Building customer trust, loyalty, and satisfaction: The power of social media in e-commerce environments

Radwan M. Al-Dwairi[a*], Issa Shehabat[a], Ali Zahrawi[a] and Qais Hammouri[b]

[a]Yarmouk University, Jordan
[b]Applied Science Private University, Jordan

CHRONICLE	ABSTRACT
	Businesses heavily depend on social media to engage with customers, utilizing various platforms for interaction, feedback, and promoting products. The influence of social media on customer trust, loyalty, and satisfaction is a prominent subject. This study seeks to comprehend how businesses leverage social media to attain these objectives, utilizing both qualitative and quantitative methods. The initial exploratory phase collected qualitative data from 24 business enterprises, employing grounded theory techniques such as open, axial, and selective coding to pinpoint the primary factors affecting customer trust, satisfaction, and loyalty. Building on the insights from the exploratory study, the research proposes a model and hypotheses. The subsequent confirmatory study employs a quantitative approach, collecting data from 300 respondents in Jordan and utilizing Structural Equation Modeling (SEM) for analysis. Results underscore the pivotal roles of personalization, user-generated content, communications, word-of-mouth, emotions, promotions, and customer support as social media directions in shaping customer trust, satisfaction, and loyalty. This research provides valuable insights into the dynamics of how social media shapes customer relations, offering guidance to businesses navigating this ever-evolving landscape.

1. Introduction

Over the years, many technological developments have been done and social commerce as a new subset of e-commerce has emerged where customers are armed with knowledge and able to participate in the content generation (Beyari, 2020; Al-Dwairi, 2017; Al Dwairi et al. 2018). In this new environment, business enterprises are struggling to retain their customers and gain their satisfaction, trust, and loyalty. On many occasions, this endeavor was a big challenge in view of utilizing traditional business channels (Hammouri et al., 2021). However, social media offers very strong and effective tools for customers as well as for business companies. In the new environment, customers are armed with strong tools where they can publish their opinions, experiences, and evaluations about a particular service or product (Al-Dwairi et al., 2020). Furthermore, customers could easily disseminate their complaints and trigger some social media attacks against some business companies if they failed to provide them with good services and help in solving their problems (Turban et al., 2013; Al-Dwairi & Al-Khataybeh, 2023). On the other side, businesses can utilize social media to engage their customers to enhance their business processes, correct problems, improve business service quality (Turban et al. 2013; Hammouri et al., 2022) and build branded online communities (Tseng et al. 2022). Additionally, customers have changed the methods of interactions with their brands (Cheng et al. 2020) which entails business enterprises responding quickly to the customer's needs. Business enterprises need to identify effective relationships and tools to reach and serve their customers as well as their business partners and contribute to achieving business objectives, mission, and enhance their image in a competitive environment (Hammouri &Abu-Shanab, 2017). For this end, business enterprises start to adopt plans to enhance customers' loyalty and try to identify its antecedents

to achieve the competitive advantage in a competitive business environment (Leninkumar, 2017; Hammouri et al., 2023b). Customer satisfaction illustrates the degree to which a customer's expectation meets his/her actual evaluations about a product that he obtained from a particular business (Beyari, 2020) and (Prasilowati et al. 2021). If the performance is better than the expectations, then customers are satisfied, or else, customers are dissatisfied. Furthermore, it is argued that satisfaction alone is not adequate to ensure loyalty and customers' retention, hence some other factors, as service quality should be considered (Prasilowati et al., 2021; Segoro & Limakrisna, 2020; Dam & Dam, 2021). Shokouhyar et al. (2020) argued that customer satisfaction is a multidimensional construct, which contains many sub-factors that can directly affect its value during the customer life cycle like brand name, sales-force, product or service quality, and after-sales services. Hence, business enterprises need to continually evaluate their services and activities to gain customers' satisfaction and encourage them for future engagement (Nusairat et al., 2021; Majeed et. 2022; Hammouri et al., 2023a). Contrarily to the previous arguments, Rahim et al. (2012) pointed that customer satisfaction and loyalty are not directly correlated in competitive business environments because there is a gap in meanings between satisfaction, which is considered as a passive customer condition and loyalty, which is considered as an active or proactive relationship with business enterprises.

