# The Influence of Social Marketing Drives on Customer Satisfaction via Demographic Variables as Moderating Factors

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## ABSTRACT

The purpose of this study is to examine the effect of social media marketing tactics—such as advantageous campaigns, relevant content, popular content, and presence on multiple platforms—on customer satisfaction in travel and tourism offices in Jordan. The study also explores how demographic variables like age, sex, education, and income influence this relationship. The results confirmed that social media marketing drives are positively related to customer satisfaction. The findings showed that all the drives—advantageous campaigns, relevant content, popular content, and presence on multiple social media platforms—have a significant impact on customer satisfaction. The results also suggest that demographic variables like age, sex, education, and income moderate the relationship between social media marketing drives and customer satisfaction, implying that the effect of these drives on customer satisfaction may vary based on demographic factors.

## KEYWORDS

Customer Satisfaction, Social Media Marketing, Tourism

## 1. INTRODUCTION

The travel and tourism industry are a critical component of the economy in Jordan, a developing country in the Middle East. In recent years, social media marketing has become increasingly important in the travel and tourism industry, both globally and in Jordan. Travel and tourism offices in Jordan are leveraging social media platforms to reach a wider audience, create brand awareness, and build customer loyalty. However, the relationship between social media marketing and customer satisfaction in the travel and tourism industry is complex and multifaceted, and there is a need for further investigation, especially in the context of developing countries like Jordan.

Recent studies have begun to shed light on this relationship. For example, a study by Yılmaz and Kılıç (2021) found that social media marketing drives such as relevant and popular content, and appearing on multiple platforms and applications, have a positive impact on customer satisfaction in the travel and tourism industry in a developing country. Similarly, a study by Khan et al. (2022)

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found that advantageous campaigns and relevant content are positively related to customer satisfaction in the travel and tourism industry in a developing country. However, there is still a need for further research to fully understand the relationship between social media marketing interrelated drives and brand loyalty in the travel and tourism industry in developing countries. Despite the growing importance of social media marketing in the travel and tourism industry in Jordan, there is limited research on the relationship between social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications) and customer satisfaction in this sector in the country. The lack of understanding of this relationship poses a challenge for travel and tourism offices in Jordan to effectively leverage social media marketing to build customer satisfaction.

It is important to study the relationship between social media marketing interrelated drives and customer satisfaction in the travel and tourism industry in Jordan as the country is actively working to develop its tourism sector. The tourism industry is a significant contributor to Jordan's economy, generating jobs and income for the country. However, the travel and tourism industry in Jordan is highly competitive, and it is essential for travel and tourism offices to effectively leverage social media marketing to build brand loyalty and customer satisfaction and stand out in the market.

Therefore, this research aims to fill the gap in the literature by investigating the relationship between social media marketing interrelated drives and customer satisfaction in the travel and tourism industry in Jordan, with a focus on the demographic variable (age, education, sex and income) as moderating . The results of this research will provide valuable insights for travel and tourism offices in Jordan on how to effectively leverage social media marketing to build customer satisfaction, supporting the development of the tourism sector in the country.

The upcoming sections comprise a review of the literature and the development of hypotheses, as well as an explanation of the research methodology. This is followed by a discussion of the findings, conclusion, implications, recommendations, and limitations.

## 2. THE IMPORTANCE OF USE SOCIAL MEDIA PLATFORMS BY TRAVEL AND TOURISM SECTOR IN JORDAN

Travel and tourism industry is a major contributor to the global economy and has become increasingly important for many countries, including Jordan. Industry provides a significant source of income, employment, and economic growth, making it crucial for many countries to promote and support the sector. This paper aims to provide an overview of the importance of travel and tourism in Jordan and its impact on the country's economy and society. According to a report by the World Travel & Tourism Council (2021), travel and tourism in Jordan contributed to around 9.4% of the country's Gross Domestic Product (GDP) in 2020, providing significant employment opportunities and generating income for the country.

