



THE ROLE OF SOCIAL MEDIA NETWORK IN CUSTOMERS ATTRACTIVENESS OF SPORTS SERVICES CITIES IN JORDAN

Maher Alkurdi 

Researcher, Amman Arab Uni., Jordan

maherkurdi@yahoo.com

Younes Megdadi

Prof., Faculty of Bus. – Amman Arab Uni., Jordan

megdadi@aau.edu.jo

Abstract

This study aimed to investigate the impact of the role of social media network in customer's attractiveness of sports services cities in Jordan. In order to achieve the objectives of the study, a descriptive and analytical approach was used. The results of the study showed that there was a statistically significant effect of the role of social media in its dimensions (Facebook, Twiter, Instagram, and Linked in) on customer attractiveness of sports services cities in Jordan, and there were no statistically significant differences ($\alpha = 0.05$) in attracting customers due to the variables of gender, age, educational level, marital status, and profession of the study sample for sports services cities in Jordan. The study recommended a number of recommendations; the most important is to take advantages and benefits of social networks technical issues as far as ease of use, access to customers, and reachability in bases of the large use of social media by customers, and there is need for adopting a special applications to address customers to create value, positive interaction, and emotional attachment with the advertisements content toward sports services by social networks to influence and to attract the purchasing desire of customers effectively.

Keywords: Social Media, Customers Attractiveness, Sport Services, and Sports Cities in Jordan

INTRODUCTION

Modern trend towards the use of social media networks and through its various applications and for marketing purposes has constituted a real shift for different business organizations in communicating with their customers to deliver sufficient information about their products through their advertising messages so that they have interest and desire and build positive convictions and a real desire to buy in order to be able to attract them as a real purchase. These products are so that these organizations can achieve their marketing objectives, which are the basis for their survival and growth (Erdogmus, 2012).

Today, services have become one of the basic needs in light of the change in life patterns with their personal, psychological and other dimensions that affect the individual human life, including recreational and sport's needs, which have become the focus of attention of many age groups and both sexes as needs that contribute to enhancing their health and psychological status through practices. The various sports, which constituted a noticeable trend in the demand for these services and a large spread of the sports services market in the local Jordanian markets.

The Jordanian sports cities are among the governmental institutions that deal with the Jordanian youth and their needs, including sports services, which are provided to them in a number of the Kingdom's governorates to meet these needs in integrated sports cities as they include sports fields, swimming pools, and health clubs for both genders and for different age groups of members of the Jordanian community. . Al-Hussein Youth City was the first sports city in the capital, Amman, specialized in youth and their sport's needs, followed by several other sports cities in several governorates in the Kingdom, which numbered five sports cities, due to the importance of these sports services for different age groups and both genders in Jordanian society.

Study Problem

The study arose by the use of social networks, which widespread use through electronic advertisements which aim to attract customers by the marketed services of business firms. Due to the researcher's work at Al-Hussein Youth City as one of the major Jordanian sports cities and the first in Jordan, he noticed that there is a real problem in the marketing process of its various services, which has become directed towards advertisements and electronic messages through social networks as one of the Modern technological means in attracting customers towards those services provided by sports cities in Jordan, prompting the researcher to study the role of social networks in attracting customers for the services provided by sports cities in

Jordan as an attempt to work on improving their marketing performance .The purpose of this study can be achieved by answering the following questions:

The main question: What is the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers in its dimensions (value creation, interaction process, and emotional attachment) to sports city services in Jordan. As follows:

Sub-question 1: What is the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in creating value for sports city services in Jordan?

Sub-question 2: What is the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the process of interaction with the services of sports cities in Jordan?

Sub-question 3: What is the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the emotional attachment of sports city services in Jordan?

Study Hypotheses

The hypotheses were formulated based on the study problem and the following questions:

The first main hypothesis: Ho- There is no statistically significant role at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers in its dimensions (value creation, interaction process, and emotional attachment) to Sports City services. in Jordan. From it emerged the following sub-hypotheses:

Ho1- There is no statistically significant role at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in creating value for sports city services in Jordan.