Trust is also a crucial factor for customers to continue dealing with a business organization and widely studied by researchers like (Beyari, 2020; Leninkumar, 2017; Al-Dwairi & Al-Ali, 2022; Hanandeh et al., 2023). Ramanathan et al. (2020) argued that despite the previous research that has been implemented to study the effect of trust on consumers' decisions behaviors, but during the usage of social media, the trust studies has not yet resulted in suggesting a new theory. A strong debate is found among scholars about trust. How is it established? Is it a perquisite to satisfaction or loyalty? Is customer satisfaction a perquisite for customers' loyalty? In front of these arguments and to close such gaps, this study sheds light upon such concepts and how e-commerce business enterprises can consider using social media as an important channel that has a significant role in establishing customer's trust, satisfaction, and loyalty and act in a very competitive business environment. Hence, the aim of this article is to answer the following research questions:

RQ1. Does the use of social media by e-commerce enterprises to communicate with customers, support them, answer their inquiries, and promote enterprise's products and services lead to gaining customers' trust and lead to customers' satisfaction?

RQ2. Is it possible that customers who trust and feel satisfied with their e-commerce business enterprises become marketers to their enterprises and continue to be loyal to them?

2. Significance of the study

The key aim of this study is to examine the role of the main factors or directions of social media in establishing customers' trust, satisfaction, and loyalty in the domain of e-commerce. To achieve this aim, our study used a mixed methodology (qualitative and quantitative) approach. The first stage of this research is implemented as an exploratory phase using the qualitative method to identify the major activities that can be done by both business enterprises and customers to build customer's trust, satisfaction, and loyalty and to build strong and sustained relationships between the two parties. Moreover, the qualitative approach using the open questions can discover useful insights that help the researchers in better understanding of the phenomenon being studied and helping in setting up the required hypotheses. The next step of this study was implemented using a confirmatory study using the quantitative method to test the proposed model and the given hypotheses .

The research contributes to the domain of social media adoption by e-commerce enterprises in identifying the main factors or activities of social media that can help business companies in gaining their customer's trust, satisfaction, and loyalty .In addition, the findings showed that effective use of social media would shift customers to an advanced stage where they are ready to be loyal and act as positive advocates to their business enterprises in social networks. Furthermore, this study offers valuable findings that can be used by business enterprises to utilize social media effectively to serve, support, and engage their customers. The continuous interaction between customers and businesses will keep customers updated regarding new services and products. The findings of the study offer a good opportunity for business enterprises to update their strategic plans and effectively engage customers in their business functions. Consequently, the communication model of such businesses should be changed from the (one-way) of communication into a conversational one, where interactivity is necessary for taking necessary actions when required as fast as possible.

This will enable business companies to enhance their business models and support their customers by offering high quality products and services. Furthermore, the findings of the study shed light upon the crucial role of using social media buy businesses to retain their customers and motivate them to be effective and positive advocators. Hence, customers will be loyal to their enterprises and positively share their positive attitudes with their friends. Finally, the collected data will be considered as valuable feedback for business enterprises for better functioning in a competitive environment. In conclusion, a customer's trust, satisfaction, and loyalty are very important factors for attaining more and more success for business enterprises.

3. Exploratory study

3.1 Research method

The present research adheres to the recommended procedures outlined by Venkatesh et al. (2013) for conducting mixed methods research (qualitative and quantitative). Consequently, the first stage of this study employed the qualitative approach to implement an exploratory study following the principles of the grounded theory followed by a confirmatory study using the quantitative approach. Grounded theory aims to develop a theory related to the social phenomena of this study and to better understand and explore the related issues of the study's research questions based on daily life experience. The grounded theory approach relies on a bottom-up approach to extract theories and relationships from raw data using open coding, axial coding, and selective coding (Glaser & Strauss, 1967). Developing theories and frameworks is a widely accepted approach across various fields, including educational studies, organizational research, and information systems (Lawrence & Tar, 2018). In this study, the reasons for adopting this research method are as follows: First: to explore how using social media affects customers' satisfaction and trust toward enterprises products and services in the context of e-commerce. Second: to understand whether using social media has an impact on customers' loyalty to enterprise products by improving their satisfaction and trust. The grounded theory method is appropriate to the phenomena of the study where it is supposed to answer how and why questions and help better understand the effect of using social media toward improving customers' satisfaction and trust which leads to increase their loyalty. Grounded theory has been widely adopted in such kinds of exploratory research problems (Ma et al., 2022; Zhang et al., 2020; Ansari et al., 2020).

The first stage of this study is considered as an exploratory one which employs interviews as a qualitative research method to investigate the influence of social media technologies on building trust and satisfaction among customers, with the ultimate goal of enhancing customer loyalty and encouraging them to become advocates for their respective businesses. To collect the study data, we conducted semi-structured interviews using open-ended questions, which direct participants to freely express their thoughts and experiences about the research topic. This approach of data collection method provides the opportunity to gather in-depth and nuanced data that could be analyzed to identify patterns and themes, and ultimately contribute to the development of a theory that explains the role of social media in enhancing customers' positive attitude toward enterprises' products.

