

The Digital Marketing and its Role in Enhancing the Reputation of Organization: An Analytical Study of the Hotel Sector in Erbil

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Abstract

This research investigated the impact and the relationship of digital marketing and its dimensions on the reputation of organization, which is an analytical study on the hotel sector in Erbil city .The data was gathered through a quantitative method of questionnaire.170 managers in the study were selected at random from among the hotels and asked to complete a questionnaire. A descriptive statistical approach was used to analyze the data. SPSS V26 software was utilized for analyzing the data. Pearson correlation coefficient was conducted to find the relationship between variables and the Ordered Probit Model was used to outline the impact of digital marketing and its dimensions on the reputation of the organization. According to the results, there is a statistically significant relationship between digital marketing and its dimensions social media, website, search engine marketing, search engine optimization, pay-per-click advertising, SMS marketing, email marketing, video marketing, content marketing with reputation of organization at a significance level of (0.05). Also, digital marketing and its dimensions social media, website, search engine marketing, search engine optimization, pay-per-click advertising, SMS marketing, email marketing, video marketing, and content marketing have a significant impact on the reputation of the organization. However, pay-per-click advertising does not have a significant effect on the reputation of the organization.The study findings recommend that organizations need to use digital marketing to enhance their reputation, attract potential customers, reach customers around the world, also make a lasting relationship with them, and have a competitive advantage in today's challenging business environment.

Key Words: Digital Marketing, Reputation of Organization, Hotel Sector, Erbil city.

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1.1. Introduction

The digital revolution has brought about changes in enterprises during the last twenty years. The practice of digital marketing is growing in popularity, particularly as it starts to spread around the world. Digital marketing has garnered the attention of marketers due to its ability to promote connections between consumers and businesses, hence preserving the emotional and psychological ties that bind the two parties together. Digital marketing is the use of digital media to reach consumers directly, at the appropriate moment, and in a way that is relevant to their necessities (Masrianto, et al., 2022). The reach of consumer perceptions and purchase behaviour is effectively expanded through digital marketing. (Hien & Nhu, 2022). Digital marketing transcends time and location, reaching everyone, wherever they are (Al-Bantani & Hamdan, 2020).

The main advantages of using digital marketing are as follows: Targets could be formed based on residence, habits, lifestyle, as well as demographics. Quick outcomes are shown therefore it helps marketers to take any necessary action if they sense that there is a problem; significantly less expense than traditional marketing. (Syukri, et al., 2021). Easy access to the most recent firm information for customers, increased customer closeness through websites that facilitate information sharing, ease of making purchases and offering feedback to businesses, the ability to compare products with those of competitors, time constraints that no longer apply, the ability to share content related to products and services, transparent pricing, and ease of purchase. Not only may promotion

expenses be minimized, but it's also simple to accomplish with significantly fewer human resources and easy-to-use digital competencies. (Muis, et al., 2021). By working together with stakeholders, consumers, and staff, digital marketing gives firms the chance to obtain economic value (El Junusi, 2020).

Due to its status as an intangible asset, corporate reputation has attracted a lot of attention in recent years. It's called an overall perception of the firm held by people (Kumari, et al., 2021). It has been established that a company's reputation is undoubtedly one of its most valuable intangible assets. (Anggani & Suherlan, 2020) .One of the most important pillars on which to establish an organization's success is its corporate reputation. (Aledo-Ruiz, et al., 2022).

The collective and cooperative assessment of a business's actions that outside observers hold, indicates the company's capacity to deliver intended results, which is known as its corporate reputation. (Alhawamdeh, et al., 2022). Numerous advantages come with a positive company reputation. Reputable companies are seen as less risky and have easier access to financial markets. Reputation alone is a sign of a higher-quality product or service that customers are willing to pay more for. Customers are more likely to be satisfied after making a purchase and to decide to repurchase. In the end, all of these advantages result in improved business performance. (Kaur & Singh, 2018).