Ho2- There is no statistically significant role at the significance level ($0.05 = \alpha$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the process of interaction with sports cities services in Jordan.

Ho3- There is no statistically significant role at the significance level ($0.05 = \alpha$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the emotional attachment of sports cities services in Jordan.

Study Model

To achieve the goal of the current study and achieve its goal in determining the role of the independent variable with its dimensions over the dependent variable in its dimensions, the researcher has built a model based on previous studies. The study model consists of the independent variable and the dependent variable as shown in Figure (1)

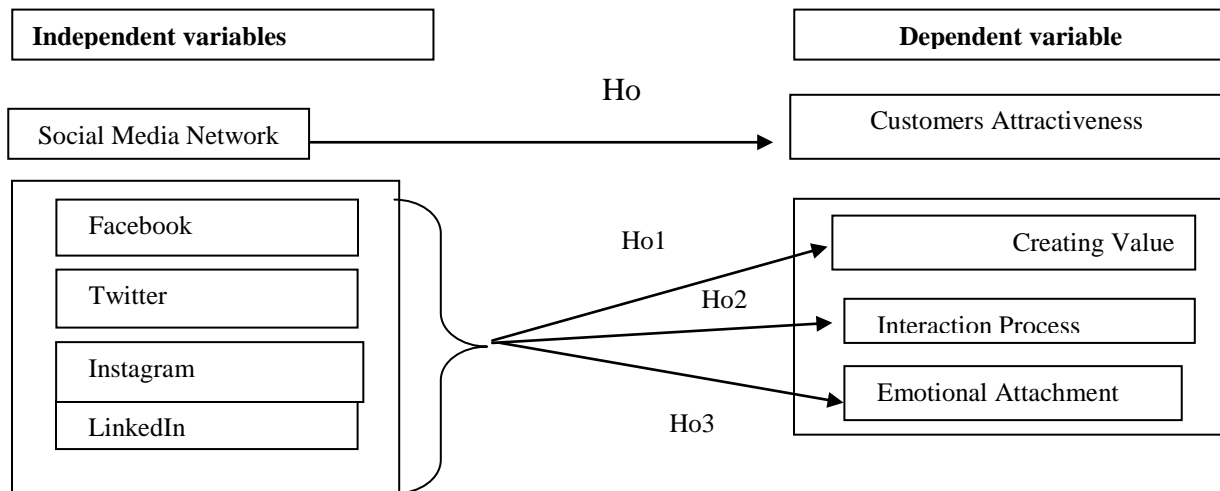


Figure 1 Conceptual framework

THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

The Internet has entered all areas of life, and it has also become the main pillar in all sectors, and has become one of the most important means of accessing information in the world, and has become one of the most important means for the lives of individuals and institutions by virtue of cultural and social change and technological development, which have imposed themselves on the patterns of life and their requirements, It has also become for all individuals an integrated world of communication between them through which you can reach family, friends and loved ones wherever they are in the world, and we have reached these days to the point of addiction to the Internet so that one of us of all ages does not pass by a day without using the Internet, either in chatting with friends Or in getting to know new friends, searching for people with common characteristics, or searching for specific information on information sites (Kotler, Kartajaya and Setiawan, 2019).

Social networks

It has been known that it is a group of websites that contain a large amount of various information and contains a set of topics, documents, pictures and videos, which are sites that can be accessed at any time and access to any information easily and easily. It is one of the various services over the Internet, as it allows users to communicate with each other to exchange ideas and information, and these communications differ from one site to another, through the possibility of immediate communication with people and anywhere around the world through various means such as Facebook, Twitter, Instagram and LinkedIn. Ease of use and

communication through these means, and the emergence of these means has led to the abolition of traditional means such as landlines or regular mail and other means (Christopher & Ted, 2020).

Social networks are also many advantages for their users, which are very popular with individuals and institutions, including easy access to information and data anytime and anywhere, and it also provides its users with many services in the field of education, economics and other services and information (Diaz-Ortiz, and Miller, 2019). The heavy demand for the use of social media networks is the decline in the use of traditional means, the presence of a huge number of companies and people on these networks, and the availability of a huge amount of information in these means due to the global openness and the introduction of modern technology in all sectors, which prompted individuals and institutions to use social media sites. . The reasons for using social media are attributed to the desire to socialize, as it is the way of life that families live these days, space of opinion and freedom of position, difficult economic conditions, unemployment, gathering information and gaining experience, and commercial advertising (Butow, aet.al.2020).