Data for this study were collected from a sample of 24 Jordanian enterprises. Initially, a list of 50 business companies was randomly generated without prior knowledge by the researchers. Subsequently, telephone calls were made to these companies, inviting them to take part in the study. Ultimately, 24 companies agreed to participate and scheduled interview appointments. The participants in these interviews were administrative employees and managers with significant knowledge of the research subject. Face-to-face interviews were conducted, and each session was recorded and transcribed to facilitate subsequent analysis. 24 business companies (N=24) participated in this study. Each respondent has more than 5 years of experience in social media marketing. Five of the interviewees hold the chief executive officer (CEO) positions in their enterprises, eleven of them hold positions of customer relationship manager (CRM). The remaining eight are working in locations directly related to social media marketing holding the title of social media manager.

3.2 Data Analysis and findings

To analyze the collected interview data, we adhered to the coding guidelines established by Corbin and Strauss (2008), encompassing open, axial, and selective coding techniques. The primary objective of the coding process was to extract key concepts from the amassed data. To ensure the integrity of the process, it involved two researchers who were not involved in the data collection, thus minimizing potential biases .Each record, comprising an interview transcript, underwent meticulous scrutiny. The two coders independently examined each transcript, dissecting them line by line and word by word, with the aim of identifying concepts that shed light on the role of social media activities in fostering customer satisfaction, trust, and long-term relationships with companies .Upon the completion of individual concept identification, the coders convened to cross-reference their findings and engage in thorough discussions. This collaborative effort culminated in the compilation of a final list of key concepts, which were subsequently labeled and named. To ensure the reliability of open coding, the two coders met regularly to discuss any coding discrepancies and reach a consensus. This helps reduce individual biases and ensures a shared understanding of the data. The similarities between the two coders in naming and identifying categories of the open coding was 83% which represents a proper level of reliability of the exploratory study according to Cohen's kappa recommendations (McHugh, 2012). The subsequent phase involves refining the list of labels derived from the open coding process to create broader and more distinct categories for the phenomenon under study. This step was conducted in accordance with the axial coding method, as suggested by Wiesche et al. (2017). The final stage represents the adaptation of the selective coding to identify the core categories that can explain the study problem and help in understanding this phenomenon (Al-Adwan, & Sammour, 2020). This stage involves linking the generated categories of the axial coding process into higher core categories. Table 1 represents the results of the open coding process that was carried out on the collected data. A total of 24 concepts were generated using the open coding process. The second stage of data processing is carried out using axial coding where the concepts that were generated in stage-1 (open coding) were classified into a higher-level category and consequently 7 constructs (user-generated content, interactivity, word-of-mouth, emotions, promotions, customer's support, and personalization) were generated. These constructs generated in the axial coding (category level-1) were used as theoretical constructs

for this study. In the selective coding process, the categories of level-1 were also categorized into a higher level where new categorization that represents customer's and business-related factors like trust, satisfaction, and loyalty were identified. The purpose of the exploratory study is to explore the main activities that can be done using social media to gain customer's trust, satisfaction, and loyalty with business enterprises. Hence, the eight-construct generated from the axial coding represents the independent factors where customer's trust, satisfaction, and loyalty, which are generated from the selective coding process, were considered as the dependent variable.

Table 1
Results of open, axial, and selective coding

Open coding (concepts)	Axial Coding (Category level-1)	
1. Customer's expectations		
2. Needs		
3. Preferences	Personalization	
4. Personalized promotions		
5. Recommendations		
6. Feedback	User generated content	
7. Reviews		
8. Chat		
9. Communications	Communication	
10. Inquiries		Customer's related factors (trust, satisfaction, loyalty)
11. Persuasive comments		
12. Encourage friends	Word-of-Mouth	
13. Positive feedback		
14. Rewarding		
15. Incentives	Emotions	
16. Empathy		
17. Surprise		
18. Ads		
19. Flash sales		
20. Discounts	Promotions	
21. New products and services		
22. Solving customer's problems		Business related factors (using of social media platforms)
23. Quick response		
24. Answering questions and inquiries	Customer' support	

4. Confirmatory study

4.1 Research model and hypotheses development

Based on the results of the exploratory study of this research, seven constructs (user-generated content, interactivity, word-of-mouth, emotions, promotions, customer's support, and personalization) identified as independent factors that have a significant impact on customer's trust, satisfaction, and loyalty in the era of using social media by business enterprises as well as customers.
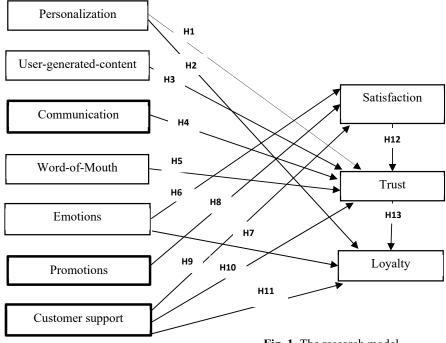