1.2. The Problem of the Research

The Kurdistan Region of Iraq has witnessed significant growth in its tourism and business sectors, particularly after COVID-19, contributing substantially to the region's economic development. The hospitality industry, particularly the hotel sector, plays a pivotal role in catering to the needs of both domestic and international visitors. However, despite the evident importance of hotel reputation in influencing consumer choices and fostering economic

growth, there exists a noticeable gap in scholarly research on the specific dynamics of hotel reputation in the context of the Kurdistan Region.

Several challenges and complexities surround the management of hotel reputation in this unique region, necessitating a detailed investigation. The lack of comprehensive studies addressing this issue leaves hoteliers, policymakers, and stakeholders without a clear understanding of the factors that contribute to or hinder the reputation of hotels in Kurdistan. Therefore, a focused research initiative is imperative to fill this void and provide actionable insights for the sustainable growth and competitiveness of the hospitality industry.

The Kurdistan Region boasts a rich cultural heritage, and the hotel industry must navigate the intricacies of cultural preferences and sensitivities. Understanding how cultural elements influence guest perceptions and subsequently impact hotel reputation is crucial for establishing effective marketing and service strategies. However, in an era dominated by digital communication, online reviews and social media play a pivotal role in shaping perceptions of hotels. Investigating the role and impact of online reputation management on customer choices is essential for hoteliers to strategically leverage online platforms to enhance their reputation. In addition, global concerns for environmental sustainability grow; travellers increasingly consider eco-friendly practices in their accommodation choices. Understanding the relevance of sustainable initiatives in the context of Kurdistan and their influence on hotel reputation is essential for aligning businesses with evolving consumer preferences.

1.3. The Objectives of the Research:

1. Identify Key Determinants of Hotel Reputation in Erbil.
2. Examine the Nature of the Relationship between Digital Marketing and Hotel Reputation in Erbil.

3. Assess the impact of Digital Marketing dimensions on Hotel Reputation in Erbil.

1.4. The Hypotheses of the Research:

A comprehensive set of main and sub-hypotheses has been developed to investigate the connection between digital marketing and organizational reputation in the hotel industry in Erbil, Kurdistan. Drawing from existing literature and theoretical frameworks, these hypotheses act as crucial research guides. This study seeks to enhance the performance and impact of hotels in Erbil by systematically validating these hypotheses and identifying the key factors for success and organizational reputation in the hotel industry. Additionally, it offers valuable insights to inform management practices and policy decisions.

The Main Hypothesis:

There is a statistically positive and significant impact of digital marketing on the reputation of the organization in the hotel sector in Erbil city in the Kurdistan region of Iraq at a significance level of (0.05)", and its sub-hypotheses are as follows:

1. *"Social media has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
2. *"Website has a positive and significant impact on reputation of organization at a significance level of (0.05)".*
3. *"Search engine marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
4. *"Search engine optimization has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
5. *"Pay-per-click advertising has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
6. *"SMS marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*

7. *"Email marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
8. *"Video marketing media has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*
9. *"Content marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05)".*

2. Literature Review

2.1 Digital Marketing

The majority of individuals in the world these days spend a lot of time online. They are searching for goods and services while browsing online. Businesses' optimizing their internet presence is essential to take advantage of this enormous target base. Here's where digital marketing enters the scene. Reaching the appropriate audience at the appropriate moment is the core of digital marketing (Lavanya & Radhikamani, 2021). Digital marketing is a form of marketing that uses digital technology, including smartphones, desktop computers, as well as internet- and online-based digital media and also platforms, to advertise goods and services. The 1990s and 2000s saw its rise, which altered how companies and brands use technology for marketing. The more digital platforms were integrated into daily life and marketing strategies the more individuals used digital gadgets in place of physical stores (Lavanya & Radhikamani, 2021). The following types of digital marketing are included in the study. Social media is a type of digital platform where the main objective is to let users communicate and work together to build closer connections in a social setting (Herawati, et al., 2022). A website can be defined as a group of connected web pages as well as related content, like files and images kept on a web server. (Iyimoga & Iyimoga, 2021). Search Engine Marketing is the process of promoting a company on several online search engines (Nyagadza, 2020). Search engine optimization is the process of optimizing a website to rank

