

**Electronic communication channels and their impact on customers'
attitudes towards the services provided by the Jordanian
telecommunication companies**

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Abstract

The study has aimed at measuring the electronic communication channels and their impact on customers' attitudes from the services offered by the Jordanian telecom companies through their axes (internet communication channels, social networks, electronically transmitted information, sender's credibility). The study has relied on the analytical descriptive approach. The study population has consisted of all Jordanian telecom customers. The study sample has consisted of (319) customers from Jordanian telecom companies (Zain, Umniah, Orange) in Amman.

The results of study have showed that there is a statistically significant effect at the level of ($\alpha \leq 0.05$) of the electronic communication channels represented by (Internet communication channels (Web, Yahoo, Google, viral marketing), social networks (Facebook, Whatsapp, Snab Chat), information transmitted electronically and credibility of the sender) on the attitudes of customers to Jordan Telecom Service.

In light of the results of the study, the researcher recommended several recommendations, the most important of which are: Jordanian telecom companies should adopt new and enhanced strategies for their electronic channels to attract customers. The Jordan Telecom Company's website should be developed in terms of ease of use, access to information and credibility, and update all that is new and continuously to give the opportunity to enhance the needs of customers in various aspects.