Fig. 1. The research model

In the confirmatory study, the literature of the domain of using social media in building strong relationships with customers to gain their trust, satisfaction and loyalty is reviewed and the seventh constructs that are identified in the exploratory study are used to address the proposed model and identify the required hypotheses. Fig. 1 represents the proposed model. In the new era of e-commerce, social networks play an important role in shaping customers' purchasing decisions. Consequently, gaining the customer's trust, satisfaction, and loyalty has become a prerequisite for the survival of business enterprises in competitive markets .In addition, social media offers a rich technological environment that enables business companies to listen directly to customer's needs, expectations, preferences, and hence provide customers with personalized promotions. Based on this information, the following hypotheses are suggested. Most of the research that was implemented in this domain revolved around some factors like trust, satisfaction, service quality, and loyalty of business enterprises. For example, (Beyari, 2020) conducted an empirical study to explore the relationships that affect customers satisfaction in social commerce. His study showed that trust has a significant impact on satisfaction. Tseng et al., 2022) proposed a model to examine consumer's satisfaction on food products. Their results indicated that customers' participation and sharing of positive information in social media help in establishing trust and credibility with businesses and leading to higher levels of customers' satisfaction. Leninkumar (2017) studied the relationship between customer satisfaction and trust on loyalty. The results showed a significant positive correlation between customer's trust and loyalty; customer's satisfaction and loyalty; customer satisfaction and trust. In addition, the results showed that customers' satisfaction is considered as an antecedent of customers' trust. Ramanathan et al. (2020) conducted research to test the effect of social media purchase intention and e-safety on customers' satisfaction. Their results indicated that online trust can be established between the customer and the business enterprise when online purchases are made. In addition, results showed the significant effect of information quality and e-safety on customers' future purchasing .

Prasilowati et al. (2021) conducted a research study to explore the factors that lead to customer satisfaction. Their results indicated that sales promotions and service quality positively affected customer satisfaction. Segoro and Limakrisna (2020) proposed a model to explore the impact of service quality and relationship quality on customers' satisfaction and loyalty. Their results showed strong evidence of the positive relationships among the suggested factors. Dam and Dam (2021) implemented empirical research to discover the effect of service quality and brand-image on customers' satisfaction and loyalty. Results of their study showed that service quality positively affected the brand image, customer satisfaction, and customer loyalty. The results also showed the positive effect between satisfaction and loyalty .Many scholars tried to examine the factors that seem to be necessary to formulate customers' satisfaction and loyalty. The importance of customer satisfaction lies in its effect on consumers retained and recommending the business enterprise to others. Consequently, customers become loyal to their businesses. Loyalty is an important factor for enterprises to maintain a good source of revenue and survive in a competitive market. Loyal customers seem to be ready to continue buying from their businesses. A study that was conducted by Harvard Business School (Gallo, 2014) revealed that profits can increase by 25% to 95% if customers' retention increases by 5%.

Cheng et al. (2020) conducted a study to examine the potential factors of customers' loyalty within online brand communities. Their study showed that information quality, emotion, and critical mass had influenced customer satisfaction, which in turn affected customer loyalty. Shokouhyar et al. (2020) used the SERVQUAL and proved that the after-sales service had a significant effect on customer satisfaction. Majeed et al. (2022) conducted a study that showed customer satisfaction had a positive and significant effect on customer engagement and repurchase intentions. Ali and Raza (2017) conducted empirical research to study the relationship between service quality and customers' satisfaction using the SERVQUAL model. The study showed that all constructs of service quality have a positive impact on customers' satisfaction. Yadav and Rai (2015) explained that customer satisfaction is considered as a psychological attribute and hence requires a type of explanation of its contribution in the customer's decision process .

Customers' trust is an important factor for building long-term relationships with consumers. Edelman (2019) argued that 81% of customers mentioned that trust is a significant factor for selecting a business enterprise. Consequently, trust is considered crucial and becomes an important factor for customers when dealing with business enterprises. If there is no trust from the customer side with a business enterprise, this will be a problem which entails corrective steps from the enterprise. Many studies were conducted to explore the impact of trust on customers' satisfaction and intention to purchase or re-purchase from businesses. For example, Edelman (2019) conducted an empirical study to check the effect of trust on customer satisfaction in the domain of social commerce. His results showed that trust has a significant effect on satisfaction. Al-Dwairi (2017) studied the factors that positively affect a user's intention to adopt social commerce where his results showed that trust has a positive and significant impact on user's intention to adopt social commerce. Moreover, Al-Dwairi and Al-Ali (2022) studied the role of trust and satisfaction in the domain of mobile commerce. Their results demonstrated the significant role of trust and satisfaction as mediators between the users' continuous intention to use mobile payment and security, privacy, usefulness, and ease of use.

