

**THE EFFECTS OF DIGITAL MARKETING ON CUSTOMER LOYALTY  
OF KUJTESA AND IPKO COMPANIES IN PRISHTINA**

PhD. Candidate Adelina Arifi

Chief Executive Director of Dapper Beard,  
PhD candidate in University of Prishtina “Hasan Prishtina”.  
Mobile: +383 44 740 721

Msc. Taulant Arifi

Chief Executive Director of Chop sandwich Club  
Mobile: +383 44 991 738

**Abstract**

Given the fact that we are living in the age of the internet, in a new world of marketing where gaining customer loyalty is the goal of every company, it is seen necessary to do some research on the effects of digital marketing on customer loyalty. In this research, the effect of the change of technological development on the behavior of digital customers has been studied, respectively on the loyalty of these modern customers in the company's Kujtesa and Ipko.

The first part of the paper is a review of various literature by various local and foreign authors, articles, publications and scientific journals related to the effects of digital marketing in reducing attention to services and products. The review and summary from the analyzed literatures have created a strong basis, which has served as a reference point for the continuation in the practical part of the research.

The practical part of the paper contains research in this area that has been done using the survey questionnaire technique where 100 customers of Kujtesa and Ipko companies were surveyed directly while leaving the premises of the respective companies after performing the services.

At the end of the paper, from the data obtained from the survey questionnaires, certain conclusions were reached regarding the goals of the research, where recommendations were made which can serve the companies studied but also other companies that have interest and desire. to be in step with the trend.

**Keywords:** Digital marketing, Customers, Behavior, Loyalty

**Introduction**

Today the consumer has become the main mechanism that helps and ensures the functioning of any enterprise. Studying his behaviors is the key to successful profitability and producing the right products.

In the modern era in which we are living and which is characterized by a dynamic of development in all areas of life, it has been proven that creating customer satisfaction and loyalty is the key to the profit of any enterprise.

Recently we hear very often talk about companies that are using modern technology or companies "oriented towards digital marketing". These companies put the consumer at the center of all their activities. This paper will discuss the study of the effect of digital marketing on customer loyalty and the factors that affect the decision-making process for the purchase of modern digital customers.

Enterprise leaders, regardless of whether they are small or large enterprises, are constantly thinking about finding new ways. In Kosovo, this field is still new, although every day more and more improvements are noticed in the digital marketing sector.

### **Research methodology**

To research and study this problem comprehensively I will use the following research methods:  
Data sources: I will use two types of data sources primary and secondary. In the first part of this paper, data are collected from secondary sources, such as: literature of various authors, various articles and publications in scientific journals. This collected data has served, through the method of description and analysis, to examine and draw conclusions about the effect of digital marketing on customer loyalty.

Research methods: as a research method we will use the historic method and the survey. This method will be used in the second part of the paper where 100 customers of the companies Kujtesa and Ipko were surveyed respectively from 50 of each company.

Data processing is based on the use of various statistical methods such as: analysis methods, descriptive methods - through which the results obtained from the questionnaire questions are described; methods of comparing the results of two different variables with each other; bivariate correlation analysis method - through which the strength that exists between the independent variables with the dependent variable is measured and the multivariate regression analysis method, through which the defined hypotheses have been confirmed or refuted.

I will use tabular, graphic and video presentation methods to present the results.

Research sample: It will be a simple random sample, where the customers of the companies Kujtesa and Ipko will be surveyed, during the exit after they have performed services in the facilities of the respective companies.

Research tools: I will use the survey questionnaire consisting of questions and sub-questions about various aspects that affect customer loyalty.

Contact technique: the direct contact technique will be applied.

Hypotheses: In this study, the hypotheses were defined based on the literature review elaborated below, from which it was possible to determine which variables are related to the effect of

technological development, respectively, to the effects of digital marketing on customer loyalty. companies Kujtesa and Ipko.

