

The Impact of Digital Marketing Tools on Customers Satisfaction in Jordanian Real Estate Industry: A Study During Covid-19 Era

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Abstract

The COVID-19 pandemic has accelerated and motivated digitalization in business including real estate industry. Digital marketing is a methodical process that includes marketing strategies and identifies the best promotions to enhance customer satisfaction. This study aims to understand the factors that contribute to the successful adoption of digital marketing by real estate industry in Jordan. Participants comprised real estate customers. Therefore, the study employed 391 valid questionnaires involving items from previous studies. The data was analyzed using SEM approach namely, Smart-PLS. The results have shown a significant positive correlation between digital marketing on customer satisfaction. Further, Further, the result demonstrated that the mobile application gets a high ranked with mean (4.05) followed by website with mean (3.10), while the domain of (social media) has mean (3.65), while the domain of (customer satisfaction) has mean (3.05). Also, the result demonstrated a significant positive correlation between social media and customer satisfaction. And the result revealed a significant positive correlation between mobile app and customer satisfaction. Moreover, the result revealed a significant positive correlation between website and customer satisfaction. These results propose to pay attention to adopt digital marketing. This study is vital for research and practical implementation at the level of real estate industry. The study recommended the need to review the marketing strategies followed, apply unified marketing programs for all customers, and pay attention to customer complaints and work to solve them. The importance of working to increase the level of response to customer needs by providing marketing services using a mobile phone, website, and social media. also, working to create digital marketing techniques, to ensure acceptable levels of interaction between customers, and real estate firms.

Keywords: Digital marketing, Social media, Website, Customer satisfaction, Real estate

