
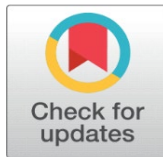


# THE EFFECT OF USING E-MARKETING TOOLS IN ACTIVATING SALES IN HOTELS: A FIELD STUDY IN FIVE-STAR HOTELS IN THE JORDANIAN CAPITAL – AMMAN

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## ABSTRACT

The purpose of this study is to look at the effect of employing E-Marketing techniques on activating sales in Amman city hotels. The quantitative technique was utilized in the investigation, with data collected using questionnaires. (500) questionnaires were delivered to guests at (13) Jordanian five-star hotels in Amman. (484) of the (500) questionnaires were recovered, while (16) were eliminated due to excessive missing data. According to the study, adopting E-Marketing tools such as: (the hotel website, hotel blog, hotel social media, and hotel e-mail) has a substantial influence on sales promotion such as: (trade contest, coupons, and rebates). Finally, the study suggests that hotels in Amman continue to implement an E-Marketing policy, activate trade promotion electronically, and promote their services through all electronic channels, particularly social media sites.

**Keywords:** E-Marketing Tools, Activating Sales, Five Stars Jordanian Hotels, Amman

## 1. INTRODUCTION

Today, the world is seeing a massive revolution in information and communication technology, which has resulted in major shifts and transformations in the economic sector. One of the most recent developments in information and communication technology is that marketing has gone electronic via the Internet, and as the number of Internet users grows by the day, organisations are competing seriously and eagerly to achieve their goals through electronic marketing, through a wider spread and higher sales; to attract the greatest number of customers for their brands.

The increased reality of the information technology revolution has a significant impact on the marketing industry, as firms of all sizes rush to reengineer old marketing operations and aspects to meet the demands and pressures of technological innovation. There is no doubt that the usage of e-marketing is expanding drastically; thus, firms must include promotion in their marketing strategy in order to attract the greatest number of customers in the face of such fierce competition [Nasereddin \(2011\)](#).

The Internet is an essential tool for all business classes in the marketing process. This digital revolution has expanded to every institution and house, and it should be highlighted that this dissemination has had an influence on the character and levels of performance of institutions in general [Kotler and Armstrong \(2009\)](#). The current study is concerned with highly rated hotel businesses that are regarded among those that use the Internet not only for communication and communication with their clients, but also to market their name, services, and reputation.

E-marketing is the ideal use of digitalization, including technologies for information and communication to activate the productivity of marketing and its operations, which are represented in organisational functions and activities aimed at identifying target market demands and offering goods and services to the firm's clients [Chaffey \(2006\)](#).

Furthermore, e-marketing is a novel and relatively new notion in the realm of Internet marketing. E-marketing expresses a new business philosophy that is primarily based on the marketing of goods, services, information, and innovations via the Internet [Lončarić and Radetić \(2015\)](#), whereby e-marketing contributes to the rapid dissemination of the brand and maintains communication between customers and potential customers both inside and outside the hotel [Salem \(2013\)](#).

It is necessary to clarify that the evaluation of the use of e-marketing includes all marketing departments, whether production or administrative, so all departments are subject to evaluation, including those related to marketing and public relations that affect and are affected by customer and customer satisfaction. It should also be mentioned that marketing strategies are an inherent and crucial element of any organization's strategy, as they aim to fulfil its vision, goal, and objectives while adhering to and integrating with their rules, regulations, and procedures [Wheelen and Hunger \(2004\)](#).

The marketing process is in dire need of promotional activities to persuade consumers to buy, as sales activation is a form of communication in marketing, and the communication process enables the marketing department to carry out its functions effectively and efficiently. Sales promotion is also an essential and indispensable activity, as no company can sell its products and services, regardless of their quality, without adequate information about those products or services reaching customers [Dubois \(2000\)](#).

The process of activating sales is to attract the attention of customers to use the organization's Internet pages by supporting them with useful information according to the interests of customers, as the open lines of communication between advertisers and Internet users (customers) helped advertisers to provide better and more efficient ads to promote their products and services [Debono \(2013\)](#).

In addition, the activation of sales through its various means has become of great importance to customers and clients; because he has overcome the problem of their ignorance of the information about the good or service, as he works to provide them with all the information related to it in order to convince them to accept it and buy it [Michael and Ogwu \(2013\)](#).