The hypotheses are presented as follows:

- H1 - The degree of importance of social networks for consumers.
- H2 - Degree of customer satisfaction with online services.
- H3 - Degree of customer satisfaction with applied prices.
- H4 - The degree of customer satisfaction with the company's interventions.
- H5 - The degree of customer satisfaction with the behavior and care of the company's staff.
- H6 - The degree of customer satisfaction with the professionalism of the staff.
- H7 - Degree of customer satisfaction with the company's services.

For data analysis and processing I will use the Microsoft Excel programs of the Microsoft Office suite, which describe the data obtained from the survey questionnaire, each variable separately as well as the value and interest model as well as the Statistical Package program for Social Sciences (SPSS), through which different tables have been extracted and various statistical tests have been applied, such as the Pearson correlation coefficient, which shows the strength of the relationships between the studied variables, as well as multivariate regression analysis, through whose hypotheses from H1 to H7 have been tested.

### **Literature Review**

According to the American Marketing Association, marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers, as well as managing customer relationships in order to benefit the organization and its stake-holders. (Ph.Kotler and K.L. Keller, 2012). Successful marketing makes the product of the organization preferred by the customer with minimal promotion effort (Nail Reshidi and Bardhyl Ceku 2006).

Digital marketing is the advancement of the organization or brand using one or more of the various digital channels, such as e-mails, cell phones, social networks. This could be a classy birthday greeting sent to the customer's smartphone or a weekly offer including updates and specials.

Digital marketing is the promotion of brands or products through one or more forms of digital media. The increase in the use of mobile phones, applications and other forms of 'new digital media' in the last decade has made digital marketers need to be able to connect with consumers through various devices and digital platforms, including social media. Digital marketing combines the creativity of new ways of technological development to get the message of all marketing fields through data retention techniques, digital engineering and analytics.

Digital marketing refers to promoting a brand, product, service or organization using various digital channels that include social media, smartphones and e-mail. Simply put, digital marketing is the use of different devices.

The advantages of digital marketing are astronomical. Until just a few years ago, the methods of advancing a brand were quite limited. However, since the communication and internet

revolution, the ways companies reach customers have multiplied. First of all, this is a kind of direct marketing, with all the advantages that come with it: personal customer attention, motivation for action and much much more.

The focus of customer relationship management is the customer. The company collects customer information, makes a predictive model of customer behavior, and seeks interaction between customers and company control. The company is also obliged to manage customer expectations because the customer-company relationship is vital, and the purpose of customer relationship management is to understand the relationship from the customer perspective. (Bryan Bergeron 2004).

Customer expectations are growing, this is a phenomenon that has affected all spheres, according to customers customer relationship management is about good customer service. (Bryan Bergeron 2004).

In its simplest terms, e-customer relationship management is the connection of customers to the WEB: However, e-customer relationship management also includes the use of e-mail and e-commerce. The web is very convenient for strengthening relationships and facilitating customer relationship management, for collecting data directly from customers and automatically storing them based on data that can be searched and analyzed.

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Moreover, when a consumer spends time with a brand and information processes, positive responses affect: (emotions, feelings, mood, satisfaction) related to the brand in the mind of the consumer (Dick and Basu 1994). In the literature this information processing is also described as cognitive loyalty, a stage where brand information at the performance level leads to a dominant loyalty or loyalty. (Oliver 1999). Then, if the customer is satisfied, affective effects begin to build up. The perceived value of brand communication is about engagement, and both of these are about customer loyalty. This is a consistency that shows that engagement mediates.

Also, the internet can have many effects on creating and emotional commitment, an example is the virtual hotel like Habbo Hotel ([www.habbohotel.com](http://www.habbohotel.com)). Habbo Hotel is a virtual hotel where you can hang out with your friends or meet new people: walk, dance, eat, drink, there are cafes, restaurants, swimming pools and rooms. You can even decorate and arrange your room as you wish.

It has been argued that communication rather than persuasion is the foundation of customer-centric marketing efforts (Duncan and Moriarty 1998).

