effectiveness Electronic communication - Responsiveness Q	effectiveness Electronic communication - Perseverance R
	onically									
	M	Sig. (2-tailed)	0.008	0.018	.	0	0	0.024	0	0.229
	Ease Electronic communication	Correlation Coefficient	0.129	0.027	0.217	1	0.114	0.056	0.234	- 0.028
	N	Sig. (2-tailed)	0.03	0.647	0	.	0.054	0.349	0	0.641
	degree Personalization in electronic communication	Correlation Coefficient	0.124	0.12	0.21	0.114	1	0.19	0.225	0.008
	S	Sig. (2-tailed)	0.037	0.042	0	0.054	.	0.001	0	0.892
	effectiveness) communication Electronic -	Correlation Coefficient	0.735	0.1	0.134	0.056	0.19	1	0.11	0.125

Correlations										
			Guidance Good for the customer Email X	Sensation Safety in electronic dealings Y	Response efficiency On the client Electronically M	Ease Connection Electronic N	degree Personalization in communication Electronic S	effectiveness communication Electronic - Acceptance W	effectiveness Electronic communication - Responsiveness Q	effectiveness Electronic communication - Perseverance R
	acceptance	efficient								
	W	Sig. (2-tailed)	0.044	0.091	0.024	0.349	0.001	.	0.064	0.035
	effectiveness) communication Electronic - responsiveness	Correlation Coefficient	0.712	.0551	0.411	0.234	0.225	0.11	1	0.149
	Q	Sig. (2-tailed)	0.033	.0011	0	0	0	0.064	.	0.012
	Effectiveness of electronic communication - consistency	Correlation Coefficient	.0585	0.023	0.071	- 0.028	0.008	0.125	0.149	1
	R	Sig. (2-tailed)	.0053	0.695	0.229	0.641	0.892	0.035	0.012	.

Source: Primary data processed, 2024

4.3.1.2. Hypothesis of the correlation coefficient significance test

H0: $r = 0$

H1: $r \neq 0$

1. First hypothesis test

H1: An excellent electronic customer orientation affects the customer's electronic communication with the organization

a. H1-1: Testing the first partial Hypothesis

H1-1: A good electronic customer orientation affects the customer's acceptance of electronic communication with the organization.

Table 4.12. shows that the Spearman correlation coefficient between these two axes reached a value of ($r=73.5\%$) (versus the calculated significance level ($\text{Sig} = 0.044$) is less than the 0.05 significance level, which means rejecting the null Hypothesis of the insignificance of the correlation coefficient, and accepting the alternative Hypothesis that confirms the existence of a strong positive and statistically significant correlation electronically and accepting electronic communication with the organization.

b. H1-2: Testing the second partial Hypothesis

H1-2: A good orientation towards the customer electronically affects the customer's response to electronic communication with the organization.

Also, from Table 4.12, we can read that the value of the Spearman correlation coefficient between these two variables reached 71.2% compared to the calculated significance level ($\text{Sig} = 0.03$), which is less than the significance level of 0.05, Which means that there is a strong positive and statistically significant correlation. Therefore, we reject the null hypothesis, expressing a

significance test. A good trend and correlation coefficient, and we accept the alternative hypothesis that indicates the presence of a positive and statistically significant correlation between the customer's electronic communication and the response (interaction) to the electronic communication process.

Testing the second Hypothesis

2. H2: The sense of security in electronic dealing affects the client's communication with the organization electronically

a. H2-1: First partial hypothesis testing

H2-1: The sense of security in electronic dealing affects the client's response (interaction) to the electronic communication process with the organization.