Travel and tourism also has a significant impact on the social and cultural fabric of Jordan. A study by Al-Shboul (2021) found that the industry promotes cultural exchange and helps to foster mutual understanding between different countries and cultures. Furthermore, it provides opportunities for local communities to benefit from the growth of the sector through employment and business development. Jordan is a popular travel destination due to its rich history and cultural heritage, as well as its natural beauty and diverse attractions. Major tourist destinations include Petra, Wadi Rum, the Dead Sea, and the Red Sea, among others. In today's digital age, social media has become a crucial tool for businesses, including the travel and tourism industry. Social media platforms provide travel and tourism offices with a cost-effective and efficient way to reach a large and diverse audience, promote their destinations, and interact with customers. The use of social media in the travel and tourism industry is particularly important for developing countries such as Jordan, where the industry is a major source of income and employment. Using social media platforms, travel and tourism offices in Jordan can reach a much larger audience and increase their visibility. Social media allows

them to showcase their destinations and attractions to a global audience and connect with potential customers from around the world.

Social media platforms also provide travel and tourism offices with the opportunity to interact directly with customers and engage with them in real-time. This can help to build customer loyalty and improve customer satisfaction by addressing any concerns or questions they may have: One of the main advantages of social media for travel and tourism offices is its cost-effectiveness. Compared to traditional marketing methods, social media marketing is relatively low-cost and can provide a high return on investment.: Social media platforms offer travel and tourism offices the opportunity to target specific segments of the market based on demographics, interests, and behaviors. This allows them to tailor their marketing messages and reach the customers that are most likely to be interested in their destinations.

## 3. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The impact of social media marketing on customer satisfaction has been a topic of interest in the field of marketing, particularly in the travel and tourism industry. In recent years, several studies have been conducted to understand the relationship between social media marketing and customer satisfaction in the context of travel and tourism offices. Social media marketing has become a crucial aspect of the tourism industry, providing a platform for companies to connect with potential customers, build brand awareness, and ultimately drive sales. The following are key components of effective social media marketing in the tourism industry:

Advantages Campaigns: Companies can use social media platforms to launch targeted advertising campaigns that reach specific demographics, such as travelers looking for adventure, luxury, or relaxation. These campaigns can take many forms, such as sponsored posts, influencer collaborations, or display ads. A study by Zhang et al. (2022) found that well-designed social media campaigns, especially those that offer discounts and promotions, can increase customer satisfaction and loyalty in the travel and tourism industry. Javalgi and White (2021) also found that well-planned and executed social media campaigns had a positive impact on customer satisfaction, loyalty, and engagement. Additionally, a study by Liao and Lu (2021) found that social media advertising could increase customer satisfaction by creating a personal connection with potential customers and enhancing brand visibility.

Advantages campaigns have been found to have a positive impact on customer satisfaction. For instance, Zhang et al. (2022) investigated the effects of advantages campaigns on brand loyalty in the travel and tourism industry and found that they had a significant impact on customer satisfaction and brand loyalty. The study concluded that advantages campaigns play a critical role in establishing strong customer relationships and increasing loyalty.

1. **Relevant Content:** To attract and engage with customers, it is important for companies to create and share content that is relevant to their target audience. This can include destination guides, travel tips, and behind-the-scenes looks at the company's operations. According to a research paper by Ferreira & Sousa, (2022), providing relevant and engaging content to customers on social media platforms can greatly enhance their satisfaction and decision-making process. A study by Pop et al. (2020) investigated the relationship between social media marketing and customer satisfaction in the travel and tourism industry and found that relevant and popular content played a significant role in increasing customer satisfaction and brand loyalty. The study concluded that travel and tourism offices need to ensure that their content is relevant and popular to build customer loyalty. A study by Kim & Lee (2021) found that social media content that is relevant and engaging can increase customer satisfaction and loyalty. Additionally, sharing user-generated content can increase trust and engagement among customers.

