

Lead Magnet And It's Efficient On The Customer Loyalty

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ABSTRACT

Propose: The objective of this research is to examine the potential advantages and disadvantages of e-wallet usage in Jordan, as well as its impact on businesses and consumers. Expanding on the notion of Search Engine Optimisation (SEO), we developed and assessed an analytical framework that takes into account the effects of On-Page Effectiveness, Off-Page Optimising, and search engine functioning.

Aims: A more expansive lead nurturing strategy may use lead magnets. By continuously providing your audience with high-quality material and fostering interaction, you keep your business's name at the forefront of their minds.

Design/Methodology: Optimisation for search engines (the independent variable) and the creation of a positive Leads Magnet Image (the dependent variable) had a correlation according to an examination of a sample of 400 respondents. Competitive advantage specifically served as an intermediary factor with factors including scope, location, synergy, and system among potential students.

Results: The results exhibit that among students attending private Jordanian colleges, search engine optimization has a major influence on the development of a good Lead magnet image and is highly correlated with their judgments of themselves.

Conclusion: To get more out of the impact big data, artificial intelligence, and search engine optimization play in luring students to private colleges, further study is required. This study adds to the body of knowledge on knowledge graphs and search engine optimization by presenting new research on the practical applications of these topics in contemporary marketing.

Keywords: Brand Personality Traits, Search Engine Optimization (SEO), Customer Loyalty, Consumers and Companies, E-Wallet, Jordanian Colleges, Lead Magnet.

INTRODUCTION

The emergence of new technology has altered marketing and commercial strategies. As a worldwide phenomenon, digitization brings about changes. The advantages of modern technology along with globalisation have a big influence on how the economy develops in order to boost productivity, cut costs, and provide efficient channels of communication amongst players in the international marketplace [1]. Internationalisation has resulted in several prospects for corporate growth, regardless of the size of the company—large, small, or medium-sized. Companies operating in the digital era face several problems in addition to new possibilities [1, 2]. Businesses target and communicate with consumers using a variety of communication tactics. Distinct consumer groups with distinct demands on different platforms are the primary driver behind the use of various kinds of communication tactics. Businesses must weigh the advantages and disadvantages of many communication channels to choose the most effective ones.

The meaning of "loyalty" has existed since antiquity. In the past, "loyalty" was a tactic used to gain greater influence and authority [2]. Throughout the Roman Republic, strong generals often used the loyalty of their troops to gain political benefits or overthrow the Emperor of Rome. Because of the men under his command's unwavering allegiance, Napoleon Bonaparte, who became the most respected and renowned French leader of the first decades of the nineteenth century, accomplished astounding results [2, 3].

As we enter the civilised world of the twenty-first century, [3], we witness marketers vying for market dominance in the shape of generals, all while relying on a devoted clientele. Everyone agrees that a key asset in competitive marketplaces is customer loyalty.

Due to the lack of a contract, loyalty management investments are particularly crucial when customers have little switching costs. Over the last ten years, the idea of client loyalty has swept across various sectors.

Customers like member loyalty programmes because they provide members rewards and additional value. As a result, there is more competition in the retail industry as several companies vie for the same customer base [4, 5]. Customers thus often enrol in loyalty schemes offered by many companies in the same industry. Customers often own loyalty "club cards" from several grocery chains, for example.

The business model of retailer's own-brands has changed over the last 20 years. While they were once offered as low-cost, substitutes for manufacturer businesses, [5], many retail own-brands are now transitioning to premium brands that capture the "personality of stores."

Every year, retailers like Tesco, Mercado, and Brooks Brothers are able to compete fiercely with manufacturers by introducing innovative, high-quality items. Some shops even operate with their own in-house divisions for package design and New Product Development (NPD), such as Staples and Zara. As a result, the conversation in trade publications, practitioner and academic journals, and on the ever-increasing capable of retailing companies and their popularity in every category [7].