highly in search results (Dramilio, et al., 2020). In its most basic form, email marketing—also known as direct email marketing—is the practice of using mail to target customers or promote products and services. (Iyimoga, 2021). Another type of digital marketing is pay-per-click advertising, which enables companies to post their advertisements on websites or applications (apps) in return for payment every time a user clicks on the advertisement (Suganya, et al., 2020). The practice of sending promotional text messages is known as SMS marketing (Etuk, et al., 2021). Video marketing is via Utilizing videos to promote goods and services, improves consumer interaction on digital channels, enlightens consumers, and helps expand one's customer base (Wanniarachchi & Rajakaruna, 2022). Content marketing is a digital marketing type that focuses on producing, organizing, disseminating, and amplifying relevant, engaging, and helpful content to a targeted audience to spark discussions about the content (Silveira & Pinto, 2022).

2.2 Reputation of organization

A company's overall evaluation as viewed by its peer groups and stakeholders is known as its corporate reputation. As a result, although the reputation of the organization is challenging for others to replicate, it is fundamentally a notion that is mostly outside the firm's direct control (Berlepsch, et al., 2022). A company's reputation can be thought of as a "magnet" that draws in technological, financial, and human resources. Because of its interaction with the attractive forces of other businesses, this magnet's attractive force is always changing. Other businesses will become less appealing when a more reputable organization enters the competitive market. Therefore, maintaining the financial, technological, and human resources they require, will cost them more expenses (Cornejo, et al., 2019). dimensions of reputation consist of the following, corporate image which is an immediate mental image of the organization based

on people's sentiments and opinions (Vartiak, et al., 2022). Corporate social responsibility which describes businesses' voluntary efforts to save the environment advances the welfare of society and supports staff members (Yan, et al., 2022). Financial performance is the accomplishment of the business's financial goals during a specific period, encompassing the acquisition and distribution of funds as determined by factors such as profitability, leverage, efficiency, plus adequate capital (Fatihudin, et al., 2018).

3. Materials and Method

The quantitative research approach was applied to assess the study's aims and respond to its research questions. The data was gathered using a questionnaire technique. In this study, three-star, four-star and five-star hotels in Erbil city in the Kurdistan area of Iraq were chosen. A survey questionnaire was used to gather data from 170 randomly selected managers. The relationship between digital marketing and the reputation of an organization was examined using the Statistical Package for Social Science (SPSS) version 26. Descriptive analysis was performed for categorical variables using frequency and percentage, and logistic regression analysis was performed at the ordinal level.

A statistical method known as Probit ordered model is used to investigate the relationship and effect between digital marketing and its dimension with the reputation of organization. The reputation of the organization served as the dependent variable in the model. Digital marketing and its dimensions; social media, website, search engine marketing, search engine optimization, pay-per-click advertising, SMS marketing, Email marketing, video marketing, and content marketing were used as independent variables in the model.

4. Result and Discussion

In this section following the distribution of the questionnaire regarding socio-demographic characteristics of respondents and both variables: Digital marketing and reputation of organization amongst participants in hotels, data was collected to be analyzed to identify as well as outline the perspective of managers about the digital marketing and the way it affects the reputation of organization. This chapter's information will provide an overall understanding of how participants perceive, react to and treat variables from their own point of view.