In general, these results say that the content of brand communication should be tailored to different segments of customers in order to further increase customer loyalty. If you are not a

person who enjoys technology, of course Digital Marketing. will associate you with something like that, but digital marketing has nothing to do with technology but with people and at this point is very similar to traditional marketing. (Ryan and Calvin Jones 2009) Technology only helps to provide different connections to people.

Digital marketing is not about understanding technology on a core basis, but about understanding people, how they are using that technology, and how you can engage more effectively. But of course, you need to know how to use the internet as the tools you have at your disposal, but understanding people is the real key to achieving the maximum potential of digital marketing. (Ryan and Calvin Jones 2009).

Based on research by the Neilsoen organization, the Internet has played an important role in influencing consumers who are interested in new products in different categories. (Alan Charlestöorth 2014) digital as a new light, new opportunity. Accepting digital marketing is essential if we want to send the message through digital channels to the ears and hearts of consumers. (Eric Greenberg and Alexander Kate 2013).

"I do not know you and you do not know me."

Perceived anonymity is another feature on the internet that can have a profound effect on consumer behavior. Anonymity frees consumers from the social shackles associated with the real world; on the Internet they are free to do and say whatever they want without paying attention to social justice which in turn would greatly affect real life. (Ryan and Calvin Jones 2009)

All social media platforms contain "Profiles" of the respective pages. An effective profile is vital because people make quick profile judgments. The purpose of a social media profile is to persuade people to pay attention to our social activities.

People do not study profiles on social networks they look at them for a few seconds and decide whether to stay in that profile or not. (Guy Kawasaki and Peg Fitzpatrick 2014).

The profile should give the impression that you are desirable, reliable and capable. Social networks help us start, build and maintain connections with people from all over the world, but getting to know them personally will strengthen the connection even more. For this reason it is pleasing to attend various conferences from around the world. Twitter, Google+ and other social networks have small groups within them of people who post photos with people they have met through social media. The best ways to increase the number of followers is: distributing good things and using new platforms. (Guy Kawasaki and Peg Fitzpatrick 2014).

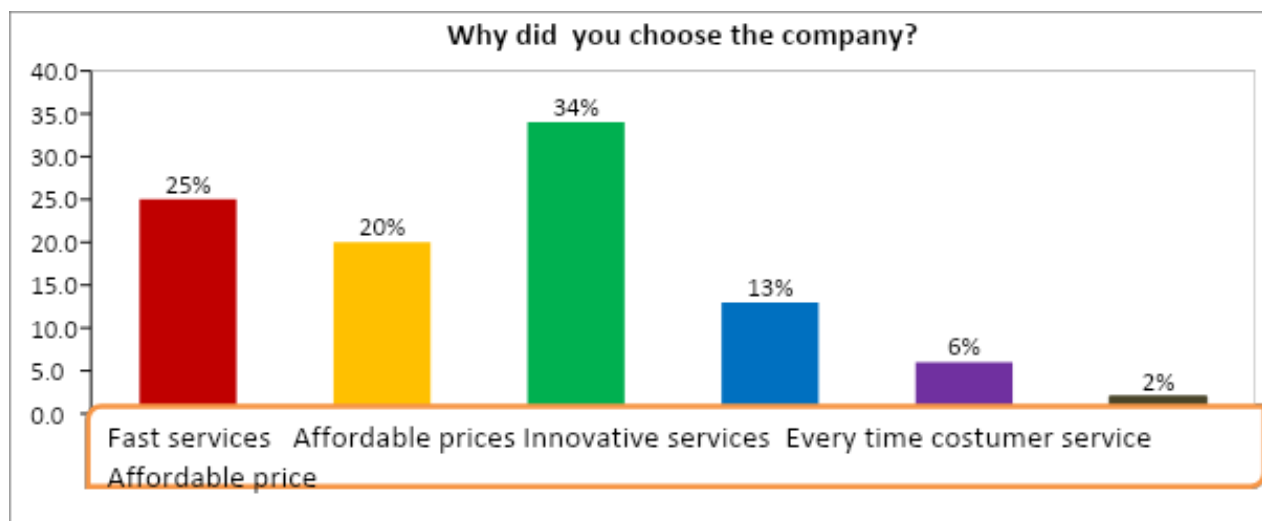
When digital marketing and advertising started in the 90s their main goal was to deliver the right message, the right people at the right time. Now it is much more complicated due to the great technological advances and new devices that appear on the market every day and enable internet access from anywhere. (Chuck Hemann and Ken Burbury 2013).