Own-brand sales made up more than 20% of supermarket sales in the USA and 49% of sales from grocery stores in the UK in 2007 [7, 8]. Store-owned brands are now considered premium brands in several areas. Mention that Wal-Mart's Sam's Choice detergent beat Tide, Winn-Dixie's chocolates ice cream beat Bryers, and Kroger's potato chips were better than Pringles and Ruffles according to Consumer Reports a magazine.

Retailers are no longer only passive distributors of national brands; instead, they are actively involved in creating and promoting their own proprietary brands, which seems to be the reason for the rising importance of retailer own-brands [8, 9]. The shift in store own-brands from low-cost, low-quality items to high-cost, and high-quality ones has been recognised by researchers. However, there hasn't been any research done on merchants' proactive participation in presenting luxury products. Little study has really looked at how a retailer's own-brand positioning influences customer loyalty and performance, despite prior studies acknowledging the potential advantages of employing retailer own-brands as a strategy to create customer loyalty and market expansion [9, 10]. This article aims to bridge that gap by concentrating on the product benefits as well as the tactics utilised by retailer premium own-brands. Specifically, we explore pertinent premises, provide a theoretical framework that links store own-brand product advantages with its predecessors and repercussions, and recommend management implications.

The airline industry as well as the nation's overall economic prosperity greatly depend on these tourists' contentment. Since offering top notch assistance is basic to carriers' presence and the seriousness of the aircraft area, estimating fulfilment among buyers in the aircraft business is turning out to be increasingly normal and significant [11]. The level of competition among airlines has increased recently, and passengers are paying more attention than ever to airline service quality. In today's competitive airline industry, providing top-notch service is now expected of businesses in order to attract and retain customers. Additionally, it causes pressure from competitors to increase among airlines.

1.1 Customer satisfaction

As a critical part of achieving corporate goals, client bliss is one of the promoting subjects that has gotten the most exploration since it fills in as both an exhibition benchmark and a possible norm of execution for a wide range of organizations. Customer satisfaction is given top emphasis, as shown by the phrase "the customer is always right. [11, 12]" Businesses understand that retaining present clients is more lucrative than bringing in new ones to take the place of lost ones.

1.2 Service quality

While the standard of service is defined as an overall assessment of a consumers judgement of the service supplied, satisfaction is an instantaneous reaction to consumption. Expected and perceived service have an impact on service quality. When clients get services above their expectations, they will be thrilled and will see the quality of the services as exceptional; conversely, if services are obtained as anticipated [12], the quality of the services is adequate.

1.3 Service quality dimensions

The SERVQUAL service quality process, which uses a 22-item test to examine five aspects (reliability, reactivity, assurance, empathetic thinking and tangibles), is often used to evaluate the quality of services. Despite being widely used, it may not be appropriate for gauging every facet of an aeroplane's service since the airline sector differs from other industries in terms of the traits and attributes of service quality [12, 13]. Figure 1. Numerous writers have also questioned the SERVQUAL's five dimensions' universality. It is said that these five aspects are industry-specific and, without adjustments, cannot be applied to all service sectors.

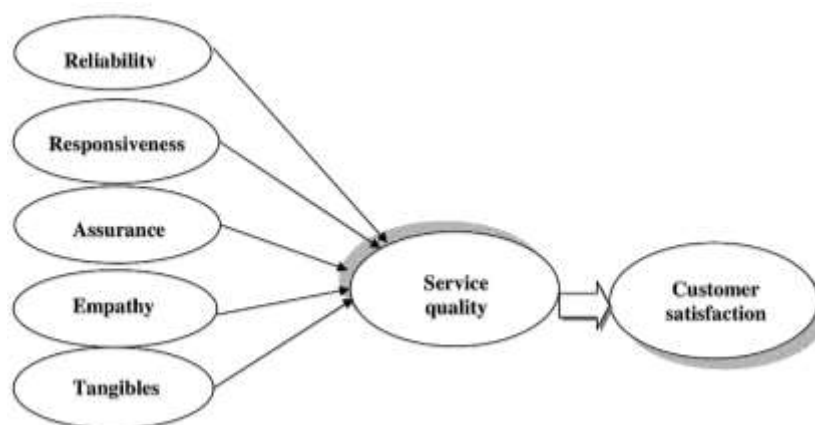


Figure 1 Dimensions of service quality.

