St. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

FACULTY OF BUSINESS

EFFECT THE APPLICATION OF DIGITAL MARKETING ON CUSTOMER SATISFACTION: THE CASE OF FOUR STAR HOTELS IN ADDIS ABABA ETHIOPIA

BY:

HANNA NIGUSSIE KEBEDE

TO:

YIBELTAL ASCHALEW PHD

FEBRUARY, 2024

ADDIS ABABA, ETHIOPIA

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Appendix II

ST. MARYS UNIVERSITY COLLEGE

SCHOOL OF GRADUATE STUDIES

FACULTY OF BUSINESS

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BY:

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APPROVED BY BOARD OF EXAMINERS

_____   _____

Dean, Graduate Studies   Signature

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Advisor   Signature

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_____

External Examiner   Signature

_____   _____

Internal Examiner   Signature

Appendix III

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of _____. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose earning of any degree.

_____

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Name   Signature

St. Mary's university, Addis Ababa   January 2024

Appendix IV

ENDORSEMENT

This thesis has been submitted to St. Mary's university college, school of graduate studies for examination with my approval as a university advisor.

_____   _____

Advisor   Signature

St. Mary's university college, Addis Ababa   February   2024

List of tables

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Acronyms and abbreviations

AA   Addis Ababa

F&B   Food and Beverage

ICT   Information Communication Technology

MOCT   Ministry of Culture and Tourism

SEO   Search Engine Optimization

SPSS   Satirical Packaging for Social Science

Acknowledgments

Table of Contents

Executive Summary

The main objective of this study was to affect the application of digital marketing on customer satisfaction on four star hotels in Addis Ababa Ethiopia. A researcher used a stratified sampling technique which is random sampling for the study. a total of 330 questioner were distributed to customer and staffs of the four hotels which rated as four star in Addis Ababa. The response rate 300 participants was responded which is 90.91 percent response rate achieved. The Descriptive and explanatory research design was undertaken in this study and this was conducted by the use of primary and secondary data which was obtained from the hotels. The study used multiple regression analysis in the analysis of data and the findings have been presented in the form of tables and regression equations. The study also found that there is a strong relationship between the independent variables with customer satisfaction of the hotels. This has been seen with values R squared being 94.0% implying that independent variables could explain 94.0% variations in customer satisfaction of the hotels. This study concludes the applicable to the star category hotels in Addis Ababa or may be abroad. The outcomes cannot be related to other subsectors of the hospitality industry or other constituents of wider travel and tourism sector. The results of this study may surely help the hotel marketers to know the effectiveness of important digital marketing tools for hotels and use them strategically. It would also encourage more scholars and researchers from academia and hospitality industry to go about doing digital marketing studies exclusively for hotels in Addis Ababa as well as Ethiopia. The value of the study is for its contribution to how digital marketing team can effectively optimize digital marketing strategies for Addis Ababa hotels. Due to the limited numbers of related papers exclusively written specifically pertaining to digital marketing for Addis Ababa hotels, the researchers have tried to examine research works of other researchers across the globe.

Key words: digital marketing, location facet, technological skill, social skill, technical skill and customer satisfaction

CHAPTER ONE

1. Introduction

This chapter provides a general introduction, to the study covered in this research proposal and provides a summary of the following content and key research outcomes. This chapter begins with the background of the study, statement of the problem, research questions, research objectives which are general and specific objectives, scope of the study, significance of the study, limitations of the study, and organizations of the paper which are included in the study.

1.1 Background of the study

Digital marketing is a modern marketing strategy that has been boosted by the growth in information technology, particularly electronic technology. It involves the adoption of marketing tools such as the internet, social media, mobile, video, content, affiliate and search engine optimization (Khan, R. Z. and Nawaz, H, 2021). It can be a source of competitive advantage for hospitality firms thus enhancing the hotels performance of the country relative to competitors (Leite, R. A. and Azevedo, A, 2017). This can be achieved by attractively targeting a wide range of local and international clients. Researchers like Chaengeheau (2015) and Kaur and Chourasia (2021) have looked at digital marketing in the hospitality industry.

Digital marketing, also called internet, e-marketing, or web marketing can be defined as "the application of the internet and digital technologies in conjunction with traditional communications to achieve marketing objectives" (Kaur, 2017). Digital marketing introduces electronic technology to traditional marketing concepts. It uses electronic media, wireless media and digital databases on customers (Farrel, 2017). Instead of using printed media, digital marketing calls for the use of tools such as electronic billboards, videos, mobile phones and internet when marketing (Kariru, Kambona and Odhuno, 2017). These tools offer attractive visual displays and fast communication speeds while targeting wide audience bases (Khan and Nawaz, 2021).

Digital marketing can complement the 4 P's marketing strategies ((Ryan, D., and Jones, C. , 2009). The product can be delivered, promoted and sold online via displays and illustrations, the price and purchases can be communicated and performed online via credit cards and debit cards, the distribution can be done via emails, websites and central reservation systems and the promotion can

be conducted via electronic tools such as the social media, internet, websites, mobile phones and video.

Almost half the world population uses the internet including social media and mobile technologies (Parlov, 2016). This indicates that digital marketing can be an effective tool for reaching a wide customer base. It has therefore gained popularity among the majority of consumers who use it for communication and information search (Stephen, A. T. , 2015). Popular communication and information search tools in the hospitality industry include social media particularly Twitter, Facebook/Meta, the internet, websites, mobile phones (Leite and Azevedo, 2017) and electronic billboard displays.

Modern firms are embracing digital marketing in keeping up with changing marketing trends and tools for enhanced competitiveness (Parlov, 2016). Such trends include the rapid changes in technology, technological advances and ever-changing demographic habits and preferences which include heavy reliance and use of digital tools such as smartphones, laptops, tablets and iPod's. Many firms are also investing in digital marketing because of its advantages. The internet offers fast, cost-effective, quality communication that breaks down physical communication barriers such as remote locations (Mulholland, R. and Cachon, J. C. , 2004). It offers privacy, 24 hours access and appealing visual effects. The internet and social media hasten communication and breakdown geographical barriers in communication while reducing administration costs for the business thus enhancing competitiveness.

The key advantage of digital marketing is its interactivity (Parlov et al, 2016). Digital tools allow for live conversations and the exchange of information via videos and chats. This interactivity facilitates direct communication among tourism stakeholders including businesses and customers (Kaur, 2017). This hastens the speed at which useful information is exchanged and transactions are made. Digital marketing calls for heavy investment in information technology and dedicated sales teams to constantly keep track of online queries, leads and sales. Mulholland and Cachon, (2004) found that lodges incurred digital marketing as the greatest expense on their marketing budgets as it requires heavy investment in monetary and time resources. (Mahmutovic, K. , 2021), Established a negative relationship between digital marketing orientation and hotel marketing performance hence advocating for elaborate planning before adopting it. High costs can therefore deter the adoption of digital marketing coupled with challenges such as an unskilled workforce, fear, bureaucracy, ever-changing

technology, obsolete technologies, cyber-crime, and fraud, lack of management support & limited resources and infrastructure.

1.2 Statement of the problems

Globally, the hotel sector is exploiting the e-marketing potential to market and expand its border lines. This is because e- marketing offers hotels a channel to display their services to potential customers. However most of the general managers and Marketing managers in Ethiopia overlooked the benefit of internet marketing to develop new target markets and to deprive strategy hence only few (or almost none) of the hotels have utilized the Internet to attract potential target market. Rather they preferred to clutter with newspapers, TV, radio etc. According to 2013 report of MOCT, over90% of the guests of hotels in Ethiopia is foreign tourists. (Tourism Statistics Bulletin 2009-2012, 2013)

Digital marketing plays a vital role to increase company exposure and customer base. Hotels exert high effort to build huge client basis and to realize this, they use electronic Marketing as a tool. Nevertheless, in Addis Ababa most of the hotels are not promoting on Internet, which the researcher evidenced through Search Engine Optimization (SEO) Technique/tool beside industrial observation during managerial meetings within the Addis Ababa Hotels Association also in different seminars that MOCT organized (https://translate.google.com, 2023).

Digital Marketing refers to the use of the Internet and digital media capabilities to help sell products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of business. Digital Marketing is also referred to as Internet marketing (I-marketing), online marketing or Web-Marketing. Digital Marketing is creating a strategy that helps businesses deliver the right messages and product or services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning, and retaining customers. Digital Marketing is deemed to be broad in scope, because, not only refers to marketing and promotions over the Internet, but also includes marketing done via e-mail and wireless Medias. In Ethiopia most private and government hotels are not yet practicing Digital marketing. Most of the hotels have not used or practice on Digital Marketing because of the following problem: (Grybniak, 2014)

Empirical Study conducted by (Kotler, P., & Keller, K. , 2006) suggested that the application of digital marketing on the hospitality industries especially in four star hotels would be strongly affected

by level of information. Studies further noted that local and foreign users complain about the lack of full information in which the hotels provide in their website. Since, there is no adequate empirical evidence that show the effect of digital marketing in the hotel industry conducted in Ethiopia considering elements of marketing mix and the motivation behind all the effects of digital marketing on the hospitality in hotel industries drive the researcher to conduct this study, indeed. Furthermore, previous study paid no attention to other effects like Location and Technological facets, social skill, motivation and technical skill on customer satisfaction. Hence this paper gives a better understanding about how Location facets and Technological facets, social skill, Motivation and Technical skill affect customer satisfaction in four star hotels in Addis Ababa.

1.3 Research objectives

1.3.1 General objectives

The general objective is to "assessing the application of digital marketing on customer satisfaction the case of four star hotels in Addis Ababa Ethiopia".

1.3.2 Specific objectives

➢ To examine the effect of location facet on customer satisfaction in four star hotels in AA.

➢ To evaluate the effects of technological facet on customer satisfaction in four star hotels in AA.

➢ To identify the effect of social skill on customer satisfaction in four star hotels in AA.

➢ To understand the effect of technical skills on customer satisfaction in four star hotels in AA.

1.4 Research questions

The study were addressed the following questions that were enabled the researcher to come up with the situation based on the specific objectives.

➢ How does a Location facet affect customer satisfaction in four star hotels in Addis Ababa?

➢ How does a Technological facet affect customer satisfaction in 4-star hotels in Addis Ababa?

➢ How does Social skill affect customer satisfaction in four star hotels in Addis Ababa?

➢ How does Technical skill affect customer satisfaction in four star hotels in Addis Ababa?