Many advantages of using social media networks for marketing purposes, including ease of communication and work between people and their friends through modern applications such as Facebook, Twitter and LinkedIn, ease of product communication with the consumer, and it is one of the means of advertising for companies, and the ease of searching for information related to companies and their products, It is a means for the purposes of fun and entertainment for members of these networks for entertainment purposes and to enjoy following up on new comments and photos every day, some funny videos, entertaining posts, and seeing friends' posts and their phrases without the need to ask them directly (Al-Kamili, 2019).

Facebook is known as one of the modern means of communication, and it has provided the opportunity for individuals to communicate with each other, and it is owned by the (Facebook) public shareholding company, and its uses are limited to political, educational, social and awareness purposes. (Jason & Ray, 2020). It is also one of the social networking sites that allows users to get to know others and attract new friends from all over the world, and it allows the exchange of services in its various forms, whether (information, files, pictures, videos) and allows its users to chat with friends either through text or voice conversations and not. You can only communicate with people if you have internet access (Kingsnorth, 2019).

Twitter network is considered one of the prominent networks in the world of social media, and it is one of the most used networks for the purpose of sending short messages, as this network sends short text messages with limited words of no more than 140 words sent by the users of this site, and the bird is the slogan The official website for this website was extracted

from the word (tweet), which means tweet. (Holland, 2020). This site is characterized by the rapid transmission of information and news in a smooth manner, and there is an aspect in this site in which we talk about the user's life and personal information. Twitter is not only used as a social networking site for individuals, it is also important at the corporate level as it allows companies and individuals to display and promote their products and services in all forms through messages. (Charlotte, 2018).

Instagram is a network for exchanging photos, videos and conversations on the phone and computer via the Internet, and this program allows users to take pictures and videos, edit them, and then upload and share them with a group of friends over the Internet, and one of the features of the Instagram program is the photo-editing feature that allows users to add effects and movements to the images by using Filters. (Charlotte, 2018). Instagram is one of the social networks that has the most influence on the opinions, trends and convictions of its users, by virtue of the advantages it enjoys in terms of publishing images and commercial advertisements for goods and services aimed at customers who are users of that network(Philip and Jason, 2020).

LinkedIn is a network of social networks that is on the Internet, but it is distinguished from other networks in that it is considered to be used in the commercial field, and its inception dates back to (2002), and the basic idea of this site is to establish professional relationships and not like other entertainment sites, and we can benefit from it a lot. According to the fact that the number of LinkedIn users exceeds two million companies around the world, and users log in to their accounts using smart phones. (Badawi, 2011) The LinkedIn network is one of the networks used for marketing purposes by virtue of the ease of access to users from their own profile considering members of these The network brings them together relationships and job ties or certain professions, which helps companies to market their products to these members and attract them and influence them to buy (Nemo, 2014).

Customers Attractiveness

Taylor (2019) knew that attracting customers is basically based on what you give before you take in, and put things on the market to attract people to you. By bid, I am not referring to the product itself, but the knowledge or information about it that will help the customer make a wise decision. Rise, (2020) believes that it is not logical to provide a product or service that no one wants, but rather this product must be tested to see how valuable it is in the market, not only that, but to be flexible enough to allow them to make adjustments to it whenever needed.

Value creation giving value to the product and providing free content about the product in corporate advertisements for the purpose of attracting potential customers, attraction is one of

the most important parts of the equation is the important part here - the idea is not to scrutinize your products, but rather to attract customers' attention on a subconscious level so that they do not know what is advertised. About it to generate purchasing desire (Al-Zoubi, 2016). Analyzing and determining the needs and desires of the customer and knowing the change in his tastes has become one of the basic tasks of the organizations in order to exceed his expectations. The process of determining the customer's needs and desires is one of the customer's strategies, with the aim of enhancing its competitive advantage and creating value, which is related to what is known as the value proposition for customers, which is the value that organizations gain by creating loyalty and gaining the confidence of customers (Jallab and Al-Abadi, 2020).

