

Research Articles

The Impact of E-Marketing Technology in Improving The Effectiveness of Communication with Customers: A Case of Attayibat International Trading

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ABSTRACT

In today's digital age, customer prioritization is at the heart of effective digital marketing strategies. This study delves into the complex dynamics between using digital tools and promoting meaningful electronic communication with customers. Key factors such as customer orientation, transaction security, response efficiency, ease of communication, and customization were comprehensively studied through a comprehensive survey of several customers on Al Tayebat Trading Company's website. The findings highlight how these elements significantly shape customer interactions in the digital realm. Ultimately, the research underscores the pivotal role of customer-focused e-marketing practices in enhancing electronic communications and promoting strong customer engagement.

Keywords: customer, e-marketing, security, communication, Tayyibat

INTRODUCTION

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).

LITERATURE REVIEW AND HYPOTHESIS

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).

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: (1) Addressability, (2) Interactivity, (3) Memory, (4) Control, (5) Accessibility (Kleindl, 2002; Abu Fara, 2007; Khammash and Griffiths, 2011; Andik, Daryanto and Sembada, 2021)

Strengthening 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).

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).

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).

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.

Hypothesis Development

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.

H_{1.1}: A good orientation toward the customer electronically affects the customer's acceptance of electronic communication with the organization.

H_{1.2}: 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.

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.

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.

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 electronic

communication. 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.

H_{5.1}: The degree of personalization in electronic dealing affects the customer's response (interaction) to the electronic communication process with the organization.

H_{5.2}: The degree of personalization in electronic dealing affects the customer's persistence in electronic communication with the organization.

RESEARCH METHOD

To achieve the research objectives, the researcher adopted a descriptive and analytical approach, widely employed in the study of social and human phenomena. This method is particularly suited to the current investigation as it allows for an unbiased examination of the phenomenon in its natural state quantitatively.

In determining the customer base of Attayibat Trading Company, the researcher faced the challenge of lacking an official figure for community size, which typically dictates sample size in statistical methods. Instead, a simple random sample ranging from 30 to 300 respondents was chosen, a common approach in correlational studies. This methodological decision, supported by Sekaran and Bougie (2016), ensured sufficient statistical power for analyzing relationships among variables.

The research employed primary data sources including personal observations and a questionnaire, alongside secondary sources such as literature reviews and online research, to comprehensively address the study's objectives and hypotheses. The resulting sample of 285 valid questionnaire responses provided a robust foundation for data analysis, facilitating insights into customer interactions with the company's website and informing strategic decisions moving forward. The data analysis techniques used in this study are T-Test and Spearman Correlation.

Table 1. Respondent Profile

Demographic variables	N	%
<i>Gender</i>		
Male	150	52.6
Female	135	47.4
<i>Age</i>		
Respondents in their 20s	63	22,1
Respondents in their 30s	50	17,5
Respondents in their 40s	62	21,8
Respondents in their 50s	47	16,5
Respondents older than 50	63	22,1
<i>Reasons for entering the company website</i>		
Follow company news	55	19,3
Inquiries	53	18,6

Demographic variables	N	%
Make a comparison between companies	62	21,8
All the previous reasons	58	20,4
Other reasons	57	20

Source: Primary Data Processed (2024)

RESULTS AND DISCUSSION

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 2:

Table 2. The Overall Average of Responses to The Questionnaire Axes

	Statistics							
	Orientati on towards the customer electroni cally	Feeling safe in electron ic dealings	Efficienc y of respon ding to the customer electroni cally	Ease of electron ic commu nication	The degree of personali zation in electronic communi cation	Accepta nce of electron ic commu nication	Respon ding to electron ic communi cation	Continuity in electron ic communi cation
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 2. 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 3. Test of The Significance of Difference (T-test)

	One-Sample Test					
	Test Value = 3					
	t	df	Sig. (1-tailed)	Mean Differenc e	95% Confidence Interval of the Difference	
				Lower	Upper	
Good guidance to the customer electronically	14.017	284	.000	.632	.54	.72
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	.509	.42	.59
(Effectiveness of electronic communication - acceptance	14.040	284	.000	.677	.58	.77
(Effectiveness of electronic communication - responsiveness	10.124	284	.000	.547	.44	.65

Source: Primary Data Processed (2024)

Table 3 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 axis 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.

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.

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. below:

Table 4. Spearman Correlation Coefficient for Research Variables

		Correlations								
		Guidance Good for the customer Email X	Sensati on Safety in electronic dealings Y	Response efficiency On the client Electroni cally M	Ease Connection Electronic N	Degree Personalizat ion in communic ation Electroni c S	Effectivene ss communica tion Electronic - Acceptance W	Effectivene ss Electronic communica tion - Responsi veness Q	Effectivene ss Electronic communica tion - 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
	X	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
	Y	Sig. (2-tailed)	0.047	.	0.018	0.647	0.042	0.091	0.011	0.695
	Efficiency of responding to the customer electronically	Correlation Coefficient	0.158	0.141	1	0.217	0.21	0.134	0.411	0.071
	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

		Correlations								
		Guidance Good for the customer Email X	Sensat ion Safety in electronic dealings Y	Response efficiency On the client Electroni cally M	Ease Connection Electronic N	Degree Personalizat ion in communic ation Electroni c S	Effectivene ss communica tion Electroni c - Acceptance W	Effectivene ss Electronic communica tion - Responsi veness Q	Effectivene ss Electronic communica tion - Persevera nce R	
Perso naliz ation in electr onic com muni catio n	Correlat ion Coeffici ent	0.124	0.12	0.21	0.114	1	0.19	0.225	0.008	
	Sig. (2- tailed)	0.037	0.042	0	0.054	.	0.001	0	0.892	
commu nication Electr oni c - acc ept an ce	Correlat ion Coeffici ent	0.735	0.1	0.134	0.056	0.19	1	0.11	0.125	
	Sig. (2- tailed)	0.044	0.091	0.024	0.349	0.001	.	0.064	0.035	
effectiv eness) commu nication Electr onic - respo nsive ness	Correlati on Coefficie nt	0.712	.0551	0.411	0.234	0.225	0.11	1	0.149	
	Sig. (2- tailed)	0.033	.0011	0	0	0	0.064	.	0.012	
Effectiv eness of electro nic comm municati on - consist ency	Correlati on Coefficie nt	.0585	0.023	0.071	- 0.028	0.008	0.125	0.149	1	
	Sig. (2- tailed)	.0053	0.695	0.229	0.641	0.892	0.035	0.012	.	

Source: Primary Data Processed (2024)

Hypothesis of The Correlation Coefficient Significance Test

H0: $r = 0$

H1: $r \neq 0$

Hypothesis Test Result

- H₁₋₁:** Table 4. shows that the Spearman correlation coefficient between these two axes reached a value of ($r=73.5\%$) (versus the calculated significance level (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.
- H₁₋₂:** Also, from Table 4., we can read that the value of the Spearman correlation coefficient between these two variables reached 71.2% compared to the calculated significance level (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.
- c. **H₂₋₁**: According to Table 4., 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.
 - d. **H₂₋₂**: Table 4. 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.
 - e. **H₃₋₁**: According to the results of Table 4., 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.
 - f. **H₃₋₂**: Table 4. 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.
 - g. **H₄₋₁**: 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.
 - h. **H₄₋₂**: Table 4. 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.

- i. **H₅₋₁**: Table 4. 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.
- j. **H₅₋₂**: 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.

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, Guinaliú 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.

RESEARCH 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.

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.

CONCLUSIONS

Based on the research findings, 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.

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