This study is consistent with global economic sector developments and the expanding prominence of services in many nations, including Jordan. As a result, there is a need to investigate the reality of e-marketing as a marketing tool for hotel hospitality services in the Hashemite Kingdom of Jordan, as well as to determine the effectiveness of programmes implemented in five-star hotels in the Jordanian capital, Amman, and to contribute to providing recommendations to raise the level of e-marketing in various ways that support the tourism sector as one of the tributaries of the national economy in the country in general and hotel hospitality services in particular. This is done by studying the impact of e-marketing tools and its dimensions on activating sales and its dimensions in five-star hotels in the Jordanian capital, Amman.

The significance of this study is embodied in knowing the main points related to sales activation in hotels and the impact of e-marketing tools on them to ensure their quality, in addition to assisting hotels in acquiring the attention of customers and customers, and attracting them to deal with them, through their awareness of the impact of e-marketing on sales activation; to raise the level of hotel services, link them to the personal and functional factors of customers, and to ensure their quality.

From this point of view, this study aimed to clarify the effect of using e-marketing tools, which include: the website, the chatting site, social networking sites, and e-mail in stimulating sales, which include competitions, coupons, and discounts in five-star hotels in the Jordanian capital - Amman. The study also sought to reveal the problems that hotels are expected to face when using these technologies and their impact on stimulating sales.

## 2. LITRATURE REVIEW

The Internet is one of the most modern methods for marketing products, services, and information in the business sector. The individual or organization's owner must recognise the critical role that the Internet plays in the world of marketing, as interest in the Internet has grown for a variety of reasons, including time and effort savings, ease of communication, low cost, and reduced work procedures and paperwork volume [Nasereddin \(2011\)](#).

The Internet has opened up new opportunities for business organisations and resulted in an increase in the size of target markets, as it was able to break down time and geographical barriers, and resulted in an increase in the efficiency and effectiveness of production and marketing, and the Internet is considered one of the most important communication and interactive means in terms of its ability to provide many facilities for users such as: images, dimensional shapes, co-location, and co-location [Smith \(2011\)](#).

The Internet has evolved into its own worldwide social phenomenon. Among its benefits is that it has broken time and space barriers, making it easier to access information, make decisions, and achieve contact between sender and receiver via various sites such as social networks. Customers were also able to select the ideal hotel that suited their preferences thanks to the Internet [Dragan \(2017\)](#).

### 2.1. E-MARKETING

E-marketing is among the most essential topics included in e-commerce, where e-marketing is the heart of e-business, the most important of which is e-commerce, where the development of e-commerce and e-marketing coincided with

technological advancements in information technology and the development of the Internet [Starkor and Safer \(2015\)](#).

Also, E-marketing is the use of information technology in the process of communicating and providing services and products to customers and managing relationships between them in a way that benefits the company and stakeholders, according to [Chaffey \(2006\)](#), e-marketing meets marketing objectives through communicating with clients via electronic communication technologies.

Furthermore, E-marketing expresses the optimal use of digital technologies, including information and communication technologies, to activate the productivity of marketing and its operations, which are represented in organisational functions and activities aimed at identifying the needs of target markets and providing goods and services to customers [Zhang et al. \(2011\)](#).

Additionally, e-marketing emphasises the marketing side of the digital and institutional economy, which encompasses activities connected to product and service introduction, promotion, and sale via the Internet. [Nasereddin \(2011\)](#) describes e-marketing as a subset of e-business that use electronic media to carry out marketing operations and meet the organization's marketing objectives, with Internet marketing, interactive marketing, and mobile marketing are being examples of e-marketing.

## 2.2. ACTIVATING SALES

Activating sales by its various means has become of great importance to customers and clients, because it helps them to overcome the problem of their ignorance of the information about the good or service, as it works to provide them with all the information related to it in order to convince them to accept it and buy it. The sales activation process is one of the promotional activities that aim to increase demand and improve marketing, and it is one of the short-term tools and techniques designed to motivate customers and consumers to buy and motivate distributors and salesmen [Michael and Ogwo \(2013\)](#).

Sales activation aims to arouse the interest and motivation of the consumer to buy through many means, that is, it activates and increases the company's sales and supports the efforts of the sellers, which leads to an increase in their effectiveness. It also motivates customers to try the product, increases sales, and encourages purchase during the off-season [Dilip and Qing \(2010\)](#).

Sales activating is defined as a group of techniques directed at stimulating demand in the short term, in order to increase the level of purchase of a particular product or service by the consumer and commercial intermediaries. It also represents the process of attracting customers' attention to using Internet pages and supporting them with useful information according to customers' interests and desires [Debono \(2013\)](#).