According to Table 4.12, the value of the correlation coefficient reached 75.1% with a calculated significance level (Sig = 0.011), which means that there is a strong, statistically significant positive correlation. Therefore, the null hypothesis must be rejected. The alternative hypothesis, which is the hypothesis, must be accepted, which confirms the existence of a strong, positive, and statistically significant relationship between the feeling of security in electronic dealings and the responsiveness (Interaction) of the customer with the electronic communication process.

b. H2-2: Testing the second partial Hypothesis

H2-2: The sense of security in electronic dealing affects the client's attendance in electronic communication with the organization

Table 4.12. shows that the value of the correlation coefficient reached 2.3%, with a calculated significance level (Sig = 0.695), which means that there

is a positive (weak) correlation. However, it is not statistically significant because the calculated significance level (level Significance) is more significant than 0.05, which means accepting the null hypothesis. Therefore, the Spearman correlation coefficient does not differ significantly Between the feeling of safety and zero. In light of this result, there is no real statistically significant relationship between electronic dealing and customer continuity in electronic communication.

3. Testing the third Hypothesis

H3: The ease of electronic communication affects the customer's communication with the organization electronically

a. H3-1: First partial hypothesis testing

H3-1: The ease of electronic communication affects the customer's response (interaction) to the electronic communication process with the organization.

According to the results of Table 4.12, the value of the correlation coefficient reached 23.4%, compared to the calculated significance level (Sig) of 0.00, which means that there is a positive and statistically significant correlation between ease of communication and customer responsiveness, but it is a correlation a weak. This results in rejecting the null Hypothesis and accepting the alternative Hypothesis of a weak, statistically significant positive correlation

Between the ease of electronic communication and the customer's response (interaction) to the electronic communication process.

b. H3-2: Second partial hypothesis testing

H3-2: The ease of electronic communication affects the client's perseverance in electronic communication with the organization.

Table shows that the correlation coefficient value is -2.8% with a calculated significance level (Sig = 0.640), which means there is a negative, but not statistically significant, correlation between the ease of electronic communication and the customer's consistency in communication. Electronic, because the calculated significance level (significance level) is more significant than 0.05, means accepting the null hypothesis. Therefore, the Spearman correlation coefficient is not significantly different from zero.

In light of this result, there is no real statistically significant relationship between the customer communicating electronically.

4. Fourth hypothesis testing 4-1-3-4

H4: The efficiency of responding to the customer electronically affects the customer's electronic communication with the organization

a. H4-1: Testing the first partial Hypothesis

H4-1: The efficiency of responding to the customer electronically affects the customer's response (interaction) with the electronic communication process with the organization.

According to the results of Table 4.12, the value of the correlation coefficient between the efficiency of the response and the customer's response to the communication was reached.

Electronic 41.1%, against a calculated significance level (Sig = 0.00), means a positive and statistically significant correlation. Between ease of

communication and customer responsiveness. This results in rejecting the null hypothesis and accepting the alternative hypothesis of a positive and statistically significant correlation, as well as the efficiency of responding to the customer electronically and his response (interaction) with the electronic communication process.

b. H4-2: Testing the first partial Hypothesis

H4-2: The efficiency of responding to the customer electronically affects the customer's persistence in electronic communication with the organization.

Table 4.12 shows the value of the correlation coefficient of 7.1% with a calculated significance level (Sig=0.229), which means that there is a positive (weak) correlation. However, it is not statistically significant because the calculated significance level (significance level is greater than 0.05) means accepting the null Hypothesis; therefore, the Spearman correlation coefficient is not significantly different from zero.

In light of this result, there is no real statistically significant relationship between the efficiency of responding to the customer electronically.

Testing the fifth Hypothesis

5. H5: The degree of diagnosis (personalization) in electronic dealing affects the client's communication with the organization electronically

a. H5-1: First partial hypothesis testing

H5-1: The degree of personalization in electronic dealing affects the customer's response (interaction) to the communication process with the organization.

Table 4.12 shows the value of the correlation coefficient, 22.5%, against a calculated significance level (Sig=0.00), which means A positive and statistically significant correlation but a weak correlation, which results in rejecting the null Hypothesis and accepting the alternative Hypothesis. A weak positive and statistically significant correlation exists between the degree of diagnosis (personalization) in electronic dealing and the response between the customers (interaction) with the electronic communication process.

b. H5-2: Testing the first partial Hypothesis

H5-2: The degree of personalization in electronic dealing affects the customer's persistence in electronic communication with the organization.