4.1 socio-demographic characteristics of Respondents

According to Table 4.1, it is clear that the majority of respondents are male amongst 170 respondents 85% of them were male and 15% of them were female. This indicates that the majority of managers are male and only a small percentage is women. Diversity in management helps organizations benefit from the ability of men and women, also better work environment, and equal opportunities. Regarding the age of respondents, it shows that most respondents were between 31-40 years which is 40% and the least ones were over 51 which are 12% of respondents. However, 28% of respondents were between 21-30 and the remaining percentage of respondents were between 41-50 years which is 20%.this shows the majority of managers are young which indicates this requires modernity and continuous learning since there is a continuous competition between hotels. However Educational levels of Respondents are as follows,53% of respondents have a bachelor holders which is the biggest number, the second most obtained degree is a diploma which is 20% when 17% of respondents got high school and 9% have master's holders and the least number of respondents hold PhD which is only 1%.this show the education level of managers are bachelor holders or beyond which shows that hotels

managers have a high level of education which would help them in today's constant changing business environment. Furthermore their Experience, according to the table, the majority of respondents' experience was between 5-10 years which is 32% while 27% of respondents' experience was between 11-15 years. However, 16% had experience between 16-20 years 16% had less than 5 years and the remaining respondents which are 9% had more than 20 years of experience. This illustrates that the majority of managers have more than 11 years of experience which shows hotel management needs a lot of experience to survive in today's challenging environment. Also, they have a better understanding of managing their business and satisfying customers. Moreover, regarding the Occupation of participants, it points out that the biggest respondents are general managers which are 76% while 12% are marketing managers and the remaining respondents which are 12% are human resource managers. This indicates that the majority of participants are general managers and small percentages are marketing managers and human resources managers.

Table 4.1 Socio-demographic Characteristics Respondents

Socio-demographic characteristics respondents	
The Gender of Respondents	85% male, 15% female
The Age of Respondents	28% were (21-30), 40% were (31-40), 20% were (41-50) years old, 12% were over 51 years old
The educational level of respondents	17% High-school, 20% Diploma, 53% Bachelor, 9% Master, 1% PhD

Experience of Respondents	16% less than (5) years, 32% (5-10) years, 27% (11-15) years, 16% (16-20) years, 9% more than (20) years
Occupation	76% General manager, 12% Marketing managers, 12% Human resource managers

4.2. The effect of digital marketing dimensions on the reputation of organization

In the model, the reputation of the organization was the dependent variable and took a value of zero (0) if the respondents disagreed, one (1) if the respondents were natural and two (2) if agreed. Social media, website, search engine marketing, search engine optimization, pay-per-click advertising, SMS marketing, email marketing, video marketing and content marketing as independent variables have been used in this model.

According to table 4.2, the outcome indicates, that social media, website, search engine marketing, search engine optimization, SMS marketing, email marketing, video marketing, and content marketing have been shown to be significant factors with the effect on the reputation of the organization. However, pay-per-click advertising statistically doesn't have a significant impact on the reputation of the organization.

The Ordered Probit Model indicates that Social media has a positive and significant impact on the reputation of an organization; the outcome highlights that the managers who have chosen to agree are 1.63 times more likely to disagree regarding the questions. Social media plays an important role in affecting customers' perceptions regarding organizations. The results show that

website has a positive and significant impact on the reputation of an organization, and agree has been chosen 2.57 times more likely to disagree regarding the question. The website helps organizations to be easily found in the digital sphere and makes them reach and show the information they want the customers to have about them. Furthermore, the findings show that search engine marketing has a positive and significant impact on the reputation of an organization; respondents have chosen to agree 1.72 times more likely to disagree regarding the question. Search engine marketing helps an organization to reach potential customers which focuses more on search engines when trying to find and decide what services or products to buy and get information about it. Moreover, the results indicate that search engine optimization has a positive and significant impact on the reputation of an organization, respondents have chosen agree 1.71 times more likely than disagree. By utilizing search engine optimization organizations have better visibility on search engines and help potential customers to find them. Also, the outcome shows that SMS Marketing has a positive and significant impact on the reputation of an organization, agree has been chosen as 1.63 times more likely to the reputation of the organization in comparison with disagree by the respondents. Through SMS marketing organizations can have direct communication with customers and reach their potential customers. On the other hand, the findings indicate that email marketing has a positive and significant impact on the reputation of an organization; respondents have chosen to agree 1.68% more likely to the reputation of an organization than disagree. Through email marketing, organizations can reach a large number of customers and show their offer and their services to them. Likewise, the outcome highlights that video marketing has a positive and significant impact on the reputation of an organization, respondents chose to agree 1.48 times more likely to the reputation of the