Reaction Process aim to activate the interaction between customers through the use of social media and with the aim of attracting them, which has become one of the most vital means in commercial marketing to attract customers, and to achieve better results, a number of steps must be followed, including interaction and direct discussion with customers about the company's products; Encouraging customers to explicitly recommend the product; To give initial impressions about him, so that you can employ these impressions in the future; And try to attract customers towards the site dedicated to the product and expressly answer their inquiries through social sites about products. (Kottler, 2016).The process of customer interaction is one of the most basic goals in marketing activity, which is the essential step for marketers to push their products to the market. Advertisements, in their traditional and electronic forms, must contain clear messages so that the customer is affected by them and generates interest and interaction with the advertisement and its content in a positive way, leading to the purchase decision (DeVeries, 2020).

Emotional Attachment is defined as an activity based on conveying advertising messages about a product or service through traditional or electronic promotional means aimed at arousing the feelings and emotions of customers. These messages aim to transform desires into needs, a feeling of need for a specific product, and a desire for it represented by the customer's emotional sense of the product that includes certain specifications and benefits, and the adoption of the fear factor in the field of marketing to express a customer's reaction with fear that may arise in him through what some advertising messages carry About specific products to warn the target customers, and build trust in order to encourage the customer to buy from the advertised product and its famous trademark that people of expertise, specialists and stars talk about in order to build confidence in the product and its value, and to enhance the feeling of belonging and loyalty on the part of customers towards certain products or distinctive brands with The reputation and experience they have built depends on their emotional side as it is the best alternative available in the market (Gabay, 2018).Emotion has been known to be a

necessary component in a customer's decision-making process, and thus determines emotions as a result of past experiences and judgments about available options. Mushara (2014), study which aimed to highlight the role of social media marketing (Facebook, Twitter, Instagram) in managing the relationship with the customer, and the study reached a set of results which showed that social networks play an important role in marketing in general and in Managing the relationship with the customer in particular, as it allows communication, dialogue and interaction between the company and its customers without spatial or temporal restrictions.

Ahmed's study (2016), which aimed to identify the impact of using social media networks (Facebook, Twitter, YouTube) on customer knowledge, customer acquisition, and retention through a case study in Marka. The study reached a number of results, the most prominent of which are: the existence of an impact of the use of social networks (Facebook, Twitter, and YouTube) on customer knowledge, and the presence of the effect of using Facebook on the acquisition of use of social networks: Facebook, Twitter, and YouTube on the knowledge of customers There is no effect of the use of Facebook on customer acquisition at the level of the presence of the use of Twitter and YouTube on the acquisition of customers at the same level of significance, and the presence of the effect of using social networks (Facebook, Twitter, YouTube) on customer retention, the increase in the use of social networks to obtain VIP. Makhoulouf's (2019) study, which aimed to research the role played by social networking sites, especially Facebook, in marketing handicrafts made by the home-stay category. The study reached several results that help the page in introducing and publishing the products of the respondents to reach active browsers and their affiliates, as well as discussing developments in the field of handicrafts, and most importantly, diversity in these industries and the members 'attempt to innovate in them and keep abreast of developments to satisfy customers and attract a greater number of them, depending on the difference. Their standard of living and social status.

Ellegaard & Ritter (2007), study which aimed to test the extent of customer attractiveness by removing it (value creation, traits, and emotional attachment) in business markets: perception and suggestions. The real goal is to conceptualize customer attractiveness. The researchers concluded that attracting customers' needs more attention. By providing more perceived values for the products, and that the characteristics of the products are clear to them and real, in addition to taking into account the feelings and feelings of customers to generate desire and confidence in the products so that they can build positive convictions about the products and their brands for the purpose of purchase. As for the study (Evangelos, (2015) study which aimed to know the effect of social media networks on customer behavior. The results showed that there is an impact of social media on consumer behavior due to the

presence of consumer effects in these platforms, and it helped consumers to consult each other, and put the consumer in a strong and clear position.