The opportunities for companies, especially the hotel sector, are increasing with the increasing openness of countries around the world to each other, this is followed by liberalization and an increase in the movement of capital between countries in search of better investment opportunities, as the movement of individuals enhances the size of the target hotel markets, which leads to an increase in sales of various hotel services, there is no doubt activating sales for hotels achieves the competitive advantage to reach the target marketing segments in the fastest time and at the lowest cost in the future [Dubois \(2000\)](#).

### 3. METHODOLOGY

To achieve the objectives of the research, the researcher used the descriptive analytical approach, which is based on describing the phenomenon, answering questions and hypotheses, analysing the collected data, and interpreting them to reach conclusions that contribute to determining the impact of e-marketing tools in activating sales in five-star hotels in the Jordanian capital, Amman.

#### 3.1. STUDY POPULATION AND SAMPLE

The study community consists of all clients of five-star hotels in the Jordanian capital, Amman, which number (16) hotels, and include: Bristol Amman, Grand Hyatt Amman, Holiday Inn, Marriott Amman, Kempinski Amman, Le Royal Amman, Sheraton, Regency Palace, Rotana Amman, Intercontinental Jordan, Le Meridien, Landmark Amman, Grand Millennium Amman, Crowne Plaza Amman, Four Seasons Amman, Golden Tulip Amman.

The study sample consisted of (500) individuals from the clients of five-star hotels in the Jordanian capital, Amman, it was selected in a simple random way, then the questionnaire was distributed to clients dealing with hotels, where (484) valid questionnaires were retrieved for statistical analysis, and (16) questionnaires were excluded because they were not suitable for statistical analysis. [Table 1](#) shows the distribution of the study sample according to its demographic variables.

**Table 1**

Table 1 Study Sample According to its Demographic Variables			
Variable	Categories	Frequency	Percentage %
Gender	Male	310	64.0%
	Female	174	36.0%
Age	28 years and less	100	20.6%
	29-38 years	186	38.4%
	39-48 years	146	30.2%
	49-58 years	41	8.5%
	59 years and above	11	2.3%
Qualification	Diploma	29	6.0%
	Bachelor	203	42.0%
	Master	76	15.7%
	PhD	176	36.3%
Job	Employee	150	31.0%
	Student	76	16.0%
	Free Business	202	41.7%
	Unemployed	30	6.0%
	Retired	26	5.3%
Monthly Income	Less than 500 JD	17	3.5%
	500 – 1000 JD	75	15.5%
	1001 – 1500 JD	129	27.0%
	More than 1500 JD	263	54.0%
Total		484	100%

### 3.2. STUDY TOOL

The researcher developed a questionnaire as a tool for the study, and the questionnaire was worked on to suit the variables of the study by looking at previous studies related to the subject of the study, which consisted of two main sections:

The first section: is the part related to the demographic variables of the study sample members of the clients in the five-star hotels in the Jordanian capital Amman, represented by: gender, age, occupational status, educational qualification, month, and income.

The second section: The second section included paragraphs and dimensions that measure the variables of the independent and dependent study as follows:

First: The part related to the independent variable (electronic marketing tools), which consisted of (21) paragraphs distributed into (4) main dimensions related to the subject of the study, which is:

- 1) The first dimension: the hotel's website, and it consists of (6) paragraphs.
- 2) The second dimension: a conversation site for the hotel, and it consists of (5) paragraphs.
- 3) The third dimension: the hotel's social networking site, and it consists of (5) paragraphs.
- 4) The fourth dimension: the hotel's email, and it consists of (5) paragraphs.

Second: The second part is related to the dependent variable (sales activation), which consisted of (15) paragraphs distributed over 3 main dimensions related to the subject of the study, which is:

- 1) The first dimension: competitions, and it consists of (5) paragraphs.
- 2) The second dimension: the coupons, and it consists of (5) paragraphs.
- 3) The third dimension: discounts, and it consists of (5) paragraphs.

A five-point Likert scale was used for approval, arranged in descending order (strongly agree, agree, neutral, disagree, and strongly disagree).

The criteria for judging the averages of the study tool were determined as follows:

Category Length = (Maximum Ranking - Minimum Ranking) / Number of Levels  
= (5-1)/3= 1.33.