organization than disagree. Video marketing helps organizations to show what

Dimensions	Coefficient	Std-error	P-value	Odd Ratio
Social media	0.487554	0.174125	0.0051	1.628328
Website	0.940167	0.207872	<0.0001	2.560409
Search engine marketing	0.539732	0.174788	0.0020	1.715547

service they offer and what is different about it compared to their competitors to potential customers also attracting them. After all, the results show that content marketing has a positive and significant impact on the reputation of an organization; respondents have chosen to agree 2.24 times more likely to the reputation of the organization compared to disagree. By utilizing content marketing organizations attract new customers.

Search engine optimization	0.537354	0.171906	0.0018	1.711472
Pay-per-click advertising	0.222604	0.140743	0.1137	1.249326
SMS marketing	0.487058	0.134275	0.0003	1.627521
Email marketing	0.517795	0.157555	0.0010	1.678323
Video Marketing	0.393507	0.157010	0.0122	1.48217
Content marketing	0.805779	0.209131	0.0001	2.23844

Table 4.2 The ordered Probit model for digital marketing dimensions.

4.3. The effect of digital marketing on the reputation of organization

According to Table 4.3, the results indicate there is a statistically positive and significant impact of digital marketing on the reputation of an organization, as 2.41 times respondents have chosen to agree more likely to the reputation of the organization than disagree. Digital marketing helps organizations to reach customers all over the world and it is cost effective.

Table 4.3 The ordered Probit model for digital marketing

Dimensions	Coefficient	Std-error	P-value	Odd Ratio
Digital Marketing	0.879238	0.209885	<0.0001	2.409063
Log-Likelihood = -94.58411 P-Value=<0.0001 Correctly Predicted = 129 (75.9%)				

4.4 Hypothesis testing results

According to Table 2, all 9 out of 10 hypotheses were accepted, therefore the hypothesis that was accepted determined that There is a statistically positive and significant impact of digital marketing on the reputation of the organization in the hotel sector in Erbil city in the Kurdistan region of Iraq at a significance level of (0.05). Also the other hypothesis regarding the impact of digital marketing dimensions on the reputation of the organization. Social media,

website, search engine marketing, search engine optimization, pay-per-click advertising, SMS marketing, email marketing, video marketing, and content marketing were accepted. Statistically, they each have a significant positive effect at a significance level of (0.05) on the reputation of the organization. However, pay-per-click advertising doesn't have a positive and significant impact on the reputation of an organization at a significance level of (0.05

Table 4.4 Hypothesis Overview

Hypothesis	Description	Accepted/rejected
Hypothesis 1	There is a statistically positive and significant impact of digital marketing on the reputation of organizations in the hotel sector in Erbil city in the Kurdistan region of Iraq at a significance level of (0.05).	Accepted
Hypothesis 2	Social media has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Accepted
Hypothesis 3	The website has a positive and significant impact on the reputation of the organization at a significance level of (0.05).	Accepted
Hypothesis 4	Search engine marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Accepted
Hypothesis 5	Search engine optimization has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Accepted
Hypothesis 6	Pay-per-click advertising has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Rejected
Hypothesis 7	SMS marketing has a positive and significant impact on the reputation of the organization at a significance level of (0.05).	Accepted
Hypothesis 8	Email marketing has a positive and	

	significant impact on the reputation of an organization at a significance level of (0.05).	Accepted
Hypothesis 9	Video marketing media has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Accepted
Hypothesis 10	Content marketing has a positive and significant impact on the reputation of an organization at a significance level of (0.05).	Accepted

5. CONCLUSION

Utilizing the internet and digital means for marketing is known as digital marketing. Nowadays people carry their cell phones with them around the clock. The number of people who use the internet is growing day by day. So digital marketing helps organizations and businesses to reach those people and introduce their products and services to potential customers through it. By utilizing digital marketing, businesses can reach customers all around the world, breaking geographical barriers and also increasing their customer base, making a lasting relationship with them, sending out their offers to customers, answering their questions and understanding customers' worries and desires by analyzing customer feedback.