METHODOLOGY

Study Approach

The descriptive and analytical approach was used to collect data and test hypotheses about the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers in its dimensions (value creation, interaction process, and emotional attachment) to sports cities services in Jordan. The data were collected using the questionnaire, and later analyzed using the (SPSS) program.

Population and unit of the study sample

The study population consisted of all the (5) sports cities in Jordan. As for the total number of participants in the five sports cities, it reached (8,328). Random sampling method was used. As for the sampling unit, the study sample members were identified from the participants in the five sports cities in Jordan, from both genders, and ages groups over 18 years of age in order to be able to answer the study tool and its paragraphs .Based on the equation (Blair & Blair, 2015), the study sample will be limited to (378) individuals out of the overall (6566) participants..

Study tool

The two researchers relied on previous studies to develop a special questionnaire to collect primary data, and the questionnaire consisted of three parts. The researchers used a five-dimensional Likert scale to measure the respondent's agreement with the paragraphs of the questionnaire, and within the following weights: Strongly agree (5) scores, Agree (4) scores, Agree with medium degree (3) scores, disagree with two marks, and strongly disagree with one mark.

Tool Reliability

Cronpach's Alpha coefficient was adopted for internal consistency, in order to ensure the reliability of the questionnaire as a tool for collecting the necessary data for the current study, and to ensure the reliability of the tool, the internal consistency was calculated on an exploratory sample from outside the study sample number (40) according to the Cronbach Alpha equation. The table below shows these factors, and these percentages were considered appropriate for the purposes of this study.

Table 1 Cronbach Alpha internal consistency coefficient

Independent & Dependent Variables	Internal consistency
Facebook	0.82
Twitter	0.85
Instagram	0.83
LinkedIn	0.80
Social Media Network	0.91
Value Creation	0.86
Interact Process	0.84
Emotional Attachment	0.87
Customers Attractiveness	0.92

Table (1) shows that the parameters of the stability of the dimensions of a variable (social networks) ranged between (0.80-0.85) and its value for the variable as a whole was (0.91). The parameters of the stability of the dimensions of a variable (attracting customers) ranged between (0.84-0.87). Its value for the variable (attracting customers) was (0.92), and such values are considered acceptable for the purposes of the current study.

Statistical Standard used

The statistical limits and scale used for the purposes of analyzing the results and commenting on the arithmetic mean of the variables in the study model. The number of levels, which is the low from (1-2.3), the average from (2.34-3.67), the high from (3.68-5). (Blair & Blair, 2015).

ANALYSIS AND RESULTS

Independent variable: social media networks

The arithmetic means and standard deviations were extracted for social networks, and the table below illustrates this.

Table 2: The arithmetic means and standard deviations of social networks with its dimensions

Rank	No.	Dimensions	Mean	S.D.	Degree
1	1	Facebook	4.33	.452	High
1	3	Instagram	3.99	.624	High
3	2	Twitter	3.39	.914	Medium
4	4	LinkedIn	2.59	.967	Medium
		Social Media Network	3.65	.500	Medium

Table (2) shows that the arithmetic averages ranged between (2.59-4.33), where Facebook came in first place with the highest arithmetic average of (4.33), while LinkedIn came in last place with an arithmetic average of (2.59). Social communication as a whole (3.65).

The dependent variable: customer attraction

The arithmetic averages and standard deviations related to attracting customers were extracted by his dimension, and the table below illustrates this.

Table 3 Arithmetic averages and standard deviations attracting customers

Rank	No.	Dimensions	Mean	S.D.	Degree
1	1	Creating Value	4.25	.570	High
2	2	Interaction Process	4.23	.614	High
3	3	Emotional Attachment	4.21	.506	High
		Customer Attractiveness	4.23	.540	High

Table (3) shows that the arithmetic averages ranged between (4.21-4.25), where the value creation dimension came in the first place with the highest arithmetic mean of (4.25), while the emotional attachment dimension came in the last place with an arithmetic average of (4.21), and the average reached Arithmetic to attract customers as a whole (4.23).