The amount of businesses that use email for regular business communications is growing daily. When it comes to email marketing, there are several benefits as opposed to conventional marketing platforms. The primary explanation is straightforward: email is a widely accessible, low-cost, quick, and dependable form of communication. For this reason, email marketing is a particularly intriguing medium for business owners [13, 14]. Email marketing offers a lot of chances for business owners and marketing professionals, despite its numerous problems. If they decide to include email marketing into communicate plans, it may be a terrific way to boost sales and advance businesses.

Even though email marketing is a quick, affordable, and dependable medium, businesses should still plan and develop strategies and techniques for utilising it in their day-to-day operations. It must be well integrated and in line with the marketing plan and other commercial objectives of the organisation [14, 15]. Businesses that engage in email marketing without a plan or strategy risk suffering more harm than benefit.

Establishing a distinct brand personality is one way for well-known firms to overcome the difficulty of retaining customer engagement [16]. Name a person's personality is made up of many human traits that are connected to a brand; it is the embodiment of the brand. Utilized an example of 662 vehicle fans to exhibit how the character characteristics pleasantness and extraversion foresee brand local area distinguishing proof, which is corresponded with trust and brand devotion alongside item connection. The concept of person-brand congruity, or the perceived match between the brand and the individual, [17], was the basis for product attachment.

Think about it: the collection of connotations that best capture the essential traits of a fondled magnet brand is its brand identity. Customers create these interpretations of brands based on personified brand behaviours or brand features; in this example, the two hotel companies. Human and brand personalities are comparable in that they are both long-lasting and may be able to anticipate consumer behaviour [18, 19].

In the modern world, information is the primary driver of every economic value chain. Because of people's need for information, online a "search engines" have grown over the last several years and are now the most popular tools [20]. Product marketers eventually started using this platform to advertise their products or services. How, as a means of advertising, search engine optimise influences several marketing indicators like market share, customer loyalty, and others.

Search Engine Optimisation (SEO) is the process of designing, developing, and programming a digital identity with the goal of optimised its quantity, quality, and accessibility to users of search engines via organic (or algorithmic) or unpaid search results. This is known as optimisation of search engines, or SEO [21, 22]. Sponsored listings are the main focus of alternative Search Engine Marketing (SEM) strategies. A marketing tactic called Search Engine Optimised (SEO) aids in raising a company's visibility on the internet. There is a higher likelihood that people will visit a website if it is at the top of the result page or search results list. Because of this, businesses work hard to improve their website's ranking.

Objectives of the study

- To examine at the connection between customer loyalty and lead magnets.
- To present methods for boosting client loyalty via lead magnet optimisation.
- To provide companies advice on how to successfully integrate lead magnets into their loyalty programme.
- The aim is to enhance the current body of knowledge on consumer relationship managing and loyalty marketing.

LITERATURE REVIEW

(Hussain, R., Al Nasser, A., 2015) [23] This study examines the connections between service quality, service provider reputation, consumer standards, valued perceptions, customer satisfaction, and brand loyalty in an

airline located in Dubai. At first, the factors that determine service quality were discovered using the SERVQUAL framework, with minor adjustments made. Subsequently, service quality was used as a precursor to gauge customer pleasure, a factor that might foster brand loyalty. Using a quantitative research methodology, the data obtained from 253 questionnaires was examined.

(Hassan, M., Hassan, S., 2013) [24] Today, the successful enterprises operating in the telecommunications industry of Pakistan have a similar characteristic: Similar to prominent global telecommunications firms like Vodafone and Chinese Mobile, they prioritise customer satisfaction and have a strong focus on marketing. To accomplish customer delight and unwaveringness, associations should show a powerful familiarity with their objective business sectors. They spur everybody in the association to add to the foundation of getting through client associations by means of their obligation to support decency, administration greatness, and valuing reasonableness. The essential target of this article was to research the effect of administration equivalent treatment, administration quality, and evaluating reasonableness discernment on fulfilment among clients and client steadfastness in the portable telecom industry of Pakistan. A quantitative examination philosophy was utilized. A study instrument was utilized to accumulate information from 220 people who mirror the client base of telecom firms in Pakistan. SPSS 17 was utilized to do factor examination, connection investigation, and relapse examination.