Accordingly, the criterion for judging the degree of use of e-marketing and sales promotion on the results of the quantitative study, according to the following criterion:

- Low degree of use: 1 – 2.33
- Medium degree of use: 2.34 – 3.67
- High degree of use: 3.68 - 5.

#### 3.2.1. VALIDITY OF THE STUDY TOOL

The study tool (the questionnaire) was presented in its initial form to (11) professors in business administration, e-business and scientific research at the Middle East University and Jordanian universities. They were asked to express their opinions on the degree of structural clarity of the tool's paragraphs, the degree of validity of each paragraph, the degree to which each paragraph belongs to the field to which it belongs, and the degree of accuracy and integrity of the linguistic



formulation. The arbitrators made some linguistic modifications to some paragraphs of the study tool.

### 3.2.2. RELIABILITY OF THE STUDY INSTRUMENT

To verify the reliability of the study tool, the application and re-application were carried out, by applying the questionnaire to an exploratory sample of (50) respondents, from the same study community but from outside its sample, and then re-application after two weeks of the first application on the same sample, and a Pearson correlation coefficient was calculated between the two times of application, and Pearson's correlation coefficient ranged on the dimensions of the study (0.79 - 0.80).

The internal consistency test of the study tool items was also conducted by calculating the Cronbach's alpha equation, as the values of the stability coefficients ranged for the dimensions of the resolution (0.90 - 0.97), which are acceptable values for scientific research purposes.

### 3.3. STATISTICAL PROCESSING

The following statistical methods were used to analyse the study data and reach the results and recommendations the study:

- 1) Frequencies and percentages to represent the characteristics of the sample.
- 2) Alpha Cronbach's coefficient test to verify the normal distribution of the sample.
- 3) Arithmetic means and standard deviation.
- 4) Multiple regression analysis to test the effect of the independent variables on the dependent variable.
- 5) Simple regression analysis to test the sub-hypotheses.
- 6) Factor Inflation Variance-VIF to verify the absence of multicollinearity.
- 7) Tolerance and Skewnes coefficient to test the strength of the multiple correlation between the independent variables.

## 4. STUDY RESULTS

This section explains the results of the study, the study sample's estimates of the independent variable (electronic marketing tools) and its dimensions and the dependent variable (sales activation) and its dimensions were described by calculating the arithmetic averages, standard deviations, degree, and rank, describing, and arranging them according to their degree, as follows:

### 4.1. INDEPENDENT VARIABLE (ELECTRONIC MARKETING TOOLS)

Table 2

Table 2 Means and Standard Deviations of the Estimates of the Study Sample Members on the First Dimension, The Hotel's Website					
No	Items	Mean	SD	Rank	Level
1.	The hotel's website helps in following up on customers' requirements.	3.96	.98	1	High
2.	The hotel's website helps with customer reviews.	2.72	.97	5	Medium

3.	The service is marketed electronically via the website.	3.75	.93	3	High
4.	The hotel has an attractive website.	2.22	.91	6	Low
5.	The hotel's website handles reservations efficiently.	3.76	1.01	2	High
6.	The hotel is committed to providing the service displayed on its website.	3.73	.90	4	High
Total Degree		3.35	.83	Low	

Table 2 shows the results of the descriptive analysis for the hotel's website variable; the respondents indicate a low level of agreement for hotel's website with mean (3.35) and standard deviation (.83), while at the items level the item (1) which states (I The hotel's website helps in following up on customers' requirements) came at first rank with mean (3.96), standard deviation (.98), and at high level, while item (4) which states (The hotel has an attractive website) came at last rank with mean (2.22), standard deviation (.91), and at low level.

**Table 3**

**Table 3 Means and Standard Deviations of the Estimates of the Study Sample Members on the Second Dimension, The Hotel Chat Blog**

No	Items	Mean	SD	Rank	Level
7.	The hotel's chat blog contributes to the rapid marketing of the service electronically.	4.00	.88	1	High
8.	Reservation transactions are efficiently processed through the hotel's chat blog.	3.88	.91	4	High
9.	The hotel's chat site achieves direct communication with customers worldwide.	3.99	.90	2	High
10.	The service can be marketed to customers through the hotel's chat blog without an intermediary.	3.95	.86	3	High
11.	Transactions/operations are completed through the hotel's chat blog.	3.87	.93	5	High
Total Degree		3.94	.78	High	

Table 3 shows the results of the descriptive analysis for the hotel chat blog variable; the respondents indicate a low level of agreement for hotel chat blog with mean (3.94) and standard deviation (.78), while at the items level the item (7) which states (The hotel's chat blog contributes to the rapid marketing of the service electronically) came at first rank with mean (4.00), standard deviation (.88), and at high level, while item (11) which states (Transactions/operations are completed through the hotel's chat blog) came at last rank with mean (3.87), standard deviation (.93), and at high level.