1.5 Significant of the Study

The research tries to provide a clear picture on the assessing the application of digital marketing on customer satisfaction the case of four star hotels in Addis Ababa Ethiopia. The Researcher expect the thesis were showed whether four-star hotels in Addis Ababa are over, under or properly utilizing the potential of the digital marketing accordingly, based on the findings of the research for those hotels which are not utilizing the potential, the thesis were suggests it should engage the services of digital marketing with professionals to develop a comprehensive digital marketing strategy so as to take full advantage of the benefits associated with digital marketing.

1.6 Scope of the study

The study were focuses on the assessment of application and usage of digital marketing within the four star hotels in Addis Ababa. Geographically this research is carried out in Addis Ababa, specifically four-star hotels (Harmony hotel, Jupiter international Hotel, Ambassador Hotel, and Grand Elaina Hotel etc.). This is done through probability sampling method, as most of the target population's with visible reality for anyone are located in these areas. The reason behind them being located in these two vicinities is because of the location of direct and indirect target markets.

According to preliminary observations on four star hotels on the use of digital marketing, issue relating to the customer satisfactions of the hotels exist location, technological skill, social skill and technical skills are the major instrument to satisfy customers in the hotel industries.

1.7 Limitation of the study

Although there are many four star hotels in Addis Ababa all over the country, due to time and budgetary constraints the study were limited to the application of digital marketing on customer satisfaction of four star hotels in Addis Ababa only. Again because of the limited resources, only customers' of the selected hotels perceptions will be taken i.e. the study were confined to customers' point of view only. The service firm's or employee's perspectives about the subject was not researched.

1.8 Operational definitions of terms

Technological skill: Technology skills are all the abilities that help to interact with the digital world. Being technologically skilled refers to proficiency in digital or technical media (https://www.indeed.com/career-advice/career-development/social-skills, 2023).

Location facet: Geographic distance facets group documents with a Geo Location type property by distance from a location. Geographical distance facets are requested of, and extracted from, search results via the Geo Distance Facet For method (https://www.indeed.com/career-advice/career-development/social-skills, 2023).

Social skill: Social skills are essential in building both personal and professional relationships. Demonstrating strong interpersonal skills can help you accomplish career goals, contribute to company achievements, perform well during the hiring process and expand your professional network. Understanding and improving your social skills can benefit you in every area of life (https://www.indeed.com/career-advice/career-development/social-skills, 2023).

Technical skill: Technical skills, also known as hard skills, are qualities acquired by using and gaining expertise in performing physical or digital tasks. There are many different kinds of technical skills. Traditionally, people working in mathematics, computer science, mechanics and information technology have used many technical skills. Today, however, many more industries rely on employees with technical knowledge (https://www.indeed.com/career-advice/career-development/social-skills, 2023).

1.9 Organization of the study

The study paper were organized in five chapters i.e. Chapter one presents the background of the study, statement of the problem, research questions, objectives of the research, significance of the study, scope of the study, limitations of the study and organization of the study. Chapter two presents the literature review related to the topic under study. It further presents the theoretical concepts, empirical literature studies and the conceptual framework. Chapter three deals with the research methodologies, research design, sampling and sample technique and sample size, methods of data collection and analysis, data method and research variables in the study. Chapter four discusses the empirical findings of the study that includes data presentation, analysis and interpretation. Based on

the findings of the study, the fifth chapter presents summary, conclusion and recommendation of the study.

CHAPTER TWO

LITRATUER REVIEW

2. Introduction

This research proposal chapter deals with theoretical parts, empirical reviews and conceptual framework of the related studies on the assessment of application and usage of digital marketing within the four star hotels industries.

2.1 Theoretical literatures

2.1.1 Concepts of digital marketing

According to Dr. Peter Ducker (1910-2005), perhaps the greatest business consultant that world has known, and the creator of modern Management, said: " the purpose of marketing involves making sales easy, or rather knowing and understanding the client so well that the product or service satisfies their needs and sells itself, practically without promotion or publicity" According to Dr. Peter Drucker, the origins of digital marketing are found at the beginning of 90s in the form of simple web sites, which only contained text, and which offered information on products. Later come publicity banners complete with graphics, and now the most recent step in this evolution has been the creation of entire business which operate through the internet in order to promote and sell their products and services and now marketing is referred to activities that are done for satisfying on umbers' needs many different definitions have been presented for digital marketing and each of the definitions approach e marketing concept from a particular view: Gilmore et al (2007), digital marketing as using internet and related technologies along with other marketing tools in order to carry out the traditional marketing operations and activities, finding customer, communicating with them and delivering value to them. Stan (2003) defines electronic marketing as digital application of traditional marketing mix elements (4p). In another definition, Strauss and Raymond (2001) believe that digital marketing is the very traditional marketing which utilizes IT in achieving its goals and increases marketing efficiency.

Digital Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms digital marketing,

Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. Digital Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition, digital Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity (AMA, 2008).

Digital marketing is the application of internet and other digital technologies in achieving marketing goals (Chaffey et al, 2000). Smith and Chaffey (2001) define digital marketing as achieving marketing goals through applying electronic communications technology this technology includes internet, e-mail, e-books, databases and mobile phones, and also 'Digital Marketing is the application of information technology in the process of creating, communicating and delivering value to consumers, and for managing relationships with consumers in order to create benefits for the company and other parties involved.' (Strauss, J., Frost,R. 2009).Finally, according to'(Strauss, J. 2003).' digital marketing is the application of a wide range of information technology for: translating marketing strategies to create more value for the customer (more efficient segmentation, targeting, differentiation and positioning strategy), more efficient planning and implementation of the concept, distribution, promotion and pricing of goods, services and ideas and the creation of exchange which will satisfy individual consumers, as well as the objectives of organized consumers The use of Internet marketing can positively influence business profitability and those factors such as technological competence, managerial support, level of star grading and alliances significantly influence Internet marketing usage in the hospitality sector (Matikiti & Afolabi, 2012).

2.1.2 Hotel Services Practice in Ethiopia

Since, a hotel is a place that offers its facilities and services for sale in Ethiopia Addis Ababa were the Capital city of the Country where literally says the heartbeat of Ethiopia. Emperor Menelik II and his wife Tayitu founded the city in 1889 by constructing his palace in Entoto. Addis Ababa is now a diplomatic city where many international institutions are located, the first hotel also founded by the two couples and named Tayitu hotel in 1898 and exists to date, this footstep of the hotel industry followed by many standard hotels in the country. Many other hotels like Ras Hotel, Bekele Molla, Ghion, Guenet, Finifine Adarash, Wabi Shebelle, Hilton, and Ethiopia hotels are among some that followed the tread of Tayitu hotel. From 1970-1975 there are many hotels from small to medium

range has been developed throughout the country, especially to the northern parts of the country many government hotels flourished following the tourist attractions of Ethiopia. (Ministry of Tourism, 2012).

The hotel industry consists of many different services, including accommodation, restaurants, and cafes and catering. According to Ministry of Culture and Tourism (MCT) Tourism Statistics Bulletin of (2009), the total number of hotels in Ethiopia in the year 2009 was 426. Recent data on the number of hotels in the country was unavailable. As a result, to estimate the total number of hotels in 2012, we can take a 20% growth rates over 2009 making it 511 hotels in the country. This number includes all five stars, four stars, three stars, two stars, one star and not classified categories of hotels and the services can vary from just one to various combinations that can all be thought of as a part of the total market concept of the hotel and should make use of Information Technology systems and networking for effective service delivery and customer focused services. Customers from outside the city need to book their hotels through the internet, thus the hotels also have to deliver digital Services for the sake of their customers' satisfaction and to make the reservation easier and accessible.

Generally, the services delivered by most hotels are the following: accommodation Service: When one travels to another city or country, one usually has different needs and demands for the destination one is travelling to so a hotel should be like a home away from home. Food and Beverage (F&B): This is the unit that specializes in the conceptualization, the making of and delivery of foods and beverages for consumers in a hotel. The largest section of F&B employees is in the restaurants and bars of a hotel. (Source: Hotel F&B magazine) Catering (Traditional and International): This is the business of providing foodservices for special events like meetings and weddings. Gym Service: A special room for giving gymnasium services with different equipment, for doing indoor physical exercises for room users and outside customers. Spa Service: Mostly comprises both Sauna & Steam and massage services. Laundry Service: Laundry service comprises delivering washing facilities of different clothes of guests in a neat, cautious and well-arranged manner. Front Desk Service (Reception): It's where visitors are received or greeted and answers telephone calls. Answering visitors' inquiries about a company and its products or services, directing visitors to their destinations, sorting and handing out mail, answering incoming calls on multi-line telephones are also done here. (Source: Addis Ababa Hotels Owners Association, 2011).

2.1.3 Digital marketing and hotel industry

Digital marketing is the new trend of marketing extensively acquiring by hotel industry. The traditional marketing strategy of hotel industry now not performing very well; in place Digital marketing is taking the driver's seat. The travel industry survives as one of the better performing sectors in e-commerce. With no fulfillment and no need for online payments, the hotel industry is well positioned to capture the full potential of ecommerce while avoiding many of its risks. "Currently, in Hong Kong, China, Taiwan and South Korea, approximately 5% to 10% of all lodgings are booked through the Internet, with 2004 estimates approaching 20%. This would follow the U.S. trend where hotels are reporting that up to 30% of all lodging is booked through online channels. Despite the burst of the Internet bubble, the promise of the Internet for hoteliers is still real: Online distribution can reduce costs, attract affluent customers and lessen dependency on more traditional and expensive distribution channels." (Iwuagwu, C.., 2015).

2.1.4 Customer satisfaction

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contacts with the organization and personal outcomes. Some researchers define satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line a definition that may apply just as well to public services (Smith.M, 2007).

Customer satisfaction is the outcome felt by buyers who have experienced a company's performance that has fulfilled expectation. Customers are satisfied when their expectations are exceeded. Satisfied customers remain loyal longer, but more or less price sensitive and talk favorably about the company. Customer satisfaction is the customer's fulfillment response. It is judgment that a product or service feature or the product or service itself provides a pleasurable level of consumption related fulfillment (Kottler, 1989). Satisfaction is customer's evaluation of a product or service in terms of whether that product or service has met their needs expectations. Failure to meet needs and expectation is assumed to result in satisfaction with the product or service.

Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or

dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to "concentrate on a goal that's more closely linked to customer equity." Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable, (Ibid, 1989). In the public sector, the definition of customer satisfaction is often linked to both the personal interaction with the service provider and the outcomes experienced by service users. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these (Kurtz and Boone, 2007).

To add some basic ideas from the above concept, customers are satisfied when their expectation is met and delighted when their expectation is exceeded. Satisfied customers remain loyal longer, buy more, are less sensitive and talk favorably about company. To be known, customer satisfaction has to be measured and there are several established ways of doing this. Therefore, the company should care about their customer's satisfaction, because if you do not truly care about your customer's you are not a good marketer.

The following are some famous definition of customer satisfaction. _ Customer satisfaction generally means that customer reaction to the state of fulfillment, and customer judgment of the fulfilled state (Soulsby.D, 2004). Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Harker M, 2009). Customer satisfaction is the state in which customer needs, wants and expectation throughout the product or service's life are met or exceeded resulting in repeat purchase, locality and favorable worth-of-mouth (Kotler P & Armstrong G, 2010).

Even if customer satisfaction is defined by the three authors are acceptable the last one is more related to my study. The third definition reflects the notion that satisfaction is a feeling which results from a process of evaluating what has been received against what was expected, including the purchase decision itself and the needs and wants associated with the purchase. Also it stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. As customers feel more satisfied with services, they will be more likely to repurchase and encourage others to use the products or services by word-of

mouth. Therefore, this fully interprets the focus of my study in terms of quality service expectation or perception and customer satisfaction.

The concept of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships. Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value laden exchange relationships with customers. Hence, marketing is define as the process by which companies create value for customer and build strong customer relationships in order to capture value from customers in return (Philip, 2006).

The starting points of real estate market are the different human needs and wishes. Food, water, air, clothes and housing are basic needs anchored deeply in human nature. Demands of specific real estate products and services result from fundamental physiological needs but also from attempt to recognition and self-realization. Wishes are often desires for satisfaction of individual needs. For example, a young family father is in need of a house and rents a three room apartment; another wants acceptation and recognition and thus buys a luxury pent house (Knirch B, 2000). In having a few desire people's wishes are various. These wishes are permanently formed and alerted by society. Needs or wishes may produce demand, provided that there is readiness for purchase, for renting or for claiming service. That is why real estate market doesn't only have to analyze possible needs and wishes of customers but also to find out how many people or institutions are actually willing or capable of satisfying them (Knirch B, 2000). A real estate market has to be regarded in amore differentiated way. Effective market is a key to survival and growth of any sales based Business Company. That is why market strategies have become a significant function of success in today's competition business environment. The meaning of market is not only selling the product, it also encompasses company's orientation on customers need (Philip, 2006).

According to the authors of the a number of market, the degree to which an organization demonstrates a market orientation will determine the effectiveness, with which the market concept is implemented by that organization and the degree to which the results will impact on the firm's performance (Paliwod Byron Osing & Stanley J, 2001). Real estate sector in global sector is developing day by day and correspondingly the profitability of the sector is rising therefore, it is

critical to improve real estate market strategies. The way of market of real estate is an important issue for the seller, as it may affect market costs, the selling price and the market time of the property (Ihtiyar A. Durdyev S. & Ismall S, 2011). Superior performance by a successful firm mandates that both market-oriented (an orientation toward creating value for the customer and the firm by meeting customer needs) and entrepreneurial-oriented (an innovation focused- orientation) activities take place (Ihtiyar A. Durdyev S. & Ismall S, 2011).

2.1.5 Technological and location facet

Technological skill

Electronic Commerce or e-commerce has received much attention from governments, businesses and regional organizations or institutions. This importance has been attributed to a few converging factors. These factors include: first, the development of the use of the Internet as a means by which information is disseminated and through which communication and connectivity is enabled. Second, the affordability of personal computers had increased their computing capability, and the wide use of open standards in the computer software applications. (Ahmed, M., Said, A., &Azizan, N.,, 2013) Technological interference has a lot to do not only on Internet marketing, but also plays a major role in assuring guests security while staying in hotels. Tourism, like any economic activity has arguably produced detrimental security treats; the increasing rate of criminal activities within the hospitality centers in Nigeria is a challenge which tourism professions continue to grapple with.

A hotel has to keep up with the technology pace in order to create well-functioning business processes among customers and suppliers via the Internet. This requires the reconstruction of information architectures and IT infrastructures. As referred by Aziza et al (2013), there are five basic problems that stand in the way of implementing these new changes:

- ✓ Loss of management control: The end users are becoming more independent, capable of collecting, storing and handle software. This occurs due to the lack of a single, central point where the need of management can occur.

- ✓ Connectivity and application integration: A hotel needs to upgrade its IT infrastructure in order to have compatible networks and standards and eliminate connectivity problems.

- ✓ Organizational change requirements: The old organization structure has to be changed to be compatible with the new IT infrastructure in order to be more effective and uniform.

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- ✓ Hidden costs of enterprise computing: Some unexpected costs and expected savings that did not occur are generating problems. These costs are generated from hardware and software installations, maintenance costs, labor costs etc.

- ✓ Scalability, reliability, and security: The increased load of data transactions and storage as well as the traffic of applications such as audio, streaming video and graphics, drive managers to develop strategies to manage those issues (Aziza et al; 2013). The introduction of an array of new technologies has brought about new interests in ICT adoption of hotels. These interests have regularly been discussed from two angles, one, for the betterment of in house service (such as having in-room internet access or speedy check-ins etc.) and second, a new channel for hotels, electronic business. It is with the latter that we are concerned with (Lim, 2007). As the tourism industry expands globally, the need for expanding the communication.

Location

In the hotel industry, the geographic location of a hotel has a major relationship on its operations and profitability. The geographical location of a hotel would greatly determine the profile of its visitors, the size of its market and the level of competition that it has to face. These three variables have a strong relationship on the ICT adoption propensity of a hotel also. This is because the ICT adoption propensity of a hotel can be linked mainly to its expectations about the value addition that the ICTs can provide to its customers, as well as the belief about the expansion of its target market through ICTs. A hotel will therefore be more inclined to adopt ICTs if it expects the ICT based facilities to either provide greater competitive advantage or to blunt the advantage enjoyed by its competitors considering the characteristics of its customer profile, its market size and the intensity of competition that it has to face. Thus based on the profile of a hotel's visitors, the size of the market, or the intensity of competition, hotels may differ in their levels of ICT adoption propensity (Nwakanma et al; 2014).

When the existing literature was examined, it was determined that there were various studies on electronic marketing practices at the websites of four star hotel establishments. In her study, Sigala (2001) found that many hotels used Internet to promote the hotel and to provide information about prices. In the same study, it was expressed that those hotels which offered alternatives of discount so as to increase their sales promotions and bookings constituted the majority. It was found that 16% of

the hotels offered online booking and safe modes of payment, whereas all hotels made bookings via e-mail. According to the findings, the hotels were recommended to design their website according to changing customer needs and make them online, visible and accessible.

In their study for the evaluation of Internet websites of Accommodation Establishments in Turkey, Karamustafa, Bickes and Ulama (2002) stress that the use of Internet websites for communication of marketing of products offered by accommodation establishments is quite new. They conclude that the habits of existing and potential customers to go shopping on the Internet have not reached the desired level yet. Yalcin and Demircioglu (2002) found that firms benefited superficially from marketing communication activities at their websites and used various electronic marketing activities at elementary stage. Internet as a new means of marketing and the classification of factors affecting the use of Internet. Pirnar (2005) stated that the tourism industry was also suitable for e-commerce due to its structure and that e-commerce provided both tourism establishments and customers with savings of cost and time. In a study by Chiang (2003) that examined the websites of some 65 hotels in Singapore, it was determined that online booking; online payment, fast discount and online confirmation opportunities; restaurant promotions; and family-child promotions took place at the websites of the hotels within the scope of the study at the rates of 95%, 83%, 49% and 3%, respectively.

In their research on the contents and operation capabilities of websites of some 77 5-star hotels in China, Hsu, Zhu and Agrusa (2004) observed that since numerous hotels had international customers, English and Chinese generally predominated at hotels' websites and that 32.5% tourisms: an international multidisciplinary journal of to truism volume 7, number 2, autumn 2012. 183- 201 udc: 187 Had a website only in English, while 1.3% had a website only in Chinese. Websites generally provided basic information about hotel and facility. 62% of hotels offered an online booking service. The most interesting finding of this study is that although many hotels offered bilingual or multilingual services at their website, online booking operations were mostly performed in English. This yields the conclusion that five-star hotels generally regarded the English-speaking people in other countries as their target customer mass. Only 5% of the hotels offered online booking in Chinese. However, many hotel websites did not offer links to other sites that provided added value such as travel partners (car rental and plane ticket) and local attraction points. As a result of the

study, it was stated that the presentation of additional functions and services at websites to visitors and consumers provided websites with added value and attracted potential customers more.

2.2 Empirical studies

Some related studies are conducted by different researchers in different parts of the world. In Africa according to Hany Salah Sadek, (2016) were conducted research on the role of digital/electronic marketing practices in improving satisfaction of customers and the hotels performance in Hurghada hotelsin Egypt highly recommended that Marketing and communication through the internet are essential in the hospitality industry to enhance customer purchasing decision. And Research conducted Impact of E-Marketing Tools on Performance of Budget Hotels: An Empirical Study of Udaipur City-Pakistan according Dr. Ashok Singh and Digvijay Singh Rathore (2018) based on the study findings were suggest that budget hotels of Udaipur are using e-marketing tools and the preferable tools are Business Websites, E-mail, Social networking sites and Search engines hoteliers indicated the effectiveness of these e-marketing tools as well as concluded the positive impact of e-marketing tools on the performance of budget hotels.

Also Jia-Jane Shuai &Wei-Wen Wu(2011) conducted the study on Evaluating the influence of digital marketing on hotel performance by DEA and grey entropy Taiwan according to findings he conclude that examined the relationship between website marketing and operational performance of international tourist hotels in Taiwan according to the study recommendations the implication of electronic marketing for hotel managers, the results suggest that Internet marketing tool is positively associated with firm performance. Furthermore, not onlya positive relationship between Internet marketing tool and firm performance was found butcom plementarities among the web site orientations were observed. The Internet has enabled a new era of user-generated content. Given the increasing popularity of Internet usage worldwide, managers should take advantage of full range of features of the Internet for both site interactivity and functionality. As a result, hotel managers should avoid a simple presence on the Internet (merely informational) and instead pursue a more interactive presence directed to interaction with potential customers and build a new business model for providing free content-sharing services. Hence; e-marketing is the new trend of marketing extensively acquiring by hotel industry the traditional marketing strategy of hotel industry now not performing very well; in place e-marketing is taking the driver's seat.

