The Role of Social Media in Affecting Customers Satisfaction in Logistics Organizations in Jordan

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Abstract

Social media is considered one of the most efficient, effective and popular forms of communication and online disclosure; due to its ease of use, wide spread and speed of delivering spoken and written word.

This study seeks to assess the influence of social media's use at logistics service providers in the Hashemite Kingdom of Jordan on their customer's attitude, and by extent, customer's satisfaction.

The study suggested a model consisting of an independent variable, which is the dimensions of social media; the latter consisting of the attractiveness of the site, relevant content, frequent updates, size of the organization and reputation of the site.

The five dimensions of social media as seen by the researcher, reflect their influence on the mediating variable; customer's attitude towards the service, and as an end result, the

mediating variable's influence on the dependent variable; customer's satisfaction towards the service, provided by logistics service providers in the Kingdom.

In order to measure the customer's attitude and satisfaction towards the services, a group of logistics service providers have been selected to represent the sampling population. Four companies were selected as a sample of the logistics service providers in the Kingdom, the testing method was that of interviews for marketing executives in each organization, in addition to surveys which were distributed to their clients on outlet points across the Kingdom.

The results have shown an interest for clients in their organization's involvement in social media and a recommendation to increase their involvement in the field of social media services, due to its ease of use, efficiency and effectiveness in connecting individuals and businesses alike.

The study has concluded that logistics service providers in Jordan should increase their involvement in social media and to add more features for their services, promotions and discounts on the internet.