Study Hypothesis Tests

Ho : There is no statistically significant impact at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers in its dimensions (creation value, interaction process, and emotional attachment) to sports cities services in Jordan. To verify the validity of this hypothesis, multiple regression analysis was used for the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers to the services of sports cities in Jordan.

Table 4 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.807(a)	.651	.647	.321

The predictors: (fixed) LinkedIn, Facebook, Instagram, Twitter

The dependent variable: customer attraction.

Table (4) presents that the value of the coefficient of correlation between the independent variable and the dependent variable, with a value of (0.807), as shown by the value of the coefficient of determination and is determined by (R²) with a value of (0.651), which explains that if an independent variable is added to the model, its value will increase even if There was no significance for the independent variable in the model (the increase of the sum of the squares attributable to the regression SSR with the constant sum of the total squares SST)

and for this, the modified coefficient of determination is calculated (Adjusted R2), which takes into account the increase in degrees of freedom, and as shown above, its value reached (0.647). Therefore, the independent variables were able to explain (64.7%) of the changes occurring in the dependent variable and the remainder due to other factors.

Table 5 the results of the ANOVA test of the significance of the regression model

Source of contrast	Sum of squares	Freedom Degree	Mean of Squares	F	Sig
Regression	71.438	4	17.859	173.793	.000
Residuals	38.331	373	.103		
overall	109.768	377			

Table (5) illustrates the analysis of variance, which aims to identify the explanatory power of the model as a whole by means of the statistician (F). From what the table shows, it becomes clear that there is a high significant significance for the (F) test, estimated at (173.793), and the level of significance estimated at (Sig = 0.000) less than the level of significance ($\alpha = 0.05$), and thus the regression model is suitable for measuring the causal relationship between the independent variable (Social media networks) and the dependent variable (customer attraction). Thus, there is at least one independent variable of the independent variables that affects the dependent variable, which can be significant, and this is known by testing the significance of the coefficients of the multiple regression equation. This indicates the rejection of the null hypothesis, which states that there is no statistical significance for the role of networks Social communication in its combined dimensions in attracting customers by removing it collectively and accepting the alternative hypothesis.

Table 6 Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.228	.173		1.315	.189
	Facebook	.814	.038	.682	21.329	.000
	Twitter	.028	.024	.047	1.155	.249
	Instagram	.212	.035	.246	6.114	.000
	LinkedIn	.004	.018	.007	.203	.839

Dependent variable: customer attraction

Table (9) shows the existence of a positive statistically significant impact for Facebook on attracting customers, as the value of T 21.329, with a statistical significance of 0.000, and the

absence of a statistically significant role for Twitter on attracting customers, as the value of T reached 1.155 and in statistical terms 0.294, and the presence of a positive statistically significant role For Instagram to attract customers, as the value of t 6.114 and in statistical terms 0.000, and there is no statistically significant role for LinkedIn to attract customers, as the value of T reached 0.203, in statistical terms of 0.839.

Ho1: There is no statistically significant impact at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in creating value for sports city services in Jordan. To verify the validity of this hypothesis, multiple regression analysis was used for the role of social media networks (Facebook, Twitter, Instagram, and LinkedIn) in creating value for sports city services in Jordan.

Table 7 Results of the ANOVA test of the significance of the regression model

Source of contrast	Sum of squares	Freedom Degree	Mean of Squares	F	Sig
Regression	80.285	4	20.071	176.569	.000(a)
Residuals	42.400	373	.114		
Overall	122.685	377			

The predictors: (fixed) LinkedIn, Facebook, Instagram, Twitter

The dependent variable: Value Creation.

Table (7) illustrates the analysis of variance, which aims to identify the explanatory power of the model as a whole by means of the statistician (F). From what Table (21) shows, it becomes evident that there is a high significance for the (F) test estimated at (176.569) and the level of significance estimated at (Sig = 0.000) less than the level of significance ($\alpha = 0.05$). Thus, the regression model is suitable for measuring the causal relationship between the independent variable (social networks) and the dependent variable (value creation). Accordingly, there is an impact of the independent variables combined (Facebook, Twitter, Instagram, and LinkedIn) on the dependent variable, which is the creation of value, as the independent variables interpreted with a percent of (65.1%) of the dependent variable.