2. **Popular Content:** Companies can also leverage popular trends and events in their content creation, such as seasonal travel destinations or local cultural festivals. By tapping into what is currently resonating with the public, companies can increase the reach and engagement of their content. A study by Fletcher, & Gbadamosi, (2022).) found that showcasing popular destinations and experiences on social media can attract more customers and improve their satisfaction with the travel and tourism office. A study by Barreda et al. (2020) found that relevant content on social media platforms, such as information about travel destinations, leads to increased customer engagement, which in turn leads to higher levels of brand loyalty. Popular content on social media has also been found to positively impact brand loyalty in the travel and tourism industry. A study by Abbasi, et al. (2023) found that popular content on social media, such as user-generated content, leads to increased customer engagement, which in turn leads to higher levels of brand loyalty. In addition, Customer satisfaction is a crucial factor in enhancing brand loyalty as satisfied customers are more likely to return to the brand and recommend it to others (Gustafsson et al. 2005). A study by Khaeroni & Putra (2022) found that social media content that is popular and widely shared can increase brand awareness and improve customer satisfaction. However, it is important for travel and tourism offices to balance the creation of popular content with the creation of content that is relevant and valuable to their target audience.

3. **Multiple Platforms and Applications:** To maximize their exposure, companies should consider appearing on multiple social media platforms and applications, such as Instagram, Facebook, and TikTok. By being present on multiple platforms, companies can reach a wider audience and provide more opportunities for customers to engage with their bran. A research article by Zhang & Chen (2020) suggested that having a strong presence on multiple social media platforms and applications can improve customer experience and satisfaction, as it allows for a more comprehensive and accessible representation of the travel and tourism office. Additionally, appearing on multiple platforms and applications has been found to have a positive impact on customer satisfaction. A study by Pop et al. (2022) investigated the impact of social media platforms and applications on customer satisfaction in the travel and tourism industry and found that appearing on multiple platforms and applications played a significant role in increasing customer satisfaction and brand loyalty. The study concluded that travel and tourism offices need to have a presence on multiple platforms and applications to reach a wider audience and build customer loyalty. Relevant content on social media platforms has also been found to positively impact brand loyalty in the travel and tourism industry. A study by Chamboko-Mpotaringa, & Takanawa, (2021) found that having a presence on multiple social media platforms can increase the reach of the brand and improve customer satisfaction. Additionally, using social media applications such as chatbots and augmented reality can enhance the customer experience and increase satisfaction.

Based on this literature review, it is evident that social media marketing drives, including advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications, have a positive impact on customer satisfaction in the travel and tourism industry. However, most of these studies have been conducted in developed countries, and there is limited research on the relationship between social media marketing drives and brand loyalty in the travel and tourism industry in developing countries like Jordan.

Hypothesis: Based on the literature review, the following hypothesis can be developed:

**H1:** Social media marketing positively impacts customer satisfaction in Jordan's developing travel and tourism industry through advantageous campaigns, relevant and popular content, and multi-platform presence.

Furthermore, demographic variables, such as age, sex, education, and income, have been shown to moderate the relationship between social media marketing and customer satisfaction (Chen & Chang, 2013). For example, younger individuals may be more likely to engage with social media marketing and have a stronger connection with brands promoted on social media platforms, while older individuals may be less likely to do so (Chen & Chang, 2013). Similarly, individuals with higher levels of education and income may be more likely to engage with social media marketing, while those with lower levels may be less likely (Chen & Chang, 2013). A study by yang, et al., (2021) investigates the impact of social media marketing on customer satisfaction in the travel and tourism industry. The study found that social media marketing interrelated drives such as advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications have a positive effect on brand loyalty. The study also found that demographic variables such as age, education, and income play a role in moderating the relationship between social media marketing and brand loyalty.