The study of Liu et al. (2019) showed that customer support motives trust and purchase intentions in the domain of mobile social commerce. In addition to the previous factors, many studies highlighted the role of using technology in affecting customers' satisfaction like using social media, security measures, and the Internet. Their results implies that when an organization adopts new technologies which enables users to easily use and communicate with the company web site to search a particular product; to get accurate and useful information; to communicate; to review the product as well as the services; and

to place their transactions safely; users can decrease the costs, time, and efforts .Pappas et al. (2014) conducted research to verify the mediating role of experience on the relationship of trust, effort, performance, self-efficacy with satisfaction, and the relationship of satisfaction with the intention of repurchase. The results of their research showed that experience has a moderate role on the relationships between expected performance, self-efficacy, trust, and expectation of effort over satisfaction, and the relationship between satisfaction and intention to repurchase.

It is evident that customer's trust, loyalty, and satisfaction are crucial factors for business enterprises to flourish in the era of social networks. Consequently, when the customers have a positive image about a business company, they might focus on their positive relationship with the company and start using word-of-mouth about its good deal, products, and services. The word-of-mouth deals with the process of transferring information about the business company from one person to another via social networks (Al-Dwairi et al., 2018; Al-Dwairi et al., Al-Dwairi et al., 2020; Liao et al., 2010) .The organization's image is an important factor that markets the business company, its products, performance, and services to others in the market space. The organization image is an impression that continuously changes with the organization statuses, media coverage, performance, and the public perception of the organization (Ma et al., 2022). Setting some long-term planning to gain customers' loyalty is an important strategy. This policy can help attract new customers to deal with the enterprise and often act as effective advocates for the company using social media. Therefore, companies usually use loyalty programs in their strategy as an attempt to improve the company's brand image (Kandampully et al., 2015). Jahanshahi et al. (2011) illustrated that the relationship between these two factors is nonlinear and symmetric. Their results showed that when satisfaction increased above the threshold, loyalty went up rapidly and vice versa. Furthermore, according to Leninkumar (2017) trust has a direct effect on satisfaction. Social media might be used as an important channel to increase customers' satisfaction. This can be achieved by engaging customers in the business processes to get their feedback and continually interact with them and respond quickly to their needs. Hence, business companies can use social media as a customer support channel, so that the company can respond quickly to customer needs and solve their problems, anywhere, anytime.

Satisfaction is an important factor that leads to business customer loyalty and tailor a positive organizational image. As a result, customers will use word-of-mouth to disseminate their feelings, behaviors, and positive attitudes to their friends, relatives, and peers. Al-Dwairi et al. (2020) conducted an empirical study to test some tools that are offered by social media and can be easily used by different types of users to make a type of awareness for a particular brand. The study showed that word-of-mouth has a significant impact on brand awareness and positively impacts user's intention to buy that brand. Based on these arguments, the following hypotheses are addressed.

Based on this information, the following are the research hypotheses.

H_1: *Personalization has a significant and positive impact on trust.*

H_2: *Personalization has a significant and positive impact on loyalty.*

H_3: *User's generated content has a significant impact on customer's trust.*

H_4: *Communication with business enterprises significantly affected customer's trust.*

H_5: *Word-of-mouth has a significant effect on customer's trust.*

H_6: *Emotions have a significant effect on satisfaction.*

H_7: *Emotions have a significant effect on loyalty*.

H_8: *Promotions have a significant effect on satisfaction.*

H_9: *Customer support has a positive and significant effect on satisfaction.*

H_{10}: *Customer support has a positive and significant effect on trust.*

H_{11}: *Customer support has a positive and significant effect on loyalty.*

H_{12}: *Customer's satisfaction has a positive and significant effect on trust.*

H_{13}: *Customer's trust has a positive and significant effect on loyalty.*

4.2 Research design and data collection

This quantitative research employed surveys as the primary data collection method. As previously emphasized, the objective of this study was to explore how social media contributes to the establishment of trust, loyalty, and satisfaction among e-commerce businesses operating in Jordan. A total of 37 survey items were included and adjusted to align with the study's

objectives. To facilitate the survey process, the questionnaire was translated into Arabic, given that the majority of respondents are Arabic speakers. The questionnaire was structured into three sections :the initial section provided an introduction to the research, ensuring that respondents comprehended the purpose and significance of the survey .The second part of the survey collected general demographic information from the participants. The third section of the survey contained 37 items designed to measure the variables under investigation .To assess respondents' agreement with the statements presented, a 5-point Likert scale was employed. This scale ranged from (1) indicating complete disagreement to (5) signifying total agreement. Based on this scale, we hypothesized that a mean score falling between 1 and 2.333 would be considered low, a mean score between 2.333 and 3.666 would be categorized as moderate, and a mean score ranging from 3.666 to 5 would be regarded as high. Table 2 shows the means and standard deviations of all items used for all seven constructs.

