

positively direct impact on e-personalization and electronic customer satisfaction in researched hotels. These findings inline with prior studies which showed the importance of social media as innovative tools used to personalize the products and services and customer retention which lead to electronic customer satisfaction (Constantinides, 2014; Margarit, 2016). Regarding the result of a third hypothesis, e-personalization has a positively direct impact on electronic customer satisfaction which means this finding supports the study assumption and the importance of one- to -one marketing (e-personalization) on electronic satisfaction. This result supported prior studies that addressed the importance of advanced information technologies to tailor their offerings more closely to the consumer's tastes and needs which results in e-customer satisfaction and e-loyalty characteristics (Kobsa, 2007; Krishnaraju et al., 2013). In addition, Kim and Mauborgne, (2005) and Liang, Lai and Ku, (2006) stated that companies websites use electronic personalization technology to create personalized items to gain better e-customer satisfaction. The first three hypotheses predicted the direct positive impact between the proposed model constructs, this study moves further with the indirect impact between study constructs, the fourth hypothesis result supports the mediation impact of e-personalization between social media marketing and electronic customer satisfaction. the research findings suggest to

companies' managers should be exploit information technology revolution and social media revolution in particular to gain a better market share through e-personalization and customer satisfaction. Thus, to increase electronic customer satisfaction level in the researched hotels, managers should be used several models such as e-personalization services, at the same time, enhancing the level of e-personalization to retain the customer.

7. Limitations and Further Research

The research paper sample was the five stars' hotels customers in Amman city in Jordan who use social media, hence, maybe not generalized to other sectors or in other countries. This study depends on a quantitative approach due to the complexity of study population and the qualitative approach is very hard and needs a long time. The participants' responses toward social media usage reflects multi-cultural citizens around the world due to the nature of the study sample in five stars' hotels. In addition, privacy issues related to customers and the right to be alone hinder the qualitative approach. Accordingly, the findings of the study set a foundation to encourage researchers to investigate other business models such as customization in order to understand the relationship between all possible variables. Also, in the future works deploying machine learning tools to predict customers' needs.

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