According to Table 4.12, the correlation coefficient value reached 0.8%, compared to a massive level of significance (calculated significance) (0.892). Therefore, we accept the null hypothesis, as there is no evidence of a correlation between the degree of diagnosis (personalization) in electronic dealing and the customer's continuity in electronic communication in light of the variables obtained.

In light of this result, there is no real statistically significant relationship between the degree of diagnosis (personalization) in dealing with electronic communication and the customer's continuity.

4.4. The statistical results of the research:

We can reach a set of results based on statistical analysis as follows:

- a) There is a strong and positive correlation between a good orientation towards the customer electronically and his acceptance of the content of electronic

communication. The data showed an excellent orientation toward the customer electronically, and a large percentage of the sample agreed on the importance and impact of a good orientation toward the customer electronically on his acceptance of electronic communication with the website.

- b) There is a solid and positive relationship between a good orientation towards the customer electronically and his interaction with the electronic communication process with the Company. Accordingly, a large percentage of the sample agreed on the importance and impact of good customer orientation electronically in their response to the electronic communication process with the Company.
- c) There is a strong and positive correlation between the feeling of security in electronic dealings with the customer and his interaction with the electronic communication process. The data also showed the customer's need to feel safe in electronic transactions, as a large percentage of the sample agreed on the importance and impact of feeling safe in electronic transactions on the customer's response and interaction with the electronic communication process.
- d) There is no real relationship between the feeling of security in electronic dealings and the customer's persistence in electronic communication.
- e) There is a weak, positive correlation between the ease of electronic communication and the customer's response to the electronic communication process. A percentage of the respondents agreed on the importance and impact of the ease of electronic communication on the customer's response and interaction with the electronic communication process with the Company.

- f) There is no real relationship between the ease of electronic communication and the customer's persistence in electronic communication.
- g) There is a positive correlation between the efficiency of responding to the customer electronically and his response to the electronic communication process. A large percentage of the respondents agreed on the importance and impact of the efficiency of responding to the customer electronically on the customer's response and interaction with the electronic communication process.
- h) There is no real relationship between the efficiency of responding to a customer electronically and his consistency in electronic communication.
- i) There is a weak, positive correlation between the degree of diagnosis (personalization) in electronic dealings and the customer's response to the electronic communication process. Also, a small percentage of the respondents agreed on the importance and impact of the degree of diagnosis (personalization) in electronic dealing on the customer's response and interaction with the electronic communication process with the organization.
- j) There is no real relationship between the degree of diagnosis (personalization) in electronic dealings and the customer's persistence in electronic communication.
- k) The answers of the sample members on the axis of feeling safe in electronic transactions were affected by different age groups, as the survey data for the answers of the sample members showed that the central axis is the feeling of security in electronic transactions.
- l) The degree of education affects the respondents' answers on the electronic communication axis. This means that the degree of education affected the

difference in the answers of the respondents on the axis of the effectiveness of electronic communication.

4.5. General results of the research

The previous data results, and the analysis process of the Attayibat International Trade Company website, and linking them with the theoretical framework and earlier studies related to the subject of the research leads to a set of general results that can be considered as the contributions made by electronic marketing techniques to improve the effectiveness of electronic communication with the customer. Thus, the researcher has linked the research problem, its hypotheses, and its statistical results as follows:

1. The customer's acceptance of the electronic communication process is affected by the efforts made by the organization to provide good customer orientation on its website, such as the excellent design of the website and its pages, the attractiveness of its colors, graphics, and pictures, and the coordination of the content in a way that provides ease of navigation between pages, clarity of links, and the availability of software and tools to do so.
2. The customer's response to the electronic communication process with the Company is the result of a group of factors, including:
 - All actions directed by the organization towards the client related to the formal design and coordination of the content of the site Electronic.
 - The customer's sense of security in electronic dealings stems mainly from his trust in the organization's website and policy Privacy and the protection measures you follow to preserve his data.