Digital marketing has a number of important advantages that make the adoption of e-marketing approaches and strategies attractive for businesses. One powerful argument in favor of e-marketing revolves around the cost and speed of this approach to marketing and Jones argues that these two factors in particular set digital marketing apart from other marketing approaches. "There is much evidence that makes a case for marketing electronically because of the cost-benefit ratio and the speed-to- market advantage" (Jones 2008). However, it is important to understand that e-marketing is only a cheap option when one considers it in the context of the size of advertising budgets that large firms used to have in relation to television and radio advertising. Whilst small e-marketing campaigns may be cheap, any larger scale campaign is likely to still incur a significant cost, but some of the other most important advantages of e-marketing ensure that this approach to advertising has become increasingly popular in recent years. These advantages mainly revolve around the ability of this form of marketing to collect information and deploy it in unique ways. In fact, in certain cases e-marketing has developed to such an extent that certain businesses are able to make vast profits by offering comparisons between different websites, websites that are commonly referred to as comparison websites. (Lebson 2011). However, the analysis above has already touched upon one significant advantage of e-marketing that has great potential to evolve substantially in the future.

According to different literatures now, the use social networking and social media in particular offers enormous potential to marketers and opens the door to revolutionary changes in the way customers and businesses interact with one another the impact that social media websites such as Face book and Twitter have had upon the way in which people use the Internet has been evident in the past few years and Rana argues that the user-driven, community orientated way in which social media communicates leads to a different type of Internet, full of organic content and user-friendly websites (Rana 2009). Businesses are thus far only scratching the surface of how to exploit such new opportunities, but Face book for example offers an advertising service that allow businesses to target individuals based on a range of different criteria. Such adverts therefore ar etargeted at particular consumers in a much more focused way than even adverts traditionally used on Google, known as Google Ads (Face book, 2011).

However, despite the numerous advantages of e-marketing businesses must be aware of the fact that e-marketing also presents businesses with a number of potential pitfalls. The fact that the Internet offers an almost unlimited consumer base is one of its clear advantages, but its global reach also

affects the competition that businesses experience and as a result online businesses are likely to face stiff competition and many other companies highly competent in their e-marketing expertise Specially in developing country so evaluating the influence of electronic marketing on star- related hotel performance are important to improve achieving the competitive environment this study would be contributed by examine the current practice. As a result, companies must focus upon distinctive e-marketing strategies and campaigns that differentiate themselves from their competitors in order to be able to cope with the extent of the competition that can be found online in today's marketplace.

2.3 Conceptual framework

Based on the related literature review the conceptual framework is developed. The framework shows the variables of the study that helps to facilitates of digital markets, which include technological skill, location facet, social skill and technical skill as the independent variable customer satisfaction also as dependent variable.

Figure 2.1 conceptual frameworks of the study
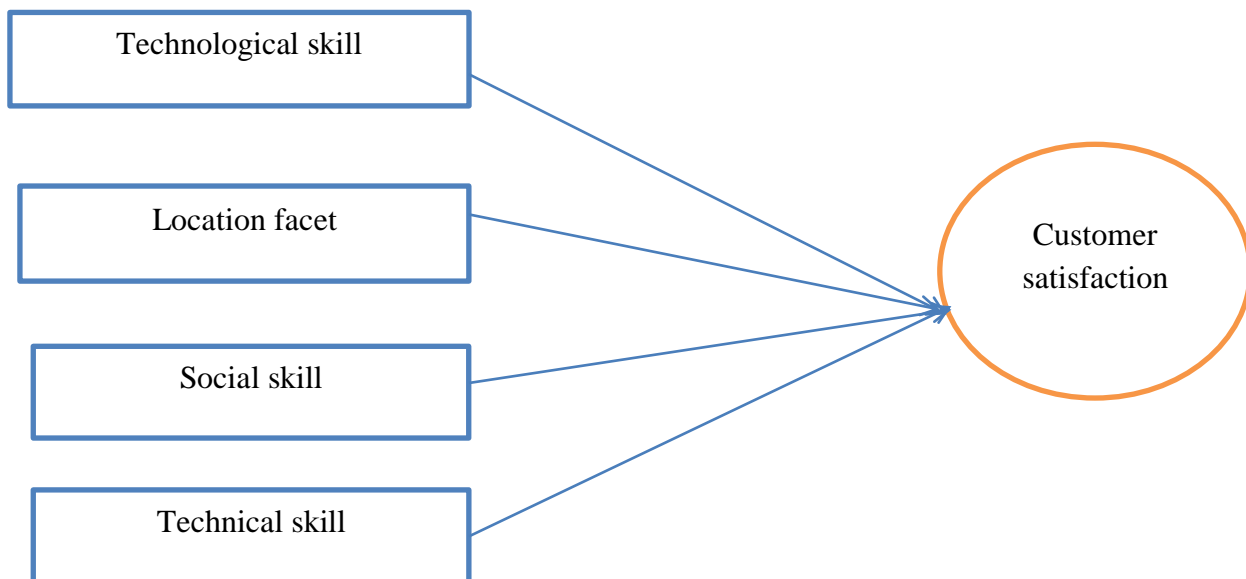
Source: from the previous studies of Yoi and Broderick (2003)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3. Introduction

This chapter deals with the research design and methodology use to achieve the objective of the study. Research design, population of the study, sampling design and sampling technique, sources and instrument of data collection, procedure of data collection and method of data analysis are discussed.

3.1 Research design

In any study, the research design constitutes the blue print for the collection measurement and analysis of data Kothari (2004). This study adopted a descriptive and explanatory research design. Descriptive research design is use because the variable that requires to answering "what" type of questions and its ability to describe and explain results from questionnaires and interviews. Explanatory approach using survey method which helps the researcher to gather a large variety of data related to the problem under consideration. Explanatory research is conducted in order to identify the extent and nature of cause and effect relationships between variables. These research designs therefore is relevant for the study as it enabled the researcher to take control over the research process, the target population of this study will be staffs and customers the selected four star hotels.

3.2 Research Approach

In order to achieve the research objectives, the researcher was used both qualitative and quantitative research approach were used. Quantitative research answers questions through a control logical process, allowing for the collection of numerical data, the prediction, and the measurement of variables and qualitative approach uses to analyze open-ended questions and triangulate in explaining and interpreting the finding of quantitative study. According to (Creswell, 2003), mixed method approach is a relatively new approach which makes use of

different forms of data that enable researchers to create understandable design out of complex data and analysis.

3.3 Sampling design

Researcher was used stratified sampling technique where by the items for the sample were deliberately selected by the researcher. Here researcher purposively chose the particular units of the population for constituting a sample on the basis that the small mass that is selected out of a huge one is a representative of the whole. Regarding sample design the target population was included staffs and customers of the selected four star hotels in Addis Ababa.

3.3.1 Population

It is usually recommended that a sample size should neither be excessively large, or too small to take the samples. An optimum size, a sample size that fulfills the requirements of efficiency, representativeness, reliability and flexibility is taken to be appropriate for a successful research study. The researcher also intends to collect data from staffs and customers the selected four star hotels. In this study research (the application of digital marketing on customer satisfaction in four star hotels in A.A) from standard four star hotels. The total target populations are taken from four star hotels Harmony hotel, Grand Elaina hotel, Ambassador hotel and Jupiter international hotel are 450, 630, 580 and 250 totally 1910 consisted of marketing departments and customer of respective hotels who are recorded as loyal customers.

3.3.2 Sampling Frame

The sample frames for this research was all the staffs of marketing departments and customer of respective hotels who are recorded as loyal customers those who are major participations in the hotels service. Since the survey were conducted at the staffs of marketing departments and customer of respective hotels.

3.3.3 Sampling Unit

The sampling unit for this research was those who are chosen and include in the study. Hence, number of staffs of marketing departments and customer those who are using the service of the four star hotels in Addis Ababa city were the sample units for this study.

3.3.4 Sampling techniques

The researcher uses stratified technique to distribute the questionnaires for respondents. The rationale behind using simple random sampling technique for this study is to give equal chance for each member of the population under the study being select.

3.3.5 Sampling Size

In order to determine the appropriate sample size, (Yemane Taro, 1967) simplified formula were used. This formula helps to determine the sample size of finite Population. If the population is finite it should be corrected to a desired level of precision. Researchers say that the choice of the sample size is make after considering available resources like money costs and time. Because of this the researcher wants to take the sample size from the staffs of marketing departments and customer of respective hotels who are recorded as loyal customers those who are major participations in the hotels service.

N = standard target staffs and customers of respective hotels

Accordingly the formula is n= N/1+N (e) 2

n = Sample size N= Population Size e= the desired level of precision (in this case 0.05)

n = 1,910/1+1,910 (0.05)2

n = 330

Table 3.1 Sample size Selected from staffs & customers of respective hotels

Selected	Target Populations	Sample sizes from each target populations	Method of sample selection
Harmony hotel,	450	450/1,910*330 = 78	Proportional stratified sampling
Jupiter international hotel	630	630/1,910*330 = 109	Proportional stratified sampling
Ambassador hotel	580	580/1,910*330 = 100	Proportional stratified sampling
Grand Elaina hotel	250	250/1,910*330 = 43	Proportional stratified sampling
Total	1,910	330	

Therefore, sample were taken from 330 customers and staffs of marketing departments and customer of respective hotels who are recorded as loyal customers those who are major participations in the hotels service.

3.4 Sources of Data

The researcher were used primary and secondary data sources, primary sources are open and close ended survey questionnaire and interview were used. Secondary sources were also taking from journals, articles; newspaper and research paper written on digital market and customer satisfaction were reviewed.

3.4.1 Primary Data Sources

This data were obtained from the concerned staffs of marketing departments and customer of respective hotels who are recorded as loyal customers those who are major service takers in the hotel by using both the self-administered questionnaires and interviews. Questioner is the main mechanisms that were used to gather the data, which are include both open and closed ended. This enables the respondents to participate and give adequate data to make meaningful and useful findings and recommendations of the study.

3.4.2 Secondary Data Sources

The researcher was used secondary sources that are used to make a better analysis. This were obtained from the fliers, working manuals, and other documents of on related to service rendering mechanizes and hospitality of the respective hotels.