**Table 4**

**Table 4 Means and Standard Deviations of the Estimates of the Study Sample Members on the Third Dimension, The Hotel social media Pages**

No	Items	Mean	SD	Rank	Level
12.	The hotel's social media contributes to decreasing the time for posting hotel advertisements.	3.85	.91	3	High
13.	Social networking sites help in increasing the quality of service	3.89	.91	2	High
14.	Hotel social media helps influence customers	3.20	1.06	4	Medium
15.	Social media lowers advertising costs.	3.10	.97	5	Medium
16.	Social networking sites contribute to achieving continuous communication with customers.	4.00	.90	1	High
Total Degree		3.60	.83	Medium	



Table 4 shows the results of the descriptive analysis for the hotel social media pages variable; the respondents indicate a medium level of agreement for hotel social media pages with mean (3.60) and standard deviation (.83), while at the items level the item (16) which states Social networking sites contribute to achieving continuous communication with customers) came at first rank with mean (4.00), standard deviation (.88), and at high level, while item (15) which states (Social media lowers advertising costs) came at last rank with mean (3.10), standard deviation (.97), and at medium level.

**Table 5**

**Table 5 Means and Standard Deviations of the Estimates of the Study Sample Members on the Fourth Dimension, The Hotel Email**

No	Items	Mean	SD	Rank	Level
17.	Customers are contacted by e-mail.	3.78	.95	3	High
18.	The e-mail provides the service at a high speed	3.93	.91	1	High
19.	Reservations can be confirmed via the hotel's email	3.88	.93	2	High
20.	The hotel is committed to the ethics of dealing with email	3.72	1.00	5	High
21.	The hotel's e-mail contributes to effectively marketing the service electronically.	3.78	.93	4	High
Total Degree		3.82	.85		High

Table 5 shows the results of the descriptive analysis for the email variable; the respondents indicate a high level of agreement for email with mean (3.82) and standard deviation (.85), while at the items level the item (18) which states (The e-mail provides the service at a high speed) came at first rank with mean (3.93), standard deviation (.91), and at high level, while item (20) which states (The hotel is committed to the ethics of dealing with email) came at last rank with mean (3.72), standard deviation (1.00), and at high level.

## 4.2. DEPENDENT VARIABLE (ACTIVATION SALES)

**Table 6**

**Table 6 Means and Standard Deviations of the Estimates of the Study Sample Members on the First Dimension, The Competitions**

No	Items	Mean	SD	Rank	Level
1.	Customers are quick to take advantage of the temporary offers offered by the hotel	3.22	.72	4	Medium
2.	Customers participate in competitions held by the hotel in the hope of benefiting from various offers	3.31	.75	2	Medium
3.	The hotel offers its eyes prizes through competitions to activate sales for the hotel	3.21	.75	5	Medium
4.	The hotel's adoption of the competition method has a positive impact on its marketing performance	3.33	.73	1	Medium
5.	Contests contribute to attracting customers to the hotel.	3.25	.72	3	Medium
Total Degree		3.22	.61		Medium

Table 6 shows the results of the descriptive analysis for the competitions variable; the respondents indicate a medium level of agreement for competitions with mean (3.22) and standard deviation (.61), while at the items level the item (4) which states (The hotel's adoption of the competition method has a positive impact on its marketing performance) came at first rank with mean (3.93), standard deviation (.91), and at medium level, while item (3) which states (The hotel offers its eyes prizes through competitions to activate sales for the hotel) came at last rank with mean (3.21), standard deviation (.75), and at medium level.