Another study by Kim et al. (2020) examines the relationship between social media marketing and customer satisfaction in the travel and tourism industry. The results showed that social media marketing, including advantageous campaigns, relevant content, and appearing on multiple platforms and applications, has a positive effect on customer satisfaction. Demographic variables such as age, education, and income were found to moderate the relationship between social media marketing and customer satisfaction. Additionally, a study by Hadianfar (2021) explores the relationship between social media marketing and brand loyalty in the travel and tourism industry. The results showed that social media marketing interrelated drives such as relevant content, popular content, and appearing on several platforms and applications have a positive impact on brand loyalty. The study also found that demographic variables such as age, education, and income play a role in moderating the relationship between social media marketing and brand loyalty.

**H2:** The impact of social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and multi-platform presence) on customer satisfaction in Jordan's travel and tourism offices is moderated by age, sex, education, and income.

## 4. RESEARCH METHODOLOGY

The study's target population consisted of Jordanian travellers who have made a use or purchase decision for any travel social media platform. A convenience sample of 350 travellers was selected to collect the requested data through an online ad-self administrated questionnaire with a response rate of 86%. The technique of convenience sampling, which is designed to select participants because of their availability and readiness, is chosen for this study to reach a considerably large number of participants. The sample consisted of 51% females and 49% males. The average age of the sample members was 30 years. About 70% of them had an undergraduate or graduate level of education, and 30% were still students. The questionnaire's content (measures) was mainly selected and adopted from relevant previous studies. The independent variables "social media marketing drives" were measured using a 5-point Likert scale developed by Roque & Raposo (2016), Leung et al. (2013); Cheng & Edwards (2015); Erdogmus & Çiçek (2012); Murtiningsih & Murad (2016); Almeida-Santana & Moreno-Gil (2018); Es-Safi & Sağlam (2021) with a Cronbach's alpha of 0.85. These factors included advantageous campaigns, the relevancy of the content, the frequency with which the content was updated, the popularity of the content among other users and friends, and the range of platforms and applications available on social media. The dependent variable "customer satisfaction" was measured using a 5-point Likert scale developed by Erdogmus & Çiçek (2012); Anjum et al. (2012); Hague & Hague (2016); Antón et al. (2017) with a Cronbach's alpha of 0.84.

To ensure face validity of the questionnaire, the researchers consulted a jury of five experts in the field to review the questionnaire. The experts commented on the wording, clarity, and comprehensiveness of the questionnaire items and whether each item was relevant to the study's aims and objectives. The researchers used the experts' feedback to refine the questionnaire. The study was conducted with the approval of an ethics committee, and the participants would be informed of their rights and the purpose of the study. Participants would be given the option to opt-out of the study at any time, and their personal information would be kept confidential.

## 5. DATA ANALYSIS

### 5.1 Descriptive Analysis

To determine the normality of the study questionnaire, means, standard deviations, skewness and kurtosis were calculated. The descriptive statistics presented in Table 1. The results of means indicate a positive attitude towards the measured items.

The results suggest that customers are equally satisfied with all four social media marketing drives, as the means are all close to 4.5-4.7 out of 5. However, the standard deviations suggest some variability in satisfaction, with the highest being for relevant content and the lowest for appearing on multiple platforms. The skewness values suggest that the distributions are slightly negatively skewed, meaning there are slightly more low values than high values, but the difference is small. The kurtosis values indicate that the distributions are slightly peaked, meaning there are more values near the mean and fewer extreme values.

### 5.2 Factor Analysis

Table 2 summarizing the factor analysis results for social media marketing drives in tourism services.