3.5   Methods of Data analysis and presentation

The information were gathered both in qualitative and quantitative method hence the qualitative data is collect from the staffs and customers of the hotels via open questionnaires categorize in a logical sequence and subsection. The quantitative data were also collected from the staffs and customers of the hotels through the survey questioner. Data were sorted, coded, computed and analyzed using the statistical package for social science software (SPSS). The analyze data were presented by using table based on the respondent demographic information and the based on the research objectives. Furthermore primary data were collected through questionnaire and secondary data were from related literature. Based on descriptive and explanatory data analysis techniques frequency, percentage, mean, standard deviation and inferential analysis were made.

3.6 Validity and Reliability

Validity refers to the extent to which measurement of instrument actually measure what is intend to be measure. It was made the strength of our conclusions, inferences or propositions. Therefore, pilot test were conduct and this validation were made to get some evidence on whether the content of the items were be relevant in helping to answer the research questions as well as to check the clarity of the questions through discussion with experts and advisor. Reliability is an indicator of a measure's internal consistency. Consistency is the key to understanding reliability. Reliability refers to the consistency and dependability of a measuring instrument; using it repeatedly should give us the same or similar results every time.

3.7 Ethical Consideration

The ethical considerations were taken into account throughout data collection. First, each selected respondent were inform that his/her responded voluntarily and take part in the study. Second, the clear introduction and elaboration of the objectives of the study were given to every respondent before engaging him/her in the fieldwork. Third, all research tools were an introduction so that participants identities were kept anonymous, to avoid any harm to respondents. Furthermore, the study was abided by the ethics of social research ranging from professional ethics to those concerning researcher respondent relationship. In addition, all who was assisted the researcher in one way or another were given due respect. An acknowledgement, of other scholars' works those who are contributing studies throughout the research process.

CHAPTER FOUR

4. RESULTS AND DESCUSSSIONS

4.1 Introduction

This chapter presented the data analysis, presentation and interpretation of the findings on the data collected from the customers and staffs of selected four star Hotels in Addis Ababa. The main objective of the study is assessing the application of digital marketing on customer satisfaction of four star Hotels in Addis Ababa.

The study was taken 330 samples from the customers and staffs of selected four star Hotels in Addis Ababa. From these the result was based on 300 returned questioners from customers and staffs. The rest of the questionnaires were not returned the responses of the customers and staffs gathered by questionnaires were encoded in SPSS version 23 software. Each response collected from respondents was given a particular code. After the descriptive analysis made the results are presented using frequencies, percentages, mean and standard deviations using tables.

4.2 Response Rate

The researcher distributed 330 questionnaires for selected customers and staffs of selected four star Hotels in Addis Ababa and collects back 90.91% of the questionnaires returned, the rest of 9.09% were not returned back. Based on the above information the analyses are done using 300 returned and complete questionnaires.

4.3 Reliability of the survey

Reliability is a measure of construct that outcomes be assessed with relatively little measurement error. To test the reliability of the questionnaire a pilot survey was used. In pilot test 330 questionnaires were approached and 300 were collected from the customers and staffs of selected four star Hotels in Addis Ababa. The internal consistency (the reliability of the constructs) of each of the attribute dimensions or assessment the application of digital marketing on customer satisfaction of four star Hotels in Addis Ababa are tested. The researcher applied the Cronbach's Alpha reliability analysis. Cronbach Alpha is a coefficient of reliability used to measure the internal consistency of the scale. The results showed that the Cronbach Alpha coefficients for all the dimensions are more than 0.7 indicating that the reliability of the instrument is high.

Table 4.1 Reliability test

Dimensions	Cronbach's Alpha	N of Items
Location facet	.985	9
Technological skill	.975	5
Social skill	.910	4
Technical skill	.980	5

Source: survey 2023

The results showed that the Cronbach Alpha coefficient for location facet is 0.985 indicating that the reliability of the instrument is high. The results indicated as the Cronbach Alpha coefficient technological skill is 0.975 indicating that the reliability of the instrument is high. The results showed that the Cronbach Alpha coefficient for social skill is 0.910 indicating that the reliability of the instrument is high. The results showed that the Cronbach Alpha coefficient for technical skill process is 0.980 indicating that the reliability of the instrument is high.

4.4 Demographic Characteristics of Samples

This part pointed out the respondent's gender; education level and working experience of the staffs those who were participating in the responding of questioners.

Table 4.2 Demographic Characteristics of Samples

Variables	Categories	Frequency	Percent (%)
Gender	Male	187	62.3
	Female	113	37.7
	Total	300	100
Educational Level	Diploma	90	30.0
	Degree	117	39.0
	2rd degree and above	93	31.0
	Total	300	100
	Less than 1 years	22	7.3

Experience	1-3 years	53	17.7
	4-5 years	95	31.7
	Above 5 years	130	43.3
	Total	300	100

Source: survey 2023

According to the above table 4.2 among the participants on the responding of the questioner 187 (62.3%) were males and the rest 113 (37.7%) of the respondents were also females. It indicates that most of the respondents were males.

As shown the above table 4.2 the education levels of the respondents diploma holders were 30.0% (90), 1st degree holders were 39.0% (117) of the whole respondents and 2nd and above degree holders also 31.0% (93). It indicates the majorities of the participants in the hotels are educated and have better understanding levels.

Finally as indicated in the above table the experiencing level of the respondents less than 1 years' experience has covers 22 (7.2%) from the respondents, 53 (17.4%) of the respondents were within the experience of 1-3years, 95 (31.1%) of the respondents were within the experience of 4-5years and the rest respondents 135 (44.3%) above the experience of 5 years. It shows that the staffs those who have working in the bank were well experienced.

4.5 Descriptive Analyses

This part of the paper describes the finding of the respondent's perception towards the assessment the application of digital marketing on customer satisfaction on four star Hotels in Addis Ababa. Descriptive statistics is done in the form of Frequency, Percentage, mean and standard deviation for the collected data and it is presented as follows.

4.5.1 Descriptive analyses related to location facet of the hotels

Table 4 .3 Analysis on location facet

Location facet	Cate.	SA	A	N	DA	SDA	Mean	S.D

Does competitive pressure drive the hotel's usage of innovative electronic Marketing?	Freq.	13	145	55	62	25	2.80
	Perce.	4.4	48.3	18.3	20.7	8.3	1.078
The hotel area is consistent in providing quality digital marketing services.	Freq.	10	118	105	36	31	2.87
	Perce.	3.4	39.3	35.0	12.0	10.3	1.023
The hotel location do you use the electronic marketing to enable you to access target markets?	Freq.	3	37	32	181	47	3.77
	Perce.	1.0	12.3	10.7	60.3	15.7	.893
The hotel location fulfills its obligation to customers	Freq.	43	154	33	47	23	2.51
	Perce.	14.3	51.3	11.0	15.7	7.7	1.146
I have confidence the hotel location's in digital marketing services	Freq.	12	63	75	57	93	3.52
	Perce.	4.0	21.0	25.0	19.0	31.0	1.239
The hotel location is flexible in serving my digital marketing needs	Freq.	28	70	90	52	60	3.15
	Perce.	9.4	23.3	30.0	17.3	20.0	1.250
The hotel location easy to for the practice of digital marketing	Freq.	35	123	50	51	41	2.80
	Perce.	11.7	41.0	16.7	17.0	13.6	1.248
The hotel location attract to the customer with the practice of digital marketing	Freq.	34	115	41	46	64	2.97
	Perce.	11.3	38.3	13.4	15.3	21.3	1.360
The hotel location keeps a closed eye to the customer's digital marketing Service	Freq.	78	148	37	16	21	2.18
	Perce.	26.0	49.3	12.3	5.4	7.0	1.095

Source: filed survey 2023

According to the above table 4.3 shows that the competitive pressure drive the hotel's usage of innovative electronic Marketing. The researcher tries to study on location facets of the four star hotels, 13 (4.4%) of the respondents were strongly agree, as of the respondents 25 (8.3%) were strongly disagree, 145(48.3%) of the respondents were agree, 62(20.7%) were also disagree and the rest of the respondents 55 (18.3%) were neutral on the issue. The mean and standard deviations also 2.80 & 1.078, it indicates that majority of the respondents were agree on the statement.

The researcher tries to study on the hotel area is consistent in providing quality digital marketing services, 10 (3.4%) of the respondents were strongly agree, as of the respondents 31 (10.3%) were strongly disagree, 118(39.3%) of the respondents were agree, 36(12.0%) were also disagree and the rest of the respondents 105 (35.0%) were neutral on the issue. The mean and standard deviations also 2.87 & 1.023, it indicates that majority of the respondents were agree on the providing of digital marketing in the hotel area.

Related to the hotel location do you use the electronic marketing to enable you to access target markets, 3 (1.0%) of the respondents were strongly agree, 47 (15.7%) were strongly disagree, 37(12.3%) of the respondents were agree, 181(60.3%) were also disagree and the rest of the respondents 32 (10.7%) were neutral on the issue. The mean and standard deviations also 3.77 & .893, it indicates that majority of the respondents were disagree on the statement.

Regarding to the study of the hotel location fulfills its obligation to customers, 43 (14.3%) of the respondents were strongly agree, 23 (7.7%) were strongly disagree, 154(51.3%) of the respondents were agree, 47(15.7%) were also disagree and the rest of the respondents 33 (11.0%) were neutral on the issue. The mean and standard deviations also 2.51 & 1.146, it indicates that majority of the respondents were agree on the statement.

On the study of the confidence of the customers hotel location's in digital marketing services, 12 (4.0%) of the respondents were strongly agree, 93 (31.0%) were strongly disagree, 63(21.0%) of the respondents were agree, 57(19.0%) were also disagree and the rest of the respondents 75 (25.0%) were neutral on the issue. The mean and standard deviations also 3.52 & 1.239, it indicates that majority of the respondents were strongly disagree on the confidence of the customers hotel location's in digital marketing services.

The researcher tries to study on the hotel location is flexible in serving my digital marketing needs, 28 (9.4%) of the respondents were strongly agree, as of the respondents 60 (20.0%) were strongly disagree, 70(23.3%) of the respondents were agree, 52(17.3%) were also disagree and the rest of the respondents 90(30.0%) were neutral on the issue. The mean and standard deviations also 3.15 & 1.250, it indicates that majority of the respondents were neutral on the issue.