Table 2
Measures, Mean and SD

Construct	Code	Mean	SD
Personalization	PER1	4.24	0.965
	PER2	3.98	1.025
	PER3	4.01	1.044
	PER4	4.12	1.024
User Generated Content	UGC1	3.34	1.135
	UGC2	3.65	0.965
	UGC3	3.47	0.840
	UGC4	3.98	1.188
Communication	COM1	4.09	0.965
	COM2	4.24	0.873
	COM3	4.21	1.266
	COM4	4.02	0.896
Word of Mouth	WOM1	3.64	1.156
	WOM2	3.47	1.019
	WOM3	3.67	1.058
	WOM4	3.92	1.159
Emotions	EMO1	3.68	1.059
	EMO2	4.07	0.872
	EMO3	4.10	0.986
	EMO4	3.66	0.849
Promotions	PRO1	3.58	1.048
	PRO2	4.03	1.025
	PRO3	3.78	1.001
	PRO4	3.09	0.968
Customer Support	CS1	4.01	0.921
	CS2	4.21	0.872
	CS3	4.27	0.967
	CS4	4.28	0.844
Satisfaction	SAT1	3.35	0.963
	SAT2	3.48	0.977
	SAT3	3.98	1.017
Trust	TR1	3.79	1.036
	TR2	4.22	0.877
	TR3	4.19	0.982
Loyalty	LOY1	3.91	1.022
	LOY2	3.94	1.065
	LOY3	4.05	0.883

4.3 Data analysis and findings

4.3.1 Demographic Analysis

Table 3 shows the demographic analysis of the sample. The findings revealed that 59% of respondents were male and 41% were female. In terms of age, the largest age group was formed by respondents between 26 and 33 years (37.7%). In terms of education, the majority education group of respondents holding a bachelor' degree were 224 (74.6%).

Table 3
Demographic Profile

Measure	Items	Frequency	Percentage (%)
Gender	Male	177	59.0
	Female	123	41.0
Age	18 – 25	59	19.7
	26-33 years	104	34.7
	34-41 years	82	27.3
	Above 42 years	55	18.3
Education	Bachelor	224	74.6
	Master or PhD	54	18.0
	Other	22	7.4

4.3.2 Measurement Model

In this research, the 10 first-order constructs in (PER, UGC, COM, WOM, EMO, PRO, CS, SAT, TR, and LOY) were measured using 37 items. Further, this study utilized confirmatory factor analysis (CFA) to evaluate the measurement model of the research model. Table 4 displays the findings of CFA for the measurement models and the outcomes of evaluation of the standardized factor loadings of the model items. The standardized factor loadings for measurement items were all above 0.6, and the loadings were between 0.725 and 0.944. Furthermore, the values of AVE for all variables were also above the proposed threshold of 0.5, suggested by Hair et al. (2019) and ranged between 0.621 and 0.921. Also, for all constructs, the composite reliability values were between 0.739 and 0.921, which were higher than the recommended value of 0.7.

Table 4
Properties of the Measurement Model

Construct	Items	Factor loading	Composite Reliability	AVE
PER	PER 1	0.901	0.887	0.702
	PER 2	0.865		
	PER 3	0.848		
	PER 4	0.869		
UGC	UGC 1	0.944	0.906	0.698
	UGC 2	0.904		
	UGC 3	0.890		
	UGC 4	0.815		
COM	COM 1	0.805	0.775	0.621
	COM 2	0.920		
	COM 3	0.725		
	COM 4	0.792		
WOM	WOM 1	0.926	0.798	0.804
	WOM 2	0.940		
	WOM 3	0.893		
	WOM 4	0.938		
EMO	EMO 1	0.725	0.845	0.741
	EMO 2	0.772		
	EMO 3	0.824		
	EMO 4	0.813		
PRO	PRO 1	0.862	0.921	0.670
	PRO 2	0.854		
	PRO 3	0.876		
	PRO 4	0.890		
CS	CS 1	0.772	0.861	0.819
	CS 2	0.849		
	CS 3	0.831		
	CS 4	0.803		
SAT	SAT 1	0.815	0.754	0.715
	SAT 2	0.785		
	SAT 3	0.836		
TR	TR 1	0.882	0.739	0.627
	TR 2	0.823		
	TR 3	0.814		
LOY	LOY 1	0.923	0.864	0.921
	LOY 2	0.901		
	LOY 3	0.897		

Additionally, the HTMT was employed to assess the discriminant validity of the overall measurement model. The HTMT values for the latent constructs in the entire framework ranged from 0.154 to 0.651, as indicated in Table 5.