**Table 7**

**Table 7 Means and Standard Deviations of the Estimates of the Study Sample Members on the Second Dimension, The Coupons**

No	Items	Mean	SD	Rank	Level
6.	The hotel offers coupons to activate sales for the hotel.	2.22	1.15	5	Low
7.	The hotel's adoption of electronic promotional methods (coupons) has a positive impact on increasing customers.	2.80	.92	4	Medium
8.	Sales promotion tools such as coupons contribute to building a good image of the hotel.	2.03	.87	3	Low
9.	Online promotion through coupons is more attractive to customers than traditional methods.	3.17	.77	1	Medium
10.	Online promotion through coupons is credible	3.14	.76	2	Medium
Total Degree		2.88	.65	Medium	

Table 7 shows the results of the descriptive analysis for the coupons variable; the respondents indicate a medium level of agreement for coupons with mean (2.88) and standard deviation (.65), while at the items level the item (9) which states (Online promotion through coupons is more attractive to customers than traditional methods) came at first rank with mean (3.17), standard deviation (.77), and at medium level, while item (6) which states (The hotel offers coupons to activate sales for the hotel) came at last rank with mean (2.22), standard deviation (1.15), and at low level.

**Table 8**

**Table 8 Means and Standard Deviations of the Estimates of the Study Sample Members on the Second Dimension, The Discounts**

No	Items	Mean	SD	Rank	Level
11.	Discounts contribute to attracting new customers.	4.14	.78	2	High
12.	The hotel offers special discounts on special occasions to stimulate the demand for the hotel.	4.24	.74	1	High
13.	The discount affects the increased demand for hotel services.	4.13	.80	3	High
14.	The customer benefits from temporary discounts offered by the hotel.	3.67	1.11	5	High
15.	Discounts contribute to increased frequency of service.	4.01	.75	4	High
Total Degree		4.04	.66	High	

Table 8 shows the results of the descriptive analysis for the discounts variable; the respondents indicate a medium level of agreement for discounts with mean (4.04) and standard deviation (.66), while at the items level the item (12) which states (The hotel offers special discounts on special occasions to stimulate the demand for the hotel) came at first rank with mean (4.24), standard deviation (.74),

and at high level, while item (14) which states (The customer benefits from temporary discounts offered by the hotel) came at last rank with mean (3.67), standard deviation (1.11), and at high level.

### 4.3. STUDY HYPOTHESES TEST

Before starting the application of regression analysis to test the hypotheses of the study, some tests were performed, in order to ensure that the data fit the assumptions of the regression analysis, as it was confirmed that there was no high correlation between the independent variables (Multicollinearity) using the Variance Inflation Factory (VIF) test, and the test of tolerance (Tolerance) for each of the variables of the study, taking into consideration that the variance inflation factor (VIF) did not exceed the value (10) and the value of the Tolerance test was greater than (0.05), and it was also made sure that the data followed the normal distribution by calculating the skewness coefficient, bearing in mind that the data follow a normal distribution if the skewness coefficient is close to (0). Table 9 shows the results of these tests.

**Table 9**

Table 9 Results of VIF, Tolerance, and Skewness Tests			
Variables	VIF	Tolerance	Skewness
Hotel Website	2.270	.440	.852
Hotel Chat Blog	2.508	.399	.934
Hotel social media Pages	1.084	.922	.689
Hotel E-mail	2.207	.453	.821

The data in the Table 9 showed that, the value of VIF for all variables less than (10) and arranged between (1.084-2.508), and the tolerance values arranged between (.399-.922) and greater than (0.05), this is an indication that there is no high correlation between the independent variables. It was confirmed that the data follow the normal distribution by calculating the Skewness coefficient, where the values were close to the value (0) means less than (1), so it can be said that there is no real problem related to the normal distribution of the study data. Accordingly, we can test the hypotheses of the study as follows:

The main hypothesis (H01): There is no statistically significant effect for the use of electronic marketing (the hotel website, the hotel chat blog, the hotel social media pages, and the hotel email) on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ ).

**Table 10**

Table 10 Results of Multiple Regression Analysis to Test the Effect of the Independent Variable on Dependent Variable								
Independent Variables	T	Beta	Sig	R	R <sup>2</sup>	F	Sig	Adjusted R <sup>2</sup>
hotel website	29.013	0.274	0.03					
hotel chat blog	46.918	0.429	0.00	0.981	0.89	2318.05	0.00	0.901
hotel social media pages	30.064	0.275	0.05					
hotel email	46.223	0.431	0.00					

**Table 10** indicates that there is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) for the use of electronic marketing in all its dimensions on sales activation, where the value of F (2318.05), which is a statistically significant value at the level of significance ( $\alpha \leq 0.05$ ), and the value of ( $R = 0.981$ ), and reached the value of ( $R^2 = 0.89$ ), and this means that the independent variables (electronic shopping with its dimensions) affect by (89%) the dependent variable, sales activation. Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted (There is statistically significant effect for the use of electronic marketing (the hotel website, the hotel chat blog, the hotel social media pages, and the hotel email) on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ )).