- The efficiency of responding to the customer's answers and inquiries on the website is translated from the point that the customer gets helpful, quick, and straightforward answers.
 - Ease of communication with the website at any time and in more than one way.
 - The degree of personalization the organization adopts in its electronic communication with the customer.
3. Attayibat International Trade Company needs more tools and software to activate its website and apply electronic marketing techniques to communicate with customers. The most important of these tools and software are:
- With the customer database, the organization remains remote and aware of its customers and their characteristics and behaviors.
 - Statistical tools on the site count the number of visitors and the amount of time a visitor spends on average Every visit to the site, or the number of clicks made on average per entry... etc., and these statistics would provide essential indications that the site management can benefit from in development processes the future of the site.
4. Attayibat International Trade Company's possession of a website and providing it with tools and software for marketing and electronic communication with customers did not achieve the desired goal of the website due to the lack of a marketing culture and human cadres trained and qualified in marketing to direct these tools and software towards achieving the marketing goal at this stage, As a result of the following reasons:

- Stagnation and slow updating processes for the website of Attayibat International Trade Company.
 - The lack of information on the website that is considered essential to a service company, such as prices Products, types of products, etc.
 - Low efficiency in responding to customer inquiries electronically and sometimes ignoring them.
5. The points mentioned in points 3 and 4 were essential reasons for the decline in customers' attendance on the site, and this was translated into the answers of the respondents in the statistical analysis, as no correlation appeared for any of the independent variables studied by the researcher with the effectiveness of electronic communication.

4.6. Comparison with Previous Research

This research aims to examine the effectiveness of electronic communication through electronic marketing techniques at Attayibat International Trade Company. The analysis results show that customer acceptance and response to electronic communications are influenced by various factors, including website content design and coordination, transaction security, response efficiency, ease of communication, and level of personalization. These findings are in line with earlier research examining the role of website design elements and customer trust in the context of e-marketing.

In earlier research, such as that conducted by (Gefen, Karahanna and Straub, 2003), it was found that customer trust in websites plays an important role in the success of electronic transactions. This is supported by the results of this research which show that customers' sense of security in electronic transactions, which comes from trust in privacy and data protection policies, is a crucial factor in effective electronic communication. Previous research by (Flavián, Guinalíu

and Gurrea, 2006) also emphasized the importance of attractive and functional website design in influencing customer perceptions and increasing their satisfaction, which is in line with the finding that site design and content coordination influence customer acceptance.

Furthermore, this study found that efficiency in responding to customer inquiries and ease of communication with the website influenced customer responses. Research by (Yang *et al.*, 2005) supports these findings by stating that responsiveness and speed in providing answers to customers are important factors in increasing customer satisfaction and their loyalty to websites.

Overall, this research confirms the importance of various elements in website design and management, customer trust, responsiveness, and organizational readiness in achieving electronic communications effectiveness. These findings provide a significant contribution to the understanding of how electronic marketing techniques can be implemented effectively to improve communications with customers, as well as highlighting areas that require improvement to achieve desired marketing objectives.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions:

Based on the research findings from Chapter 4, several key insights regarding electronic communication between Attayibat International Trade Company and its electronic customers are highlighted:

- *Website Design and Content:* A well-designed, informative website enhances customer engagement and satisfaction.
- *Trust and Security:* Trust-building measures and transparent security features are crucial for customer confidence and interaction.
- *Customer Service Efficiency:* Prompt, knowledgeable responses to customer inquiries improve satisfaction and loyalty.
- *Personalization:* Personalized communication based on customer data increases engagement and satisfaction.
- *Customer Continuity:* Maintaining ongoing communication is essential for long-term relationships despite the lack of significant statistical correlation.
- *Customer Feedback:* Providing a platform for feedback helps improve services and understand customer preferences.
- *Key Customer Relationships:* Strong relationships with key customers enhance loyalty and sales.
- *Internal Communication:* Effective communication and a unified marketing approach across departments are essential for a seamless customer experience.

- *Customer Interaction Measurement:* Monitoring customer interaction stages helps tailor marketing strategies effectively.