(Lytovchenko, I., 2019) [25] The essay seeks to examine the function and characteristics of the content and assess suggested metrics for measuring its success in marketing contacts with clients using Internet technologies. The differentiations between customary substance correspondence and content media communications with bringing together happy have been clarified. A bunch of pointers is accommodated evaluating the expense viability of content conveyance in light of a survey of logical writing, factual information, and study discoveries. The measurements to consider are the typical expense per client procurement, the lead age coefficient of the site, the typical expense per lead securing, the substance viability proportion, the typical buy coming about because of content stock, the benefit from the offer of products coming about because of content inventory, and the productivity of utilizing web advertising instruments.

(Susanti, V., Sumarwan, U., 2020) [26] This empirical research aims to examine the rational elements that have a higher effect on consumer happiness and brand loyalty. In order to get more precise results, the study focuses only on the rational aspects that impact consumer happiness and brand loyalty. These elements include rational perceived quality and rational perceived value. We use SEM-PLS (Structural Equation Model-Partial Least Square) to analyse the field data in order to get the solution to the research issue. The discovery affirms that the loyalty of buyers to a brand is influenced by their satisfaction, which in turn is influenced by the reasonable quality characteristics. Moreover, the characteristics of dependability and responsiveness have a greater impact on perceived quality compared to real product quality. This leads to the conclusion that services play a vital role in the chemical industries. The empirical discovery offers practitioners a foundation to effectively optimise their earnings by strategically managing the brand and pricing.

(Vyvey, T., Castellar, E. N., 2018) [27] In keeping with flow theory, a number of research on in-game advertising have shown that player pleasure boosts brand memory. Some have shown contradictory findings, supporting Lang's Limited Capacity Model of Motivated Mediated Message Processing (LC4MP) and indicating that the increased cognitive load brought on by the interactive nature of digital games has a negative impact. An substantial influence of both visual and aural input on pleasure and its following impacts on brand memory is shown in a between-subjects experiment (N = 561).

(Paparoidamis, N. G., Katsikeas, C. S., 2019) [28] One of the main concerns in relationship marketing is developing trust between buyers and sellers. Regarding the performance outcomes of trust, however, the findings are not entirely consistent. Furthermore, there has been minimal focus on the connection between the establishment of trustworthy connections and supplier performance factors. Our research presents a conceptual model that explains how supplier performance is influenced and how trust in supplier-organizational customer connections affects customer loyalty. To evaluate the degree to which the emergence and consequences of trust are universal across nations, we test the model linkages using data from France, Hungary, and the United Kingdom.

(Shahin Sharifi, S., 2014) [29] This work aims to investigate the mediating roles of trust and cognitive dissonance in relationship marketing's ability to lessen post-purchase cognitive dissonance, boost customer happiness, and foster loyalty. The authors used structural equation modelling to examine the impacts of relationship marketing on cognitive dissonance, customer satisfaction, behavioural loyalty, and attitudinal loyalty based on a survey of mobile phone users. The findings show that customers had reduced cognitive dissonance during the post-purchase phase as a consequence of relationship marketing. Customers therefore demonstrated more happiness and, consequently, behavioural and attitudinal loyalty as they experienced less cognitive dissonance. Furthermore, the research validated the intermediary function of trust and cognitive dissonance.

1.4 Hypothesis

H1: Search Engine Optimisation has a major effect on Competitive Advantage.

H2: Search Engine Optimisation has a big influence on the lead magnet image.

H3: The association between Lead Magnet Image and Search Engine Optimisation is mediated by Competitive Advantage (Figure 2).