The First sub-hypothesis (H01-1): There is no statistically significant effect for the hotel website on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ ).

**Table 11**

**Table 11 Results of Simple Regression Analysis to Test the Effect of the Hotel Website on Dependent Variable**

Independent Variables	T	Beta	Sig	R	R <sup>2</sup>	F	Sig
hotel website	14.101	0.412	0.00	0.412	0.28	188.70	0.00

**Table 11** indicates that there is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) for the hotel website on sales activation, where the value of F (188.70), which is a statistically significant value at the level of significance ( $\alpha \leq 0.05$ ), and the value of ( $R = 0.412$ ), and reached the value of ( $R^2 = 0.28$ ), and this means that the independent variables (hotel website) affect by (28%) the dependent variable, sales activation. Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted (There is statistically significant effect for the hotel website on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ )).

The Second sub-hypothesis (H01-2): There is no statistically significant effect for the hotel chat blog on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ ).

**Table 12**

**Table 12 Results of Simple Regression Analysis to Test the Effect of the Hotel Chat Blog on Dependent Variable**

Independent Variables	T	Beta	Sig	R	R <sup>2</sup>	F	Sig
hotel chat blog	8.131	0.299	0.00	0.299	0.21	70.98	0.00

**Table 12** indicates that there is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) for the hotel website on sales activation, where the value of F (70.98), which is a statistically significant value at the level of significance ( $\alpha \leq 0.05$ ), and the value of ( $R = 0.299$ ), and reached the value of ( $R^2 = 0.21$ ), and this means that the independent variables (hotel chat blog) affect by (21%) the dependent variable, sales activation. Accordingly, the null hypothesis is rejected, and the alternative

hypothesis is accepted (There is statistically significant effect for the hotel chat blog on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ )).

The Third sub-hypothesis (H01-3): There is no statistically significant effect for the hotel social media pages on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ ).

**Table 13**

**Table 13 Results of Simple Regression Analysis to Test the Effect of the Hotel social media Pages on Dependent Variable**

Independent Variables	T	Beta	Sig	R	R <sup>2</sup>	F	Sig
hotel social media pages	19.182	0.309	0.00	0.309	0.30	26.96	0.06

**Table 12** indicates that there is a statistically significant effect at the significance level ( $\alpha \leq 0.05$ ) for the hotel website on sales activation, where the value of F (26.96), which is a statistically significant value at the level of significance ( $\alpha \leq 0.05$ ), and the value of (R= 0.309), and reached the value of ( $R^2 = 0.30$ ), and this means that the independent variables (hotel social media pages) affect by (30%) the dependent variable, sales activation. Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted (There is statistically significant effect for the hotel social media pages on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ )).

The Fourth sub-hypothesis (H01-4): There is no statistically significant effect for the hotel social media pages on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ ).

**Table 14**

**Table 14 Results of Simple Regression Analysis to Test the Effect of the Hotel Email on Dependent Variable**

Independent Variables	T	Beta	Sig	R	R <sup>2</sup>	F	Sig
hotel email	10.981	0.399	0.00	0.399	0.44	101.90	0.00

**Table 12** indicates that there is a statistically significant effect at the Table significance level ( $\alpha \leq 0.05$ ) for the hotel website on sales activation, where the value of F (101.90), which is a statistically significant value at the level of significance ( $\alpha \leq 0.05$ ), and the value of (R= 0.399), and reached the value of ( $R^2 = 0.44$ ), and this means that the independent variables (hotel email) affect by (44%) the dependent variable, sales activation. Accordingly, the null hypothesis is rejected, and the alternative hypothesis is accepted (There is statistically significant effect for the hotel email on activating sales (contests, coupons, discounts) in five-star hotels in the Jordanian capital, Amman, at the level of statistical significance ( $\alpha \leq 0.05$ )).

#### 4.4. RESULTS DISCUSSION

The estimates of the study sample members on the first dimension (the hotel's website) as a whole came to an average degree. The result came in this way from the researcher's point of view, because the hotel's website enables customers to obtain

complete information about the types of services provided, and the level of their provision and pricing, and knowledge of the level of services provided and expected from the hotel management, thus enabling hotel managements to take appropriate measures to meet it, improve the level of service provided, and cater to clients, and cater to clients.