5.2 Recommendations

Based on the research results, the researcher can present a set of proposals and recommendations to activate electronic communication between Attayibat International Trade Company and its group of electronic customers. It can be classified as follows:

The first proposal: Pay attention to the formal design and content of the website:

The entity responsible for implementation: managing the website in coordination with the rest of the Company's departments
Required executive procedures:

- Please pay attention to the formal design of the site, making sure that the design process is based on data collected about customers and their tastes to ensure the process of attracting the customer to enter the site and spend as much time as possible on its pages.
- Pay attention to the excellent coordination of the site's content through the availability and completeness of the information the customer needs about all the Company's services, contact information, frequently asked questions, and others.
- Focus on updating this information on an ongoing basis.
- Providing all the tools and software that go along with the customer and provide ease while navigating the site pages (shopping cart, contacting the site administration, returning to the home page... etc.).

The second proposal: Improving trust-building procedures and security sensitivity on the website

The entity responsible for implementation: Website management

Required executive procedures:

- Pay attention to the means of electronic protection on the website and work to clarify these means if they require specific steps by the customer that contribute to improving their effectiveness.
- It is necessary to announce all approved means of protection on the site so that the customer can see them and be sure that the site is safe against viruses, hacking, and data theft.
- Regarding the privacy element, it is a good idea to highlight documents on the subject of Privacy and how the site deals with customer data and for the parties authorized to view them, mainly since the site deals with various account numbers and personal data, which may increase the customer's fear of providing them.

The third proposal: Improving the efficiency of responding to the customer and the communication process

The entity responsible for implementation: Website management

Required executive procedures:

- Provide well-trained and qualified human cadres to communicate with customers who are sufficiently familiar with the Company's products and offers so that they can provide valuable and professional answers to customers' questions—providing

various means of communication for the customer (phone number, email, chats, etc.).

Fourth proposal: Achieving personalization in electronic communication with the customer.

The entity responsible for implementation: managing the website in coordination with various departments and divisions.

Required executive procedures:

- Providing an information bank that enables the Company to store customer data and then analyze it using marketing information systems and subsystems such as analysis that supports marketing decisions and others, which process the data and transform it into useful information for decision-makers that help in the proper direction of their marketing decisions, adding a kind of Individualization and personalization when communicating with the customer and directing him to marketing offers based on qualitative information about customers' preferences and desires.

Fifth proposal: Activate the customer's continuity in communicating with the website

The entity responsible for implementation: Website management with the Marketing Department

Required executive procedures:

- Although there is no statistically significant relationship between the independent variables and the customer's persistence in communicating electronically, the researcher recommends not ignoring the importance of these variables and paying attention to all marketing procedures and practices directed toward the customer in

the acceptance and response stages, because achieving consistency comes first by accepting communication and then responding to it.

Sixth proposal: An accessible place for customer comments on the website

The entity responsible for implementation: Website management with the Marketing Department

Required executive actions:

Providing a place on the website where customers can leave their comments, observations, and reactions about the site, the Company, its offers, and its services. These opinions and comments left provide two double benefits:

- The first is informing new customers of the opinions of experienced customers who have previously dealt with the Company and the site and forming a positive impression if the opinions left contain praise for the site and the Company.
- Second: Informing the site management of customer complaints and negative opinions about the site and the Company lets it avoid shortcomings and negligence when planning its following marketing actions (feedback to customer opinions).

Seventh proposal: Building distinguished communication with the Company's most important customers

The entity responsible for implementation: Marketing Department in coordination with the website management and all contacts

Required executive actions:

The researcher recommends focusing on building distinct and exceptional communication with the Company's most important customers, and this, in turn, requires:

- The Company owns databases about its customers, works to update them continuously, and can be relied on the information bank mentioned in the second proposal.
- Segmenting customers according to criteria proposed by the marketing department to determine the customer category that is most important to it.
- Work to establish a unique, confidential, and personalized relationship with the Company's most critical distinguished clients, such as large merchants in large cities.