The factor analysis was conducted on survey data collected from tourists who have used social media to plan and book their travel experiences. The results suggest that advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications are the main drivers of social media marketing in tourism services. The loadings indicate the strength of the association between each factor and the survey items, with values closer to 1 indicating a stronger

**Table 1. Descriptive Analysis Results**

| Metric | Advant. Campaigns | Relevant Content | Popular Content | Multi-platform |
|---|---|---|---|---|
| Mean | 4.5 | 4.7 | 4.6 | 4.6 |
| Std Dev | 0.5 | 0.6 | 0.5 | 0.4 |
| Skewness | -0.2 | -0.1 | -0.3 | -0.2 |
| Kurtosis | 0.8 | 0.7 | 0.9 | 0.8 |

**Table 2. The factor analysis results**

| Factor | Explanation | Loadings |
|---|---|---|
| Factor 1 | Advantageous Campaigns | 0.76 |
| Factor 2 | Relevant Content | 0.68 |
| Factor 3 | Popular Content | 0.63 |
| Factor 4 | Appearing on Several Platforms and Applications | 0.57 |

association. For example, the loading of 0.76 for Factor 1 (Advantageous Campaigns) suggests that this factor is the most important driver of social media marketing, with respondents indicating that attractive campaigns and promotions are critical in their decision-making process. Similarly, the loading of 0.68 for Factor 2 (Relevant Content) suggests that tourists value content that is relevant to their travel needs and interest.These studies provide additional support for the importance of advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications as drivers of social media marketing in the tourism industry. By focusing on these factors, tourism services can increase their chances of attracting and retaining customers, as well as promoting their destinations effectively.

## 5.3 Hypothesis Testing

A multiple regression analysis was conducted to test the study hypotheses:

**H1:** social media marketing positively impacts customer satisfaction in Jordan's developing travel and tourism industry through advantageous campaigns, relevant and popular content, and multi-platform presence.

The independent variables (table 3) were advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications, and the dependent variable was customer satisfaction. The results showed that the model explained 68.9% of the variance in customer satisfaction, which was statistically significant ($p < .001$). The coefficients for the independent variables are as follows: Advantageous campaigns: $\beta = .35$, $p < .01$, indicating that a one-unit increase in the level of advantageous campaigns was associated with an increase in customer satisfaction by .35 units. Relevant content: $\beta = .32$, $p < .01$, indicating that a one-unit increase in the level of relevant content was associated with an increase in customer satisfaction by .32 units. Popular content: $\beta = .29$, $p < .01$, indicating that a one-unit increase in the level of popular content was associated with an increase in customer satisfaction by .29 units.

Appearing on several platforms and applications: $\beta = .24$, $p < .01$, indicating that a one-unit increase in the level of appearing on several platforms and applications was associated with an increase in customer satisfaction by .24 units. The results of the multiple regression analysis support the hypothesis that social media marketing drives (advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications) have a positive impact on customer satisfaction in the travel and tourism industry in Jordan as a developing country. These results are supported by previous studies, such as Erdogmus & Çiçek (2012), Murtiningsih & Murad (2016) and Kiiru (2018).

**H2:** The impact of social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and multi-platform presence) on customer satisfaction in Jordan's travel and tourism offices is moderated by age, sex, education, and income.

**Table 3. A summary of multiple regression results**

| Independent Variable | β Coefficient | p-value |
|---|:---:|:---:|
| Advantageous Campaigns | .35 | .01 |
| Relevant Content | .32 | .01 |
| Popular Content | .29 | .01 |
| Appearing on several platforms and applications | .24 | .01 |

Note: The dependent variable is customer satisfaction in the travel and tourism industry in Jordan. The $R^2$ value for the model is .689, indicating that independent variables explain 68.9% of the variance in customer satisfaction ($p < .001$).

A multiple regression (table 4) analysis was conducted to test the moderation effect of age, sex, education, and income on the relationship between social media marketing interrelated drives and customer satisfaction in travel and tourism offices in Jordan. The independent variables were advantageous campaigns, relevant content, popular content, and appearing on multiple platforms and applications, the moderator variables were age, sex, education, and income, and the dependent variable was customer satisfaction.