What makes customers choose a product or service from a company over another one here reputation of the organization plays a crucial role for customers when making that decision. Businesses that have a poor reputation cannot survive in nowadays challenging environment; also organizations will meet difficulties when introducing new products or services. In contrast, when businesses have a good reputation they can enter new markets more easily also when they introduce new products or services they do not meet difficulties because customers see that those products or services are from a business with a

good reputation they make their purchase decision easily and by from it. This research was an effort to analyze the significance of this topic to highlight the role of digital marketing in enhancing the reputation of organizations in the hotel sectors in Erbil. The researcher distributed questionnaires non-randomly to 170 hotel managers in Erbil to achieve the research study's goals. Questionnaires about digital marketing and the reputation of the organization were used to obtain the necessary information. According to the participants, digital marketing plays a significant role in having a good reputation since it helps them reach customers 27/7 and anywhere in the world.

The results according to the research are included as:

Regarding digital marketing dimensions

1. Social media and websites both have a statistically significant relationship with the reputation of organizations in the hotel sector in Erbil City. Social media and websites both have a positive and significant impact on the reputation of organizations in the hotel sector in Erbil City.
2. Search engine marketing and Search engine optimization both have a statistically significant relationship with the reputation of the organization in Erbil city. Search engine marketing and search engine optimization have a positive and significant impact on the reputation of organizations in the hotel sector in Erbil City.
3. There is a statistically significant relationship between pay-per-click advertising and the reputation of organizations in the hotel sector in Erbil city. Pay-per-click advertising does not have an impact on the reputation of organizations in the hotel sector in Erbil City.
4. Both SMS marketing and email marketing have a statistically significant relationship with the reputation of the organization in the hotel sector in Erbil City. SMS marketing and email marketing have a positive and

significant impact on the reputation of organizations in the hotel sector in Erbil City.

5. Both video marketing and content marketing have a statistically significant relationship with the reputation of the organization in the hotel sector in Erbil City. Video marketing and content marketing have a positive and significant effect on the reputation of organizations in the hotel sector in Erbil City.

After all, digital marketing as an independent variable has a statistically significant relationship with the reputation of the organization and has a positive and significant impact on the reputation of the organization in the hotel sector in Erbil City.

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پوخته

نهم توئیزینهوهیه له کاریگهری و پمیهندی دیجیتال مارکیتینگ و رهههندهکانی لهسر ناوبانگی ریکخراوه دهکولینهوه، که توئیزینهوهیهکی شیکارییه لهسر کهرتی هویتیل له شاری هولیر. داتاگان له ریگهی شیوازی چندانیهتی پرسیارنامه کوکراونهتهوه. ۱۷۰ بیریوهیری بهژداریوو له توئیزینهوهکهدا به شیوهیهکی ههرمهکی لهنیو هویتلهکاندا ههلبژیردران و داویان لیکرا پرسیارنامهیهک پربکهنهوه.شیوازیکی ناماری وهسفی بو شیکردنهوهی داتاگان بهکارهینرا. بو شیکردنهوهی داتاگان بهرنامهی (SPSS V26) بهکارهینرا.بو دوزینهوهی پمیهندی نیوان کوکراوهکان نامرازی ناماری (Pearson correlation coefficient) به کارهینرا نامرازی ناماری (Ordered Probit Model) به کارهینرا بو خستنهرووی کاریگهریهکانی دیجیتال مارکیتینگ و رهههندهکانی لهسر ناوبانگی ریکخراوه.