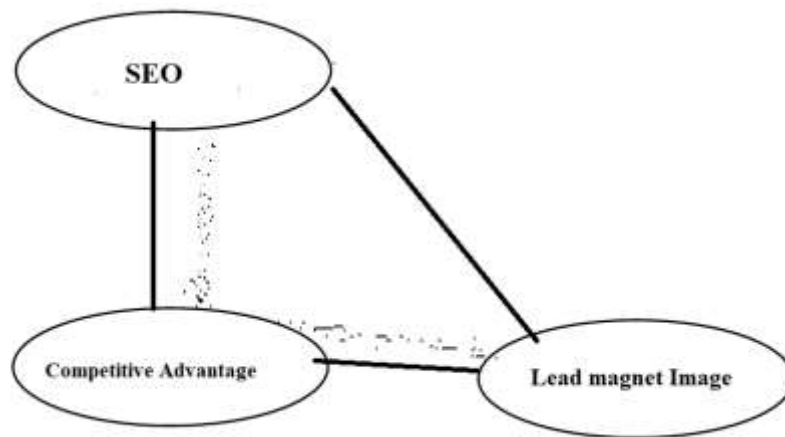


Figure 2 Research model.

RESEARCH METHODOLOGY

The export-facto survey a position is used in this study to gather data, promoting quantitative and qualitative techniques. Utilising the factors of the study goals, a review of the literature was conducted. This was achieved by using previous investigations, [30], scholarly publications, textbooks, and an examination of 21 years old Jordanian privatised institutions' websites by current students.

Use a technique similar to the one suggested. Out of the total number of more than 14321 students, a sample of 383 individuals was chosen. To locate the responders, a technique known as snowball sampling was also used [31]. The research includes the replies of the sampled students who completed the Google Forms-administered questionnaire via email and a WhatsApp group to Jordanian college students. The snowball sampling technique rendered it impossible for researchers to physically visit campuses for the purpose to gather data. Since participants were already connected to one other, finding them via the snowball approach worked well [32]. There were just 379 correctly completed and submitted questionnaires. Regression analysis was one of the suitable statistical techniques used to examine the collected data in order to test the hypothesis of nullity.

DATA ANALYSIS

1.5 Profile of Respondents

Table 1 Profile of the participants (N=400).

Variable	Category	Frequency	Percent
Gender	Male	208	52.6
	Female	192	48.96
Age	18-20	202	52.14
	25-36	136	36.41
	40-45	36	8
	50-55	23	6.4
	56-60	5	3
Education level	High school	11	3.1
	Diploma	7	2.6
	Bachelor	243	61.25
	Masters	139	34.6

1.6 Measurement model examination

Table 2 Internally consistent reliability analysis.

Dimension	Cronbach's	C R	AVE
Search Engine Optimization	0.497	0.794	0.564
System availability	0.483	0.169	0.259
Efficiency	0.564	0.964	0.397
Fulfilment	0.934	0.497	0.164
Privacy	0.692	0.369	0.549
Competitive advantage	0.479	0.647	0.168
Scope	0.491	0.597	0.489
Site	0.891	0.198	0.486

Synergy	0.894	0.471	0.569
Lead magnet	0.146	0.491	0.456
Customer	0.864	0.169	0.594
Expectation	0.698	0.269	0.598
Perceived quality	0.236	0.169	0.297
Perceived value	0.596	0.181	0.649

Table 2 highlights that the validity construct's interpretation requires assessing the extent to which the results obtained from measurements align with the initial assumptions that motivate the test.

1.7 Structural model assessment

Table 3 R-Square (R^2).

Endogenous variable	R2	Predictive Relevance
Competitive advantage	0.689	
Lead magnet	0.649	

The amount of variability in dependent variables that may be ascertained by each independent variable is defined by the R^2 value [33]. Table 3. The data in the present research are obtained using the SmartPLS method function, and the t-statistical analysis is created using the SmartPLS bootstrapping function.

Table 4 The Q2 Values for the Endogenous means "Invisible Variables.

Endogenous variables	SSO	SSE	Q2(1-SSE/SSO)
competitive advantage	7760.000	5976.415	0.169
Lead magnet	7896.000	7463.165	0.259

Table 5 effect sizes (f^2) of the latent variables.