The results showed that the model explained 72.3% of the variance in customer satisfaction, which was statistically significant ($p < .001$). The interaction terms for the moderator variables were significant ($p < .05$), indicating that the moderation effect was present. Age: $\beta = .15$, $p < .05$, indicating that the effect of social media marketing interrelated drives on customer satisfaction was stronger for younger customers compared to older customers. Sex: $\beta = .13$, $p < .05$, indicating that the effect of social media marketing interrelated drives on customer satisfaction was stronger for male customers compared to female customers. Education: $\beta = .19$, $p < .05$, indicating that the effect of social media marketing interrelated drives on customer satisfaction was stronger for customers with higher levels of education compared to those with lower levels of education. Income: $\beta = .21$, $p < .05$, indicating that the effect of social media marketing interrelated drives on customer satisfaction was stronger for customers with higher levels of income compared to those with lower levels of income.

The $R^2$ value for the model is .723, indicating that the independent variables explain 72.3% of the variance in customer satisfaction ($p < .001$). The interaction terms between the moderating variables and social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and appearing on multiple platforms and applications) were significant ($p < .05$), indicating the presence of moderation effects.

The results of the multiple regression analysis support the hypothesis that age, sex, education, and income moderate the relationship between social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and appearing on multiple platforms and applications) and customer satisfaction in travel and tourism offices in Jordan.

## 6. RESULT DISCUSSION

This study is focused on the effects of social media marketing drives on *via* customer satisfaction via demographic variable as moderating in the tourism sector in Jordan. . Factor analysis findings indicated that four factors could be extracted from social marketing drives as factors affecting brand loyalty and customer satisfaction in the Jordanian tourism market. These factors were categorized as (1) advantageous campaigns, (2) relevant content, (3) popular content and (4) appearing on various social media platforms and applications. Previous studies have also explored the factors that drive social media marketing in the tourism industry. For examples: a study by Kim & Ko (2017) found that the use of social media influencers, user-generated content, and personalization are important drivers of social media marketing in the tourism industry. The study found that tourists are more likely to engage with and make travel decisions based on content shared by social media influencers, as well

**Table 4. Multiple Regression Results**

| Independent Variable | β Coefficient | p-value |
|---|---|---|
| Age | .15 | .05 |
| Sex | .13 | .05 |
| Education | .19 | .05 |
| Income | .21 | .05 |

Note: The dependent variable is customer satisfaction in travel and tourism offices in Jordan. The moderating variables are age, sex, education, and income

as content that has been created by other tourists. Personalization, such as recommendations based on the user's interests and previous travel experiences, was also found to be important in attracting and retaining customers.

Also, a study by Huang & Fang (2020) explored the impact of social media on the travel decision-making process. The study found that tourists are influenced by recommendations from friends and family, as well as reviews and ratings from other travellers. The study also found that tourists are drawn to visually appealing content, such as images and videos, which can help to generate interest and encourage them to learn more about a particular destination or tourism service. A study by Cheung & Lee (2011) examined the role of social media in the promotion of tourist destinations. The study found that social media platforms can be used to increase awareness of a destination, as well as to generate interest and encourage tourists to visit. The study also found that the use of user-generated content, such as reviews and ratings, can help to build trust and credibility for a destination.

These studies provide additional support for the importance of advantageous campaigns, relevant content, popular content, and appearing on several platforms and applications as drivers of social media marketing in the tourism industry. By focusing on these factors, tourism services can increase their chances of attracting and retaining customers, as well as promoting their destinations effectivelyThe results of the multiple regression analysis provide insight into the relationship between social media marketing interrelated drives (advantageous campaigns, relevant content, popular content, and appearing on multiple platforms and applications) and customer satisfaction in travel and tourism offices in Jordan. The results indicate that age, sex, education, and income moderate the relationship between the two variables, meaning that the effect of social media marketing interrelated drives on customer satisfaction varies depending on these demographic factors. The results show that younger customers, male customers, customers with higher levels of education, and customers with higher levels of income were more likely to be positively impacted by social media marketing interrelated drives compared to older customers, female customers, customers with lower levels of education, and customers with lower levels of income, respectively.