Regarding to study on the hotel location easy to for the practice of digital marketing, 35 (11.7%) of the respondents were strongly agree, 41 (13.6%) were strongly disagree, 123(41.0%) of the respondents were agree, 51(17.0%) were also disagree and the rest of the respondents 50 (16.7%) were neutral on the issue. The mean and standard deviations also 2.80 & 1.248, it indicates that majority of the respondents were agree on the statement.

On the study of the hotel location attract to the customer with the practice of digital marketing, 34(11.3%) of the respondents were strongly agree, as of the respondents 64(21.3%) were strongly disagree, 115(38.3%) of the respondents were agree, 46(15.3%) were also disagree and the rest of the respondents 41(13.47%) were neutral on the issue. The mean and standard deviations also 2.97 & 1.360, it indicates that majority of the respondents were agree on the statement.

The researcher tries to study on the hotel location keeps a closed eye to the customer's digital marketing Service, 78 (26.0%) of the respondents were strongly agree, as of the respondents 21(7.0%) were strongly disagree, 148(49.3%) of the respondents were agree, 16(5.4%) were also disagree and the rest of the respondents 37(12.3%) were neutral on the issue. The mean and standard deviations also 2.18 & 1.109, it indicates that majority of the respondents were agree on the statement.

Generally majority of the respondents were agree on the competitive pressure drive the hotel's usage of innovative electronic Marketing, the hotel area is consistent in providing quality digital marketing services, the hotel location fulfills its obligation to customers, the hotel location easy to for the practice of digital marketing, the hotel location attract to the customer with the practice of digital marketing and the hotel location keeps a closed eye to the customer's digital marketing

Service. But on the rest of the other statements majority of the respondents were disagree, strongly disagree and neutral on the statement.

4.5.2 Descriptive analyses related to technological skills

Table 4.4 Analysis technological skills

Technological skill	Cate.	SA	A	N	DA	SDA	Mea	S.D
Do you rate the current status of this hotel's online presence?	Freq.	53	150	43	33	21	2.40	1.112
	Perce.	17.7	50.0	14.3	11.0	7.0		
Does this hotel create an online websites to contact its customers with face book, twitter or related social networks?	Freq.	29	134	77	24	36	2.68	1.138
	Perce.	9.7	44.7	25.6	8.0	12.0		
The hotel digital marketing technology is flexible when its services are changed	Freq.	26	145	69	29	31	2.65	1.104
	Perce.	8.7	48.3	23.0	9.7	10.3		
Often do you notice this hotel promote itself on electronic Marketing?	Freq.	24	156	61	34	25	2.60	1.063
	Perce.	8.0	52.0	20.3	11.3	8.4		
Does this hotel use any sort of Global Distribution System?	Freq.	21	147	61	38	33	2.72	1.123
	Perce.	7.0	49.0	20.3	12.7	11.0		

Source: filed survey 2023

The researcher tries to study on the rating of the status of the hotels on the presence of online services to customers, 33(11.0%) of the respondents were disagree on the statement, 150(50.0%) of the respondents were agree, 21(7.0%) of the respondents were strongly disagree on the issue, 53(17.7%) of the respondent were also strongly agree the rest of the respondents 43(14.3%) were neutral. The mean and standard deviations also 2.40 & 1.112, it indicates that

majority of the respondents were agree on the rating of the status of the hotels on the presence of online services to customers.

Related to the study on the creation of websites for the help of the hotel to make contact with customers, 24(8.0%) of the respondents were disagree on the statement, 134(44.7%) of the respondents were agree, 36(12.0%) of the respondents were strongly disagree on the issue, 29(9.7%) of the respondent were also strongly agree the rest of the respondents 77(25.6%) were neutral. The mean and standard deviations also 2.68 & 1.138, it indicates that majority of the respondents were agree on the creation of websites for the help of the hotel to make contact with customers.

Regarding to the flexibility of hotels digital marketing technology on its services, 29(9.7%) of the respondents were disagree on the statement, 145(48.3%) of the respondents were agree, 31(10.3%) of the respondents were strongly disagree on the issue, 26(8.7%) of the respondent were also strongly agree the rest of the respondents 69(23.0%) were neutral. The mean and standard deviations also 2.65 & 1.104, it indicates that majority of the respondents were agree on the flexibility of hotels digital marketing technology on its services.

On the study of noticing the hotel to promote itself on electronic marketing, 34(11.3%) of the respondents were disagree on the statement, 156(52.0%) of the respondents were agree, 25(8.4%) of the respondents were strongly disagree on the issue, 24(8.0%) of the respondent were also strongly agree the rest of the respondents 61(20.3%) were neutral. The mean and standard deviations also 2.60 & 1.063, it indicates that majority of the respondents were agree on the noticing the hotel to promote itself on electronic marketing.

The researcher tries to study the sort of the hotels global distribution system, 38(12.7%) of the respondents were disagree on the statement, 147(49.0%) of the respondents were agree, 33(11.0%) of the respondents were strongly disagree on the issue, 21(7.0%) of the respondent were also strongly agree the rest of the respondents 61(20.3%) were neutral. The mean and standard deviations also 2.72 & 1.123, it indicates that majority of the respondents were agree on the statement.

Generally the respondents on the rating of the status of the hotels on the presence of online services to customers, creation of websites for the help of the hotel to make contact with

customers, flexibility of hotels digital marketing technology on its services, noticing the hotel to promote itself on electronic marketing and on the sort of the hotels global distribution system the majority of the respondents were agree.

4.5.3 Descriptive analyses related to social skill

Table 4.5 Analysis on related to social skill

Social Skill	Cat.	SA	A	N	DA	SD A	Mean	SD
Do you see this hotels promote/advertise its services on Social skill using digital marketing?	Freq.	29	181	42	31	17	2.42	.993
	Perce.	9.7	60.3	14.0	10.3	5.7		
Does the hotel promote its delivery on social Media?	Freq.	39	144	43	56	18	2.57	1.115
	Perce.	13.0	48.0	14.3	18.7	6.0		
The employees of this hotel are able to consider their customers' perspective.	Freq.	130	135	8	15	12	1.81	.994
	Perce.	43.3	45.0	2.7	5.0	4.0		
The employees of this hotel have extensive social skills to help customers.	Freq.	13	172	28	62	25	2.71	1.099
	Perce.	4.4	57.3	9.3	20.7	8.3		

Source: filed survey 2023

According to the collected data from the selected hotels and shown in the above table the hotels promotion/advertisement its services on social skill using digital marketing. Based on the respondents 60.3%(181) of the respondents were agree, 10.3% (31) of the respondents saying disagree, 9.7% (29) of the respondents were strongly agree, 5.7% (17) of the respondents were strongly disagree and the rest of the respondents 14.0% (42) also answered neutral. The mean and standard deviation also 2.42 and .993, it indicates that the majority of the respondents answered the hotels promotion/advertisement its services on social skill using digital marketing were done.

Related to the hotel promote its delivery on social Media, 48.0%(144) of the respondents were agree, 18.7% (56) of the respondents saying disagree, 13.0% (39) of the respondents were strongly agree, 6.0% (18) of the respondents were strongly disagree and the rest of the respondents 14.3% (43) also answered neutral. The mean and standard deviation also 2.57 and 1.115, it indicates that the majority of the respondents were agreed on the statement.

Regarding to the employees of this hotel are able to consider their customers' perspective., 45.0%(135) of the respondents were agree, 5.0% (15) of the respondents saying disagree, 43.3% (130) of the respondents were strongly agree, 4.0% (12) of the respondents were strongly disagree and the rest of the respondents 2.7% (8) also answered neutral. The mean and standard deviation also 1.81 and .994, it indicates that the majority of the respondents were agreed on the statement.

According to the collected data from the hotels on the employees of this hotel have extensive social skills to help customers, 57.3%(172) of the respondents were agree, 20.7% (62) of the respondents saying disagree, 4.4% (13) of the respondents were strongly agree, 8.3% (25) of the respondents were strongly disagree and the rest of the respondents 9.3% (28) also answered neutral. The mean and standard deviation also 2.71 and 1.099, it indicates that the majority of the respondents were agreed on the issue.

Generally related to social skills in four star hotels in Addis Ababa the use of digital marketing and social Medias for the purpose of promoting and advertising the hotels and services were better according to the respondent. It means the hotels activities performed by using social medias and digital marketing it also helps the hotels to widening its access to the customers and get better attractions and promoting its services.

4.5.4 Descriptive analyses related to technical skill

Table 4.6 Analysis on technical skill

Technical skill	Cat.	SA	A	N	DA	SDA	Mean	SD
The hotel ability to handle the complaints is efficient and fast	Freq.	25	144	64	36	31	2.68	1.117
	Per.	8.4	48.0	21.3	12.0	10.3		

Statement		1	2	3	4	5	Mean	SD
The hotel does maximum efforts to maintain relationship with customers.	Freq.	13	27	32	181	47	3.74	.974
	Per.	4.3	9.0	10.7	60.3	15.7		
The employees of this hotel are technically effective in online presence	Freq.	43	154	33	40	30	2.53	1.186
	Per.	14.3	51.3	11.0	13.4	10.0		
Offering hotel service to the customer based on their age	Freq.	12	73	62	57	93	3.48	1.273
	Per.	4.0	25.3	20.7	19.0	31.0		
The hotel service Assigning employees to the job based on their skills and abilities.	Freq.	28	70	90	52	60	3.15	1.250
	Per.	9.4	23.3	30.0	17.3	20.0		

Source: filed survey 2023

According to the above table, the ability of the hotel to handle the complaints is efficient and fast, 144 (48.0%) of the respondents were agree, 36(12.0%) of the respondents saying disagree, 25(8.4%) of the respondents were strongly agree, 31(10.3%) of the respondents were strongly disagree and the rest of the respondents 64(21.3%) also answered neutral. The mean and standard deviation are also 2.68 and 1.117; it indicates that most respondents were agreeing with the ability of the hotel to handle the complaints is efficient and fast.

About the hotels maximum efforts to maintain relationship with customers, 27 (9.0%) of the respondents were agree, 181(60.3%) of the respondents saying disagree, 13(4.3%) of the respondents were strongly agree, 47(15.7%) of the respondents were strongly disagree and the rest of the respondents 32(10.7%) also answered neutral. The mean and standard deviation are also 3.74 and .974. It indicates that most respondents were disagreeing with the statement.