Variable	Endogenous variable	F ²	Effect size rating
Search engine optimization	Competitive advantage	0.897	Large
Competitive advantage	Lead magnet	0.596	Medium

As obtained in the aforementioned study and shown in Table 4, the quantity of cross-confirmed redundant employment generally has to be more than 0. Following a blinded experiment in SmartPLS, [34], the expected quality capability of the statistical approach used in this investigation is shown in Tables 4, 5.

The researcher needs to estimate two PLS network models (with and without the addition of a latent variable) in order to get the f^2 . For specific endogenous concepts, such as 0.02, a 0.15, and 0.35, which is which represent little, medium, and huge impacts, respectively, as well as the predictive high-quality power of this research's model, [35], the effect sizes' values may be utilised as a general guideline to determine the omitted construct.

1.8 Hypothesis test

Through competitive advantage, Search Engine Optimisation has strong indirect impacts on Lead magnet Image ($\beta = 0.694$, $t = 5.169$, $LL = 0.890$, $UL = 0.286$, $p < 0.001$). As a result, hypothesis H4 was verified. It was discovered that the association between Search Engine Optimisation and Lead Magnet Image is mediated by Competitive Advantage [36]. The results of the hypotheses are shown in Table 6.

Table 6 hypothesis test.

No.	Hypothesis	Beta	SE	T-value	P-Value	Decision
H1	SEO-CA	0.495	0.781	7.361	0.000	Supported
H2	SEO-MI	0.651	0.649	9.315	0.000	Supported
H3	CA-MI	0.694	0.286	5.169	0.000	Supported

1.9 Findings

This study looks at how search engine optimisation helps students at private Jordanian institutions who use Google search engines to develop positive perceptions. Users tend to pay attention to these rankings since Google is the most popular search engine in Arab nations and often favours highly ranked websites for information access [37]. Through the prisms of keyword analysis, generating high-quality content, and website construction, on-page optimisation was examined.

The results showed that students' and prospective students' perceptions of Lead Magnet, especially those from local and regional settings, are significantly influenced by these factors. Furthermore, Off-Page Optimisation was examined using methods like Blogging, Actively Participating in the Local Community, Improving Premier Content, and Putting Trustworthiness First.

The results indisputably showed that they contributed to the growth of students' favourable perceptions of lead magnets among those from regional, local, and international backgrounds. It's interesting to note that this

influence extends to Arab institutions, which attract individuals studying Arabic and interested in Sharia from all over the globe. Additionally, the study demonstrated the prominent and moderating role that competitive advantage has in the relationship between search engine optimisation and the creation of a lead magnet reputation. This highlights the need of enhancing search engine optimisation.

CONCLUSION

Google users who attend private institutions in Jordan have important opinions that are shaped by Search Engine Optimisation (SEO). Here are some ideas for boosting SEO in this the situation: Do in-depth keyword research to determine the phrases and keywords that your target audience—private Jordanian undergraduates in particular—are more likely to Google. Think about using targeted keywords associated with the institution, its programmes, courses, and other pertinent subjects. Improve the on-page components of your website to increase its search engine exposure. Optimising heading tags, URLs, which are meta description tags (Title Tags, Meta Descriptions), and naturally incorporating relevant keywords into your writing are all part of this process.

To especially target Jordanian students, concentrate on local SEO strategies. Ensure that there is precise and uniform data about your institution across many internet directories, optimise your local listings, and register your university on Google My Business.

1.10 Suggestions For Further Studies

Examine if SEO affects the Lead magnet image of students at many private Jordanian institutions in a comparable manner.

Universities that have robust SEO strategies should be compared to those that have none or very little. Examine how students see private Jordanian universities' reputations and perceived legitimacy in relation to these institutions based on their appearance in Google search results.

Examine the relationship between student views and search engine rankings. Examine the SEO strategies used by private institutions in Jordan to improve their online presence.

Analyse the impact of several tactics on university students' perceptions of Lead magnets, including user experience, backlink building, content quality, and keyword optimisation. Analyse how SEO helps Jordanian private institutions manage and enhance their online reputations. Examine the ways in which search engine rankings as well. Review sites, and social media presence impact students' perceptions of these universities in general.

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