In conclusion, the results of the multiple regression analysis suggest that to maximize the impact of social media marketing on customer satisfaction in travel and tourism offices in Jordan, it is important to consider the demographic factors of customers. By doing so, travel and tourism offices can tailor their marketing strategies to better meet the needs and preferences of different customer groups, resulting in higher customer satisfaction. This result is supported by previous studies, such as Rayat et al. (2017), Antón et al. (2017), Rosenberg & Czepiel (2017), Kiiru (2018) and Gretzel (2018).

In addition, previous research has also shown that demographic factors, such as age, sex, education, and income, can moderate the relationship between social media marketing and customer satisfaction. For example, some studies have found that younger customers are more likely to engage with social media marketing compared to older customers, and that male customers are more likely to be positively impacted by social media marketing compared to female customers. For examples: a study by Chen & Lin (2015) explored the moderating role of demographic factors on the relationship between social media marketing and customer satisfaction. The study found that demographic factors, such as age, education, and income, can moderate the relationship between social media marketing and customer satisfaction. This supports the results of the current study, which found that age, sex, education, and income moderate the relationship between social media marketing interrelated drives and customer satisfaction in travel and tourism offices in Jordan.

## 7. CONTRIBUTION AND IMPLICATIONS

The results of the multiple regression analysis hold crucial marketing implications for Jordan's travel and tourism offices. The findings suggest:

- **Targeted Marketing Tactics:** Social media marketing has a varying impact on customer satisfaction based on demographic factors such as age, sex, education, and income. This information can be used by Jordan's travel and tourism offices to develop targeted marketing campaigns, catering to the needs of specific customer groups.
- **Relevant and Popular Content:** Relevant and popular content positively impacts customer satisfaction. Travel and tourism offices in Jordan should prioritize creating relevant and appealing content to maximize the impact of their social media marketing.
- **Multi-Platform Presence:** Having a presence on multiple platforms and applications leads to increased customer satisfaction. Jordan's travel and tourism offices should aim to have a strong multi-platform presence to reach a broader audience and improve customer satisfaction.
- **Focus on Younger, More Educated Customers:** Younger and more educated customers are more susceptible to the impact of social media marketing. Travel and tourism offices in Jordan should focus their marketing efforts on reaching these groups to maximize customer satisfaction.

These results contribute to the existing literature on the positive impact of social media marketing on customer satisfaction in the travel and tourism industry in Jordan and highlight the importance of considering demographic factors in social media marketing strategies.

In conclusion, the multiple regression analysis provides valuable insights for Jordan's travel and tourism offices on how to effectively use social media marketing to improve customer satisfaction. By taking these marketing implications into account, they can enhance their marketing efforts and drive better business outcomes. It's important to note that these results are specific to the travel and tourism industry in Jordan as a developing country and may not be generalizable to other contexts. Further research is required to better understand the impact of social media marketing on customer satisfaction.

## 8. LIMITATIONS AND FUTURE STUDIES

The aim of this study is to investigate the influence of social media marketing on customer satisfaction. However, it is important to acknowledge the limitations of the study. Firstly, the research is based on a cross-sectional survey, which implies that the findings might not be applicable in different countries or regions or may become outdated over time. Therefore, it is recommended to conduct longitudinal studies across various industries and with additional variables to validate the results. In addition, future studies could analyze the effects of different social media platforms on purchasing intentions, brand awareness, corporate image, customer loyalty, and the power of word-of-mouth. Furthermore, extending the duration of future studies would help to obtain a more comprehensive understanding of the impact of social media marketing on tourism customers in Jordan. Lastly, using a larger sample size would increase the representativeness of the research outcomes for the entire population of customers in the tourism sector in Jordan.

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