Table 8 Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.483	.182		-2.657	.008
	Facebook	.887	.040	.704	22.111	.000

Twitter	.018	.025	.030	.732	.464
Instagram	.201	.037	.220	5.496	.000
LinkedIn	.010	.019	.016	.509	.611

Table 8...

Dependent variable: Value Creation

Table (8) shows the existence of a statistically significant positive impact for Facebook in creating the value, as the value of T 22,111, in statistical terms, is 0,000, and the absence of a statistically significant role for Twitter in creating the value, as the value of T reached 0.732 in statistical terms of 0.464, and the presence of a positive statistically significant role For Instagram in creating value, as the value of t was 5,496 and in statistical terms 0,000, and there was no statistically significant role for LinkedIn in creating value, as the value of t was 0.509, with a statistical significance of 0.611.

Ho2: There is no statistically significant impact at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the interaction process for sports cities services in Jordan.

Table 9 Results of the ANOVA test of the significance of the regression model

Source of contrast	Sum of squares	Freedom Degree	Mean of Squares	F	Sig
Regression	70.758	4	17.690	92.433	.000(a)
Residuals	71.384	373	.191		
Overall	142.143	377			

The predictors: (fixed) LinkedIn, Facebook, Instagram, Twitter

The dependent variable: Interact Process.

Table (9) illustrates the analysis of variance, which aims to identify the explanatory power of the model as a whole by means of the statistician (F). From what Table (24) shows, it is evident that there is a high significance for the (F) test, estimated at (92.433), and the level of significance estimated at (Sig = 0.000) less than the level of significance ($\alpha = 0.05$). Thus, the regression model is suitable for measuring the causal relationship between the independent variable (social networks) and the dependent variable (interaction process). Accordingly, there is an impact of the independent variables combined (Facebook, Twitter, Instagram, and LinkedIn) on the dependent variable, which is the interaction process, as the independent variables interpreted with a percent of (49.2%) of the dependent variable.

Table 10 Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.151	.236		.637	.524
	Facebook	.708	.052	.522	13.602	.000
	Twitter	.053	.033	.079	1.619	.106
	Instagram	.293	.047	.298	6.183	.000
	LinkedIn	.015	.025	.024	.621	.535

Dependent variable: Interact Process

Table (10) shows the existence of a positive statistically significant impact for Facebook on the interaction process, as the value of T was 13,602 and in a statistical sense of 0,000, and the absence of a statistically significant role for Twitter on the interaction process, as the value of t reached 1.619, in statistical terms of 0.106, and the presence of a positive statistically significant impact For Instagram on the interaction process, as the value of t was 6.183 and in statistical terms 0.000, and there was no statistically significant impact for LinkedIn on the interaction process, as the value of t was 0.621, with a statistical significance of 0.535.

Ho3: There is no statistically significant impact at the significance level ($\alpha = 0.05$) for social media networks (Facebook, Twitter, Instagram, and LinkedIn) in the emotional attachment of sports city services in Jordan.

Table 11 Results of the ANOVA test of the significance of the regression mode

Source of contrast	Sum of squares	Freedom Degree	Mean of Squares	F	Sig
Regression	66.514	4	16.629	207.478	.000
Residuals	29.894	373	.080		
overall	96.408	377			

The predictors: (fixed) LinkedIn, Facebook, Instagram, Twitter

The dependent variable: Emotional Attachment.

Table (11) illustrates the analysis of variance, which aims to identify the explanatory power of the model as a whole through the statistic (F). From what Table (27) shows, it is evident that there is a high significance for the (F) test, estimated at (207.478), and the level of significance estimated at (Sig = 0.000) less than the level of significance ($\alpha = 0.05$), and thus the regression model is suitable for measuring the causal relationship between The independent variable (social networks) and the dependent variable (emotional attachment). Accordingly, there is an impact of the independent variables combined (Facebook, Twitter, Instagram, and

LinkedIn) on the dependent variable, which is emotional attachment, as the independent variables interpreted with a percent of (68.7%) of the dependent variable.