Table 5
Discriminant Validity

	PER	UGC	COM	WOM	EMO	PRO	CS	SAT	TR	LOY
PER										
UGC	0.254									
COM	0.364	0.543								
WOM	0.482	0.521	0.215							
EMO	0.344	0.341	0.321	0.235						
PRO	0.319	0.464	0.154	0.412	0.364					
CS	0.421	0.410	0.195	0.214	0.345	0.212				
SAT	0.360	0.214	0.462	0.545	0.451	0.654	0.352			
TR	0.621	0.514	0.179	0.321	0.541	0.412	0.651	0.255		
LOY	0.347	0.442	0.249	0.367	0.354	0.274	0.341	0.665	0.365	

These values were lower than the recommended threshold of 0.90, as suggested by Henseler et al. (2015). In simple terms, every assessment of latent concepts exhibited discriminant validity. Consequently, it can be inferred that the overall

measurement model has successfully demonstrated both convergent and discriminant validity, signifying that the measurement scale can accurately and reliably evaluate the constructs and their corresponding items within the overall model.

4.3.3 Structural Model

After establishing the validity and reliability of the measurement model, the next step was to conduct a Structural Equation Model (SEM) evaluation to examine the relationships between the constructs. Edwards and Bagozzi (2000) contend that the structural model provides insights into how each independent variable interacts with each dependent variable. The results of the hypothesis testing are summarized in Table 6 The findings indicated that the proposed model explained 44.9% of the variance in helping e-commerce enterprises establish customer trust, loyalty, and satisfaction through the use of social media ($R2 = 44.9\%$). Notably, personalization had a direct and significant impact on trust ($\beta = 0.313$, $p < 0.001$) and loyalty ($\beta = 0.452$, $p < 0.001$), supporting H1 and H2, respectively. Furthermore, user-generated content, communication, and word of mouth were identified as predictors that influenced customer trust significantly ($\beta = 0.369$, $p < 0.001$), ($\beta = 0.249$, $p < 0.001$), and ($\beta = 0.512$, $p < 0.001$), providing support for H3, H4, and H5, respectively. The study's results also revealed that customer emotions, promotions, and customer support played significant roles as predictors for building customer loyalty ($\beta = 0.456$, $p < 0.01$), ($\beta = 0.357$, $p < 0.001$), and ($\beta = 0.266$, $p < 0.001$), respectively, supporting H6, H8, and H9. Additionally, customer emotions, customer satisfaction, and customer trust had a direct and significant influence on loyalty ($\beta = 0.490$, $p < 0.001$), ($\beta = 0.219$, $p < 0.001$), and ($\beta = 0.468$, $p < 0.001$), respectively, supporting H7, H11, and H13. Finally, the findings indicated that customer support and satisfaction positively influenced customer trust ($\beta = 0.198$, $p < 0.001$) and ($\beta = 0.481$, $p < 0.001$), respectively, thereby supporting H10 and H12.

Table 6
Hypotheses Testing Results

	Path	Beta	S. DV	T-value	P-value	R^2	Q^2		Result
H1	PER → TR	0.313	0.088	2.145	0.000	0.449	0.399	2.964	Supported
H2	PER → LOY	0.452	0.249	2.759	0.000			2.365	Supported
H3	UGC→ TR	0.369	0.125	3.485	0.003			3.469	Supported
H4	COM→ TR	0.249	0.069	1.527	0.001			3.580	Supported
H5	WOM→TR	0.512	0.265	2.697	000.0			1.254	Supported
H6	EMO→SAT	0.456	0.159	1.621	000.1			2.334	Supported
H7	EMO→LOY	0.490	0.199	2.621	000.1			3.697	Supported
H8	PRO→SAT	0.357	0.267	3.695	000.0			1.651	Supported
H9	CS→SAT	0.266	0.394	2.905	000.2			2.687	Supported
H10	CS→TR	0.198	0.367	3.015	000.0			3.695	Supported
H11	CS→LOY	0.219	0.493	2.612	000.1			2.654	Supported
H12	SAT→TR	0.481	0.261	3.159	000.3			1.902	Supported
H13	TR→LOY	0.468	0.365	4.654	000.0			3.794	Supported

5. Discussion

This study is conducted to explore the role of using social media by business enterprises to attain customers' trust and satisfaction as well as being loyal and share their positive attitudes with their friends and relatives. Nowadays, social media is not only a modern trend, it becomes a strategic imperative for the business, it supports business for brand visibility, customer engagement, and market intelligence (Dwivedi et al., 2021). To this end, business enterprises should invest more on technologies and techniques that facilitate an effective deployment of using social media. The findings of this study focus on the important (importance) of deploying social media to communicate and support customers as well as clients to help them and solve their problems when they exist. This strategy is effective as it can change customers' mood and positively affect their trust and satisfaction.