Regarding to the employees of the hotels technically effective in online presence, 154 (51.3%) of the respondents were agree, 40(13.4%) of the respondents saying disagree, 43(14.3%) of the respondents were strongly agree, 30(10.0%) of the respondents were strongly disagree and the rest of the respondents 33(11.0%) also answered neutral. The mean and standard deviation are also 2.53 and 1.186. It indicates that most respondents were agreeing with the statement.

Related to the offering hotel service to the customer based on their age, 73(25.3%) of the respondents were agree, 57(19.0%) of the respondents saying disagree, 12(4.0%) of the respondents were strongly agree, 93(31.0%) of the respondents were strongly disagree and the rest of the respondents 62(20.7%) also answered neutral. The mean and standard deviation are also 3.48 and 1.273, indicating that most respondents are learning towards strongly disagree.

On the hotel service assigning employees to the job based on their skills and abilities, 70(23.3%) of the respondents were agree, 52(17.3%) of the respondents saying disagree, 28(9.4%) of the respondents were strongly agree, 60(20.0%) of the respondents were strongly disagree and the rest of the respondents 90(30.0%) also answered neutral. The mean and standard deviation are also 3.15 and 1250, indicating that most respondents are learning towards neutral.

Generally from the analyses the related to the ability of the hotel to handle the complaints is efficient and fast, the hotels maximum efforts to maintain relationship with customer and the hotels technically effective in online presence majority of the respondents were agreeing. On the other way related to the employees of the hotels technically effective in online presence and the offering hotel service to the customer based on their age the respondents were disagreeing and strongly disagreeing. Finally related to the hotel service assigning employees to the job based on their skills and abilities majority of the respondents were neutral on the issue, it indicates that the customers and staffs were believed that hotel should tried to minimize technical skills in using of digital marketing.

4.4.5. Descriptive analyses related to customer satisfaction

Table 4.7 Analysis on customer satisfaction

Customer Satisfaction	Cat.	SA	A	N	DA	SDA	Mean	SD
Satisfied with the convenience of the location of the hotels	Freq.	18	140	39	66	37	2.88	1.188
	Perce.	6.0	46.7	13.0	22.0	12.3		
I am satisfied with the relationship I had with the employee of this hotel	Freq.	34	120	39	57	50	2.90	1.306
	Perce.	11.3	40.0	13.0	19.0	16.7		

Statement							Mean	SD
I am happy with the effort made applying digital marketing.	Freq.	51	149	60	22	15	2.34	1.007
	Perce.	17.0	49.7	21.0	7.3	5.0		
Satisfied with the staffs credibility of the hotels	Freq.	40	160	46	45	9	2.41	.996
	Perce.	13.4	53.3	15.3	15.0	3.0		
Overall satisfaction on the way of delivering of its services	Freq.	29	134	77	27	33	2.67	1.122
	Perce.	9.6	44.7	25.7	9.0	11.0		

Source: filed survey 2023

According to the above table, the satisfaction with the convenience of the location of the hotels, 140(46.7%) of the respondents were agree, 66(22.0%) of the respondents saying disagree, 18(6.0%) of the respondents were strongly agree, 37(12.3%) of the respondents were strongly disagree and the rest of the respondents 39(13.0%) also answered neutral. The mean and standard deviation are also 2.88 and 1.188; it indicates that majority of respondents were agreeing with the satisfaction of the convenience of the location of the hotels.

About the satisfaction of the relationship with the employee of the hotels, 120(40.0%) of the respondents were agree, 57(19.0%) of the respondents saying disagree, 34(11.3%) of the respondents were strongly agree, 50(16.7%) of the respondents were strongly disagree and the rest of the respondents 39(13.0%) also answered neutral. The mean and standard deviation are also 2.90 and 1.306. It indicates that most respondents were agreeing with the statement.

Regarding to the effort of the hotel made applying digital marketing, 149(49.7%) of the respondents were agree, 22(7.3%) of the respondents saying disagree, 51(17.0%) of the respondents were strongly agree, 15(5.0%) of the respondents were strongly disagree and the rest of the respondents 60(21.0%) also answered neutral. The mean and standard deviation are also 2.34 and 1.007. It indicates that most respondents were agreeing with the statement.

Related to the satisfaction with the staffs credibility in the hotels, 160(53.3%) of the respondents were agree, 45(15.0%) of the respondents saying disagree, 40(13.4%) of the respondents were strongly agree, 9(3.0%) of the respondents were strongly disagree and the rest of the respondents

46(15.3%) also answered neutral. The mean and standard deviation are also 2.41 and .996, it shows that majority of the respondents were learning towards agree.

On the overall satisfaction on the way of delivering its services, 134(44.7%) of the respondents were agree, 27(9.0%) of the respondents saying disagree, 29(9.6%) of the respondents were strongly agree, 33(11.0%) of the respondents were strongly disagree and the rest of the respondents 77(25.7%) also answered neutral. The mean and standard deviation are also 2.67 and 1.122, it indicating that most of respondents are learning towards agrees.

Generally from the analyses the related to the satisfaction with the convenience of the location of the hotels, the satisfaction of the relationship with the employee of the hotels, the effort of the hotel made applying digital marketing, the satisfaction with the staffs credibility in the hotels, and the overall satisfaction on the way of delivering its services majority of the respondents were agreeing. It indicates that the customers that were serving in the hotels were satisfied on the hotels service and majority of the respondents believed that hotel are maximizing their efforts to satisfy its customers.

4.6 **Inferential Analysis**

To establish the relationship between the independent variables and the dependent variable the study conducted inferential analysis which involved coefficient of correlation and multiple regression.

4.6.1 **Coefficient of Correlation**

Table 4.8: Coefficient of Correlation

		Customer satisfacti	Location facet	Technolo gical skill	Social skill	Technical skill
Customer satisfaction	Pearson correlation	1				
	Sig (2-tailed)					
Location facet	Pearson correlation	.900	1			

	Sig (2-tailed)	.000				
Technological skill	Pearson correlation	.893	.845	1		
	Sig (2-tailed)	.000	.000			
Social skill	Pearson correlation	.920	.918	.920	1	
	Sig (2-tailed)	.000	.000	.000		
Technical skill	Pearson correlation	.964	.892	.873	.924	1
	Sig (2-tailed)	.000	.000	.000	.000	.000

Source: filed survey 2023

To compute the correlation (strength) between the study variables and their findings the study used the Karl Pearson's coefficient of correlation (r). From the findings, it was clear that there was a positive correlation between customer satisfaction and location facet as shown by a correlation figure of 0.900, it was also clear that there was a positive correlation between customer satisfaction and technological skill with a correlation figure of 0.893, it was also clear that there was also a positive correlation between customer satisfaction and social skill with a correlation value of 0.920 and also it was clear that there was appositive correlation between customer satisfaction the technical skill with a correlation value of 0.964. This shows that there was positive correlation between customer satisfaction and location facet, technological skill, social skill and Technical skill.

4.6.2 Model summary

The coefficient of determination was carried out to measure how well the statistical model was likely to predict future outcomes. The coefficient of determination, r2 is the square of the sample correlation coefficient between outcomes and predicted values. As such it explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (customer satisfaction) that is explained by all the four independent variables (location facet, technological skill, social skill and Technical skill).

Table 4.9 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970	.940	.939	.293

Source: filed survey 2023

The four independent variables that were studied (location facet, technological skill, social skill and Technical skill) explain only 94.0% of customer satisfaction in the four star Hotels as represented by the R2. This therefore means the four independent variables only contribute about 94.0% to the formation of customer satisfaction in the four star Hotels while other factors not studied in this research contribute to 6.0% of customer satisfaction in the four star Hotels.

Table 4.10 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	396.395	4	99.099	1156.197	.000
	Residual	25.285	295	.086		
	Total	421.680	299			

Source: filed survey 2023

The ANOVA test table shows, it is noticed that F value of 1156.197 is significant at 0.000 levels. Therefore, from the result, it can be concluded that with 94.0% of the variance (R-Square) location facet, technological skill, social skill and Technical skill are significant effect on customer satisfaction.

Table 4.11 Collinearity statistics

Model	Collinearity statistics	
	Tolerance	Variance Inflation Factor
1 constant		
Location facet	.134	7.488
Technological skill	.088	1.405
Social skill	.089	1.225
Technical skill	.101	9.908

Multicollinearity refers to a situation in which there is exact (or nearly exact) linear relation among two or more of the input variables. The VIF (Variance Inflation Factor) for each term in the model measures the combined effect of dependence among the regresses on the variance of that term. One or more large VIF indicate multicollinearity. Practical experience indicates that if any of the VIF results exceeds 5 or 10, it is an indication that the associated regression coefficients are poorly estimated because of multicollinearity. Collinearity Statistics shows that the VIF value of location facet 7.488, technological skill 1.405, social skill 1.225 and technical skill 9.908 which is less than 5 or 10 and no collinaritry is observed on this data. The independent variables that contribute to variance of the dependent variable are explained by standardized beta coefficient.

4.6.3 Normality test

Normality test is used to show if the data is normally distributed or not, there by almost the data is proportionally distributed. Since the skeweness and kurtoses values fall in the range of (+or-) 1, the data is assumed to be normally distributed. The customer satisfaction of the hotels for the independent variables location facet, technological skill, social skill and technical skill are negatively skewed, and overall customer satisfaction of the hotel is positively skewed

Table 4.12 normality test

	N	Skewness		Kurtoses	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Location facet	305	-.225	.140	-.173	.278
Technological skill	305	-.626	.140	-.265	.278
Social skill	305	-.626	.140	-.265	.278
Technical skill	305	-.381	.140	-1.241	.278
Valid N (listwise)	305				

4.6.4 Multiple regression analysis

The researcher further conducted a multiple regression analysis so as to assess the application of digital marketing of customer's satisfaction in related to location facet, technological skill, social skill and technical skill. Multiple regressions are a statistical technique that allows the study to

predict a score of one variable on the basis of their scores on several other variables. The main purpose of multiple regressions is to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. The researcher applied the statistical package for social sciences (SPSS) to code, enter and compute the measurements of the multiple regressions for the study.