Table 12 Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.049	.153		-.319	.750
	Facebook	.846	.034	.757	25.104	.000
	Twitter	.012	.021	.021	.551	.582
	Instagram	.143	.031	.177	4.667	.000
	LinkedIn	-.005	.016	-.010	-.337	.736

Dependent variable: Emotional Attachment

Table (12) shows the existence of a statistically significant positive role for Facebook on emotional attachment, as the value of T 25.104, with a statistical significance of 0.000, and the absence of a statistically significant role for Twitter on emotional attachment, as the value of t was 0.551 and in statistical terms 0.582, which mean that statistically a positive significant role for the network Instagram in emotional attachment, as the value of T was 4.667 in statistical terms of 0.000, and there was no statistically significant role for LinkedIn in emotional attachment, as the value of T reached -0.337, with a statistical significance of 0.736.

DISCUSSIONS OF RESULTS

- Statistical analyzes showed that the arithmetic averages of the Facebook network dimension ranged between (4.26-4.52), and the arithmetic average of all Facebook-related items was (4.33), which was of a high degree. Which indicates that Facebook was the most used by the Jordanian sports cities to market their sports services, which is at the same time one of the most widespread networks among the customers of sports cities due to its advantages in terms of social spread, diversity in its social and entertainment goals, and the ease of opening private pages For its users, and the arithmetic averages of the dimension of the Instagram network was ranged between (3.92-4.06), and the arithmetic average of all the paragraphs related to Instagram was (3.99), with a high degree.s. The arithmetic averages of the Twitter network dimension ranged between (3.29-3.53), and the arithmetic average of the total paragraphs related to Twitter was (3.39) and it was of a moderate degree, and the arithmetic mean of the dimension of the LinkedIn network ranged between (2.53-2.65), and the arithmetic average of the total paragraphs related to LinkedIn was (2.59) with a moderate degree.

- Statistical analyzes showed that the arithmetic averages of the interaction dimension to attract customers ranged between (4.22-4.24), and the arithmetic average of the total paragraphs related to the interaction process reached (4.23) with a high degree. This indicates that social networks have the ability to create positive and direct interaction with customers, generating positive interest, and its influential ability to persuade them positively, and generate purchasing desire from advertised sports services. These advantages and benefits enjoyed by social networks are prompting the administration of sports cities to use them for marketing purposes for their sports services to facilitate direct personal interaction with the target customers of their services.

-The tests of the main and sub- hypothesis showed that there is an effect of the impact of social media networks in its combined dimensions (Facebook, Twitter, Instagram, and LinkedIn) on the dependent variable attracting customers by its combined dimensions, namely (value creation, interaction process, and emotional attachment), and this indicates rejection of the null hypothesis, which states that there is no statistical significance for the role of social media networks in their combined dimensions in attracting customers by removing them together and accepting the alternative hypothesis, which stipulates the existence of a role for social networks in their combined dimensions in attracting customers with its combined dimensions. This was indicated by the study of each of (Mushara, 2014); And a study (Sinan, 2016); Makhoulf (2019); (Ellegaard & Ritter, 2016); (Evangelos, 2015); and (Amini, 2016).

RECOMMENDATIONS

In light of the findings of the study, the researcher makes a set of recommendations, the most important of which are:

1. Adopting applications that address customers to create value, positive interaction, and emotional attachment on the part of customers to the content of advertisements for sports services through social networks, to influence and more effectively in attracting and generating purchasing desire among customers.
2. Diversifying the design of advertisements directed at customers of sports cities services due to the flexibility that social networks have in modifying and updating the content of advertisements in line with the privacy of the target groups of customers of the targeted sports cities services in Jordan to publish pictures and videos that include full details of the advertised sports services and in fun ways that the customer can enjoy them when viewed through social networks because of their technical capabilities through which they can simulate the customer to create interaction, interest and personal excitement for the customer.

3. Customers 'privacy in terms of personal, psychological and social characteristics in the process of attracting them to the advertised services, as it is one of the restrictions imposed on social networks, in order to ensure the privacy of customers if they are addressed through their own profile.
4. Further studies could be conducted related to the role of social media networks by researchers in order to attract customers through other dimensions to enhance marketing and promotional work performance by using social media network as a technological instrument.

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