In particular, the findings of our study have confirmed the importance of social media as a tool to understand the customers' needs and issues. Through social media posts and interactions important insights and feedback towards a product or service is generated, forming a base for a business company to offer their customers a personalized product or a service. This also creates a sense of community among the customers, as customers will feel more connected to share their experience about the brand. Which in turn maximizes the customer trust and devotion to the company, these findings supported by other studies (Cartwright et al., 2021, Juntunen et al., 2020, Agnihotri et al., 2016).

Furthermore, customer engagement is demanded by business companies specially in dynamic and competitive business environments (Guesalaga, 2016, Lim & Rasul, 2022). Social media has transformed how companies can engage with customers, it provides an immediate and real-time interaction with customers which helps in responding to their needs and solving their issues (Lim & Rasul, 2022). This offers a good opportunity to business companies to solve business problems at an early stage and eradicate the problems from their roots leading to cost reduction. Hence, considering customers' comments and recommendations and putting such advice in action will enhance business performance as the customers will be involved and effectively engaged in the business processes that enterprise performs. Continuous interaction and communication between both

parties is very important as recommended by (Al-Dwairi et al., 2018; Al-Dwairi et al., 2020; Dam & Dam, 2021). This practice supports business companies to build a relationship with their customers based on trust and transparency.

Consequently, the exchange of customers' views and insights through social media about products or services affects the reputation of the business company (Büyükdağ, 2021, Romadhoni et al., 2023). When customers have a positive image about a business company, they might focus on their positive relationship with the company and start using WOM about its good deals, products, and services. The WOM deals with the process of transferring information about the business company from one person to another via social networks (Al-Dwairi et al., 2018; Al-Dwairi et al., 2020). The WOM implies the customer's trust of the company as evidenced by the findings of our study. Which was harmonized with other studies of social media effects on customer satisfactions (De Oliveira Santini et al., 2020, Suharto et al., 2022).

In addition, business enterprises can deploy intelligent tools to monitor conversations on social platforms; so that they can identify negative comments and identify those upset customers. Corrective actions should be taken immediately, and it is the responsibility of the enterprise to change those upset customers to happy ones. Once again, this strategy is strongly affecting customers behavior towards their business enterprise and becoming happy and satisfied .The findings of the study also show that those customers who are satisfied and trust their business enterprises will be loyal to their enterprises and will be positive advocates. This result matches what was recommended by (Segoro & Limakrisna, 2020; Dam & Dam, 2021; Cheng et al., 2020). Consequently, customers will be positive marketers and engage in the viral marketing process as they are able to share their feelings with their friends and relatives.

6. Research Implications

This study is expected to provide significant theoretical and empirical contributions. From a theoretical perspective, this research has the opportunity to boost the existing literature on the role of social media platforms toward building customers' trust, loyalty, and satisfaction in the context of e-commerce enterprises. Thus, the research findings are expected to obtain a deeper understanding about the adapting of social media tools and technologies in e-commerce environments. Empirically, due to the shortage of evidence on the impact of social media on e-commerce enterprises in developing customers' trust, loyalty and satisfaction in Jordan, this research is expected to have radical practical significance for e-commerce firms .The research model extracted from the collected data could be very useful to e-commerce enterprises and decision makers seeking to investigate how to build customers' trust, loyalty, satisfaction, and build sustained and useful relationships.

7. Conclusion and Future Work

E-commerce businesses realize that social media is a two-sided weapon that offers great opportunities to survive and attain a competitive edge in a turbulent environment. In addition, customers are becoming very strong and weapons with strong and effective tools. For example, upset users can disseminate negative information/comments about a particular enterprise using different types of social media tools like Facebook, twitter, YouTube etc. on the other side of the scene, business enterprises can effectively use social media activities for customer service as well as enterprise support functions. This can be achieved by engaging customers in the enterprise functions and getting their feedback, needs, and preferences. The main aim of this study is to examine the effect of using social media activities by e-commerce enterprises to gain customers trust and satisfaction and test if such customers become loyal to their businesses and be able to market their businesses to their fiends by using different types of the viral marketing techniques. The empirical results of this study positively answer the research questions and highlight the crucial role of social media in building customers' trust and satisfaction and in an advanced step become positive marketers for their business enterprises. Many limitations have been noticed in this research, which indicates future research directions. For example, this study collected data from a relatively small number of business companies who use social media activities intensively to run their business processes, which may affect the generalization of the results. Expanding this study in the future by reaching and including more business enterprises may solve this problem.

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