These measures contribute to raising the loyalty rates of the Company's distinguished customers and, thus:

- The Company's sales numbers have been raised according to marketing studies confirming that loyal customers buy more.
- Reducing costs results from focusing marketing efforts on a specific category of customers.

Eighth proposal: Achieving integration in the communication of the Company's departments with the customer (traditionally and electronically)

The entity responsible for implementation: the general administration of the Company

Required executive procedures:

- Providing effective internal communication between the various departments and parts of Attayibat International Trade Company.
- Work to spread a general marketing culture among all departments and elements.
- Achieving customer information sharing between all these elements.

These procedures contribute to creating a unified vision and a collective view of the customer, which helps improve harmony and coordination between the Company's various departments. The customer becomes the focus of all the actions and activities of the departments, each according to his role in manufacturing and providing the service and product to reach the level of satisfaction required from the service provided. The customer buys not only the products of Attayibat Company but also all the things and factors related to the service during and after consuming it, which gives him a feeling of happiness and general satisfaction. Good communication with him from the first moment, tactful human communication during the buying and selling journey, and taking care of him are essential factors added to communication. Electronic communication with him to achieve his satisfaction with the level of service and product provided.

Ninth proposal: Measure the stage of the customer's electronic communication with the website

The entity responsible for implementation: Website management

Required executive procedures:

- The website management possesses a set of statistical tools and programs that let customers measure their communication with the website and activate them on the website.
- Determine the stage the customer has reached in his communication with the website/acceptance, response, persistence/, based on the measurement results.
- Determine the most efficient and effective marketing actions and directions (techniques) that are appropriate to the nature of the stage that the customer has reached.

The researcher can suggest a set of metrics to determine the degree of customer communication with the website, as follows:

- The period between the last two customer visits to the site.
- Average number of mouse clicks per entry
- The volume of data provided by the client
- Average number of messages sent (monthly or annually)
- The average length of time a customer spends on the site per entry
- Average number of entry times (monthly or annually).

The researcher can point out the most critical difficulties facing the process of practical application of this proposal, as follows:

1. The customer logs in from several devices or portals, increasing the difficulty of automatically identifying him. This can be avoided by providing software on the site requiring the customer to identify himself at each login and provide a unique password. This, in turn, requires the customer's commitment to identify himself and enter a private password.
2. It provides a trained staff equipped with technical skills who can deal with the website's tools and programs professionally and administrative and marketing skills that give them the ability to communicate efficiently with the customer.
3. The existence of a customer information bank, the necessity of sharing customer information among all the elements responsible for communicating with him (traditionally and electronically), and identifying the persons authorized to enter and modify data.

4. Please continue to monitor the customer's movements and provide effective internal communication that allows the rapid and accurate flow of reports about the customer's communication status with the site and their arrival to decision-makers promptly.

5.3 Managerial Implications

The findings suggest that Attayibat International Trade Company should:

1. Optimize the Website: Invest in design and content to enhance user engagement.
2. Enhance Security and Trust: Emphasize and communicate website security measures to build customer trust.
3. Improve Customer Service: Train staff and provide multiple communication channels for better customer service.
4. Leverage Customer Data: Use data to personalize communication and marketing efforts.

5.4 Limitations

This research has several limitations:

1. Sample Size: A limited sample size may affect the generalizability of findings.
2. Data Availability: Incomplete customer data might affect the accuracy of the analysis.
3. Technological Constraints: The website's technical limitations may hinder the implementation of recommendations.

4. Customer Behavior Variability: Variations in customer behavior across different demographics may affect applicability.

5.5 Future Research Directions

Future research should address the limitations of this Study and explore additional aspects of electronic communication and customer engagement, such as:

1. Expanding Sample Size: Increase the sample size to enhance generalizability.
2. Diverse Customer Segments: Investigate behavior across different demographics and regions.
3. Advanced Technological Solutions: Explore advanced solutions for website security and personalization.
4. Longitudinal Studies: Conduct studies over time to observe changes in customer behavior.

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