بهگویرهی نهجامهکان، پمیهندییهکی ناماری بهرچاو ههیه لهنیوان دیجیتال مارکیتینگ و رهههندهکانی که بریتین له توره کومه لایهتیهکان، ویبسایت، بهبازارکردنی بزوینهری گهران، باشکردنی بزوینهری گهران، ریکلامی پارهدان بو ههر کلیکیک، بهبازارکردن به SMS، بهبازارکردن به نیمهیل، بهبازارکردنی قیدیوی، بهبازارکردنی ناوهروک لهگهل ناوبانگی ریکخراودا له ناستی ناماری (۰،۰۵).هروههها دیجیتال مارکیتینگ و رهههندهکانی توره کومه لایهتیهکان، ویبسایتیهکان، بهبازارکردنی بزوینهری گهران، باشکردنی بزوینهری گهران، ریکلامی پارهدان بو ههر کلیکیک، بهبازارکردن به SMS، بهبازارکردن به نیمهیل، بهبازارکردن به قیدیو، و بهبازارکردنی ناوهروک- کاریگهریهکی بهرچاویان لهسر ناوبانگی ریکخراوهکه ههیه لهگهل نهوهشدا، دهرکهوت که ریکلامی پارهدان بو ههر کلیکیک کاریگهریهکی بهرچاوی لهسر ناوبانگی ریکخراوهکه نییه.

ویژینهوهکه پیشنیاری نهوه دهکات که ریکخراوهکان پیویستیان به بهکارهینانی دیجیتال مارکیتینگ ههیه بو بهرزکردنهوهی ناوبانگیان، راکیشانی کریار، گهیشتن به کریاران له سهرانسری جیهاندا، هروههها

پهيوه ندييه كي دريژ خايهن له گه لاياندا دروست بكن و سوودي پيشبركيان هبیت له ژینگه ی بازارگانی بهرنگاری ئه مړودا .
و شه سهرمكيه كان: دیجيتال ماركتينگ ، ناوبانگي ريخراو، كهرتي هوټيل ، شاري ههولير

ملخص

تناول هذا البحث دراسة تأثير وعلاقة التسويق الرقمي وأبعاده على سمعة المنظمة وهي دراسة تحليلية على قطاع الفنادق في مدينة اربيل.

تم جمع البيانات من خلال أسلوب الاستبيان الكمي، تم اختيار ١٧٠ مديرًا في الدراسة بشكل عشوائي من بين الفنادق وطلب منهم إكمال استبيان. تم استخدام المنهج الإحصائي الوصفي لتحليل البيانات. تم استخدام برنامج (SPSS V26) لتحليل البيانات. تم إجراء (Pearson correlation coefficient) لإيجاد العلاقة بين المتغيرات وتم استخدام (Ordered Probit Model) لتحديد تأثير التسويق الرقمي وأبعاده على سمعة المنظمة.

وبحسب النتائج فإن هناك علاقة ذات دلالة إحصائية بين التسويق الرقمي وأبعاده (وسائل التواصل الاجتماعي، الموقع الإلكتروني، تسويق محركات البحث، تحسين محركات البحث، إعلانات الدفع لكل نقرة، تسويق الرسائل القصيرة، تسويق البريد الإلكتروني، تسويق الفيديو، تسويق المحتوى) مع سمعة المنظمة عند مستوى دلالة (٠,٠٥). كما أن التسويق الرقمي وأبعاده مثل وسائل التواصل الاجتماعي ومواقع الويب وتسويق محركات البحث وتحسين محركات البحث والإعلان بالدفع لكل نقرة والتسويق عبر الرسائل النصية القصيرة والتسويق عبر البريد الإلكتروني والتسويق عبر الفيديو والتسويق بالمحتوى لها تأثير كبير على سمعة المنظمة. ومع ذلك، فإن الإعلان بالدفع لكل نقرة ليس له تأثير كبير على سمعة المنظمة.

توصي نتائج الدراسة بأن المنظمات بحاجة إلى استخدام التسويق الرقمي لتعزيز سمعتها، وجذب العملاء المحتملين، والوصول إلى العملاء في جميع أنحاء العالم، وكذلك بناء علاقة دائمة معهم، والحصول على ميزة تنافسية في بيئة الأعمال الصعبة اليوم.
الكلمات المفتاحية: التسويق الرقمي، سمعة المنظمة، قطاع الفنادق، مدينة اربيل.