Table 4.13 Coefficients multiple regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.056	.050		-1.129	.260
	Location facet	.821	.043	.745	9.106	.000
	Technological skill	.116	.051	.109	2.263	.024
	Social skill	.287	.048	.270	6.015	.000
	Technical skill	-.171	.057	-.143	-2.915	.003

Source: filed survey 2023

Dependent variable: Customer Satisfaction

The regression equation, $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \alpha)$ becomes:

$$Y = .382 + .085 X_1 - 0.138 X_2 + 0.353 X_3 + .053 X_4$$

Where Y is the dependent variable (customer satisfaction), X1 is location facet, X2 is technological skill, X3 is social skill and X4 is technical skill. From the regression equation established, taking all other factors (location facet, technological skill, social skill and technical skill) constant at zero, customer's satisfaction within the four star hotels would be 0.056. Further, if all the other variables are kept constant, a unit increase in location facet will lead to a 0.821 increases in customer satisfaction within the hotels. A unit increase in Technological skill will lead to a 0.116 increase customer satisfaction within the hotels. A unit increase in Social skill will lead to a 0.287 increases customer satisfaction within the hotels. While a unit decreases the Technical skill will lead to a -0.171 decrease customer satisfaction within the hotels.

4.7 Discussions with research findings

On the survey responses of the staffs and customers of the four star hotels in Addis Ababa, related to the application of digital marketing, the researcher reaches on the findings which were used to make conclusion and related recommendation.

Concerning to the competitive pressure drive the hotel's usage of innovative electronic marketing, the hotel area is consistent in providing quality digital marketing services, the hotel location fulfills its obligation to customers, the hotel location easy to for the practice of digital marketing, the hotel location attract to the customer with the practice of digital marketing and the hotel location keeps a closed eye to the customer's digital marketing Service majority of the respondents were agreed. But on the rest of the other statements the respondents were disagreeing, strongly disagree and neutral, it shows that the locations of four star hotels in Addis Ababa are better for its customers.

In related to the rating of the status of the hotels on the presence of online services to customers, creation of websites for the help of the hotel to make contact with customers, flexibility of hotels digital marketing technology on its services, noticing the hotel to promote itself on electronic marketing and on the sort of the hotels global distribution system the majority of the respondents were agree.

On the other hand on the social skills in four star hotels in Addis Ababa the use of digital marketing and social Medias for the purpose of promoting and advertising the hotels and services were better according to the respondent. It means the hotels activities performed by using social medias and digital marketing it also helps the hotels to widening its access to the customers and get better attractions and promoting its services.

Regarding to the findings related to the ability of the hotel to handle the complaints is efficient and fast, the hotels maximum efforts to maintain relationship with customer and the hotels technically effective in online presence majority of the respondents were agreeing. On the other way related to the employees of the hotels technically effective in online presence and the offering hotel service to the customer based on their age the respondents were disagreeing and strongly disagreeing. Finally related to the hotel service assigning employees to the job based on their skills and abilities majority of the respondents were neutral on the issue, it indicates that

the customers and staffs were believed that hotel should tried to minimize technical skills in using of digital marketing.

Finally related to the satisfaction with the convenience of the location of the hotels, the satisfaction of the relationship with the employee of the hotels, the effort of the hotel made applying digital marketing, the satisfaction with the staff's credibility in the hotels, and the overall satisfaction on the way of delivering its services majority of the respondents were agreeing. It indicates that the customers that were serving in the hotels were satisfied on the hotels service and majority of the respondents believed that hotel are maximizing their efforts to satisfy its customers.

Based on the researchers' the applications of digital marketing in hotels industry are influenced the performances and service deliveries. According to Jia-Jane Shuai &Wei-Wen Wu (2011) conducted the study on evaluating the influence of digital marketing on hotel performance. According to findings the researcher concluded that examined the relationship between location facet, technological skill, social skill and technical skill to customer satisfaction on the operational performance of the hotels in Addis Ababa. The study recommendations the implication of digital marketing for hotel managers, the results suggest that digital marketing tool is positively associated with hotels performance.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter tried to summarize the outcomes of the study or findings and to provide possible solutions or recommendations in order to solve the problems. The first section of this chapter is dedicated to the conclusion part and based on these summarized findings recommendations are given.

5.2 Conclusion

In the preceding section of this paper, the issue of the assessment of application of digital marketing on the customer satisfaction in the four star hotels in Addis Ababa, concerning to the competitive pressure drive the hotel's usage of innovative electronic marketing, the hotel area is consistent in providing quality digital marketing services, the hotel location fulfills its obligation to customers, the hotel location easy to for the practice of digital marketing, the hotel location attract to the customer with the practice of digital marketing and the hotel location keeps a closed eye to the customer's digital marketing Service majority of the respondents were agreed. But on the rest of the other statements the respondents were disagreeing, strongly disagree and neutral, it shows that the locations of four star hotels in Addis Ababa are better for its customers. In related to the rating of the status of the hotels on the presence of online services to customers, creation of websites for the help of the hotel to make contact with customers, flexibility of hotels digital marketing technology on its services, noticing the hotel to promote itself on electronic marketing and on the sort of the hotels global distribution system the majority of the respondents were agree.

On the other hand on the social skills in four star hotels in Addis Ababa the use of digital marketing and social Medias for the purpose of promoting and advertising the hotels and services were better according to the respondent. It means the hotels activities performed by using social medias and digital marketing it also helps the hotels to widening its access to the customers and get better attractions and promoting its services. Regarding to the findings related to the ability of the hotel to handle the complaints is efficient and fast, the hotels maximum efforts to maintain relationship with customer and the hotels technically effective in online presence majority of the respondents were agreeing. On the other way related to the employees of the hotels technically effective in online

presence and the offering hotel service to the customer based on their age the respondents were disagreeing and strongly disagreeing. Finally related to the hotel service assigning employees to the job based on their skills and abilities majority of the respondents were neutral on the issue, it indicates that the customers and staffs were believed that hotel should tried to minimize technical skills in using of digital marketing. The satisfaction with the convenience of the location of the hotels, the satisfaction of the relationship with the employee of the hotels, the effort of the hotel made applying digital marketing, the satisfaction with the staff's credibility in the hotels, and the overall satisfaction on the way of delivering its services majority of the respondents were agreeing. It indicates that the customers that were serving in the hotels were satisfied on the hotels service and majority of the respondents believed that hotel are maximizing their efforts to satisfy its customers.

5.3 Recommendation

In this section, the possible remedies are directed in order to solve or reduce some problems. The following recommendations are given to the four star hotels:-

➢ In this study among these digital marketing variables, technical skill, shows the highest significance positives effect with customer satisfaction, therefore it is advised to pay attention by the hotels.

➢ The variables that found on the application of digital market should give relevant information starting from hotels service up to the area where the hotel located and also about new events that takes place, as well as other technical skill which makes the hotels different from other, though the hotel should give special attention to this variables because it determine customer satisfaction.

➢ On the other hand from the beta value we have seen that location facet was the highest influencer of customers' satisfaction. So that, in order to attract new customers and also satisfy and make their customers loyal in hotel should work on the availability of the hotels location.

➢ According to correlation result of this research indicates that there is a significant and positive relationship between Location facet and customer satisfaction; technological facet and customer Satisfaction; social skill and customer satisfaction and technical skill customer satisfaction. So, by considering this the management of hotels should take actions in order to improve their customers' satisfaction.

- The study recommends that the hotels should also try to keep using of digital marketing for a better customers satisfaction and also widening its access to international customers to compete with other similar hotel industries for a better success.
- The study shows that interests of customer's in hotels are huge. Therefore, the hospitality/hotels industry should take advantage of this tendency to update improve their service quality for better customer satisfaction and open a real dialogue with costumers to better cater to their needs.
- Generally the hotels should perform better digital marketing practices to enhance the satisfaction of customers and to strength the financial performance of the hotel.

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St. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

FACULTY OF BUSINESS

Appendix: 1

Dear Respondents

The purpose of this questionnaire is to collect data for these works in requirement on the title of "The assessment of the application of digital marketing on customer satisfactions the case of four star hotels in Addis Ababa Ethiopia". We would like to emphasis that your response are extremely valuable for the successful completing of this paper and we would immediately appreciate your response for all questions genuinely. We can assure that the information you provide will be completely anonymous and will not be used for any other purpose it will use only for academic purpose. We thank you very much in advance for your cooperation and for sacrificing your invaluable time.

N.B: please put tick mark in the appropriate answer box

Part I: Personal Information:

1. Gender ☐ Male ☐ Female

2. Age ☐ >30 years

3. ☐ 31-40 years

    ☐ 41-50 ☐ 51-60

4. Educational level ☐ Diploma ☐ 1st Degree

    ☐ 2nd Degree ☐ Masters & above

5. Working experience/waiting as a customer

	>1 year		1-4 years
	4-5 years		< 5 years

Part II: Questionnaires related to location, technological skill, social skill & technical skill

The following questions are prepared to get your views regarding to the application of digital marketing and customer satisfaction. Please put mark (√) indicate Strongly Agree (SA), Agree (A), Neutral (N), Disagree (DA) and Strongly Disagree (SDA)

	SA	A	N	DA	SDA
Location facets					
Does competitive pressure drive the hotel's usage of innovative electronic Marketing?					
The hotel area is consistent in providing quality digital marketing services					
The hotel location do you use the electronic marketing to enable you to access target markets?					
The hotel location fulfills its obligation to customers					
I have confidence the hotel location's in digital marketing services					
The hotel location is flexible in serving my digital marketing needs					
The hotel location easy to for the practice of digital marketing					
The hotel location attract to the customer with the practice of digital marketing					
The hotel location keeps a closed eye to the customer's digital marketing Service					

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Technological facets					
Do you rate the current status of this hotel's online presence?					
Does this hotel create an online websites to contact its customers with on face book, twitter or related social networks?					
The hotel e. marketing technology is flexible when its services are changed					
Often do you notice this hotel promote itself on electronic Marketing?					
Does this hotel use any sort of Global Distribution System?					
Social skill					
Do you see this hotels promote/advertise its services on Social skill using digital marketing?					
Does the hotel promote its delivery on social Media?					
The employees of this hotel are able to consider their customers' perspective.					
The employees of this hotel have extensive social skills to help customers.					
Technical skill					
The hotel ability to handle the complaints is efficient and fast					
The hotel does maximum efforts to maintain relationship with customers.					
The employees of this hotel are technically effective in online presence					

Offering hotel service to the customer based on their age					
The hotel service Assigning employees to the job based on their skills and abilities.					
Customer satisfaction					
Satisfied with the convenience of the location of the hotels					
I am satisfied with the relationship I had with the employee of this hotel					
I am happy with the effort made applying digital marketing.					
Satisfied with the staffs credibility of the hotels					
Overall satisfaction on the way of delivering of its services					

Thank you for your cooperation.