The researcher also attributes this result to the hotels' failure to update the website system to be more attractive to customers, or the lack of quick and immediate responses from hotel management or customer service agents.

The estimates of the study sample members on the second dimension (conversational site of the hotel) as a whole came to a high degree. The researcher attributes this result to the fact that respondents responded to a high degree due to the positive aspects of the communication that took place between them and other clients on the hotel's chat website, and that the dialogues, inquiries, responses, and responses are accurate and responsive to their goals, and that their opinions are correct regarding the quality of services provided at the hotel.

As for the estimates of the study sample members on the third dimension (the social networking pages of the hotel) as a whole, they came to a medium degree, and the researcher attributes the result to the huge number of individuals who use social networking sites, where the latest offers and services provided by the hotel are displayed. It is also updated on a daily basis or through daylight hours. With the hotel's ability to see the posts by customers and comment, whether accepting or rejecting, and taking these comments seriously in order to avoid and improve the negatives, and raise the quality of the positive ones, to gain admiration and attract customers.

The estimates of the study sample on the fourth dimension (e-mail of the hotel) as a whole came to a high degree, but it came with a lower effect than the rest of the dimensions. The researcher attributes this result to the fact that e-mail is mostly used by businessmen, and that customers and ordinary customers communicate through social media to a greater extent, to a greater extent, while there are other methods and other electronic tools that facilitate the process of reservation and payment, we do not cancel the effect of this dimension in the promotion and dissemination of advertisements and hotel services provided via e-mail and e-mail.

The estimates of the study sample from hotel customers on the first dimension (the competitions) came to an average degree. The researcher attributes this result to the fact that the presence of competitions attracts large numbers of clients who compete to win hotel services, but these competitions may be directed or concerned with clients, especially those who are not interested in some Jordanian clients.

The degree of estimates of the study sample members on the second dimension (coupons) came in a medium degree. According to the researcher's opinion, there may be no confidence among ordinary customers who did not get experience with these coupons before. Mostly, trust here is related to the experience and expertise that the client is exposed to with the hotel. If it is positive, he prefers coupons and vice versa.

The estimates of the study sample on the fourth dimension (discounts) came to a high degree. The researcher believes that the presence of discounts is a very important factor in the process of activating sales, as customers are looking for savings in all material services in any field, especially in the five hotels with the same prices. The existence of discounts makes the customer feel the desire and attraction towards the service, especially if he continues to receive the same level service from the hotel.



The results of the study indicated that there was a statistically significant effect on the use of electronic marketing (hotel website, hotel chat website, hotel social media pages, and hotel e-mail) on the activation of sales agents, hotel emails, and hotel sales. The researcher attributes this result to the fact that the meeting of the dimensions of e-marketing gives integration in the marketing process. In the event of a defect in a particular tool, another tool will compensate for it in the delivery of services and offers to customers through various electronic tools. Through these tools, the hotel ensures the delivery of its services to all parts of the world in a very short time, and around the clock. Interaction with promotional methods is ensured by all members of societies, as the Internet has become a haven for millions of community members.

Also, the hotel's website works to attract currency, and thus increase the profitable proportional, and the easiest and fastest way is to make the services, and that the channel of communication is considered with the artist's management and the sales and marketing section, and the sacredness is easy for Therefore, the process of activating sales becomes of high value without costing the hotel a lot of effort and money. In addition, the chat site allows access to customer experiences, the client benefits from it in turning to or refraining from a service, and based on the hotel's confidence in its services, this site is made available to clients, so that they can accept the service and come to it with confidence and reassurance from a party other than the hotel itself.

#### **4.5. RECOMMENDATIONS**

Based on the results and conclusions reached in the field study, the researcher made the following recommendations:

- 1) Hotels in the Jordanian capital, Amman, need to continue to use electronic marketing and activate it in all their dealings to maintain their customers.
- 2) The keenness of five-star hotels to activate the sales activity continuously electronically in order to present the products and services in an attractive way to the clients and customers in order to attract the largest number of them at the local and international levels.
- 3) Taking the foundations of building websites when building a hotel website on web pages.
- 4) Using social networking sites in a more effective and attractive marketing way for customers.
- 5) Conducting more future research on the impact of social networking sites on stimulating sales.
- 6) Conducting more research on the impact of e-marketing dimensions on attracting and attracting customers in five-star hotels.

#### **CONFLICT OF INTERESTS**

None.

#### **ACKNOWLEDGMENTS**

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