**Results from the research**

In this paper, a practical research was conducted through the survey questionnaire technique directly, where the customers of the companies Kujtesa and Ipko were surveyed during the exit, respectively after the customer has performed the services.

I surveyed 50 customers of each company, in order to achieve significant results on the effects of digital marketing on customer loyalty.

To see and analyze the answers received from the respondents, who were part of the analysis and study of this paper, we are presenting and interpreting the results as follows. In the following, are presented the answers received from 100 respondents regarding the question of first.

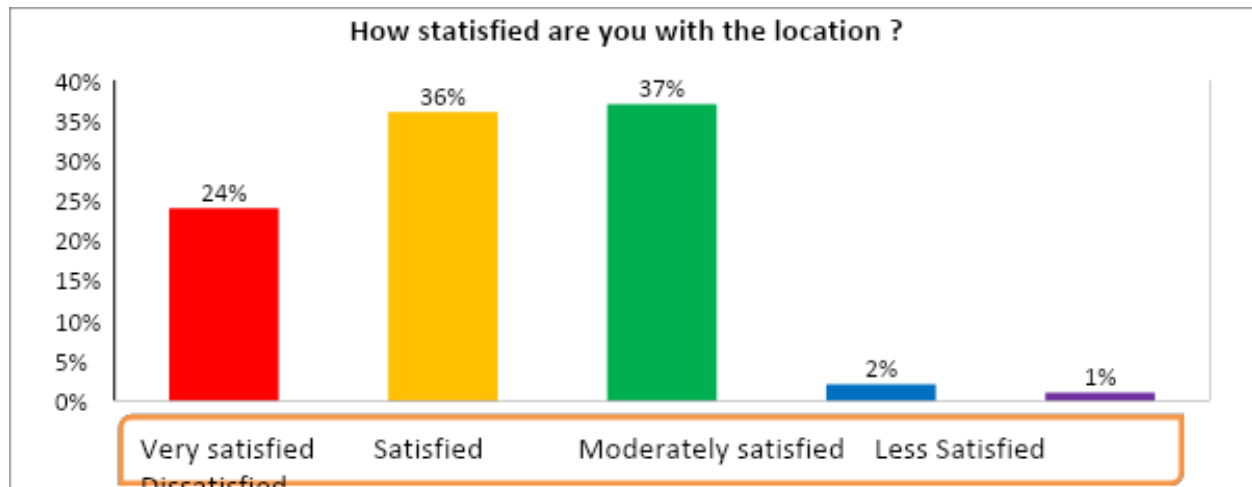


Graph 1. Answer to the question - Why did you choose the company Kujtesa/Ipko

In this question initially the options were only 4, consumers were able to choose between alternatives: a) Fast services, b) Affordable prices, c) Innovative services and d) Every time in customer service but some of the respondents have more than one answer and from the combination two other alternatives are created:

Fast services and affordable prices and Affordable prices and innovative services, from the options that the customers of the companies had, 25% of them have chosen the company because of the fast services, 20% have chosen the company for the affordable prices they have, the most Most of the respondents chose the companies Kujtesa and Ipko because of the innovative services where 34% of the respondents gave this answer, 13% chose to be in customer service every time, 6% because they have fast services and prices to affordable and 2% for affordable prices and innovative services.

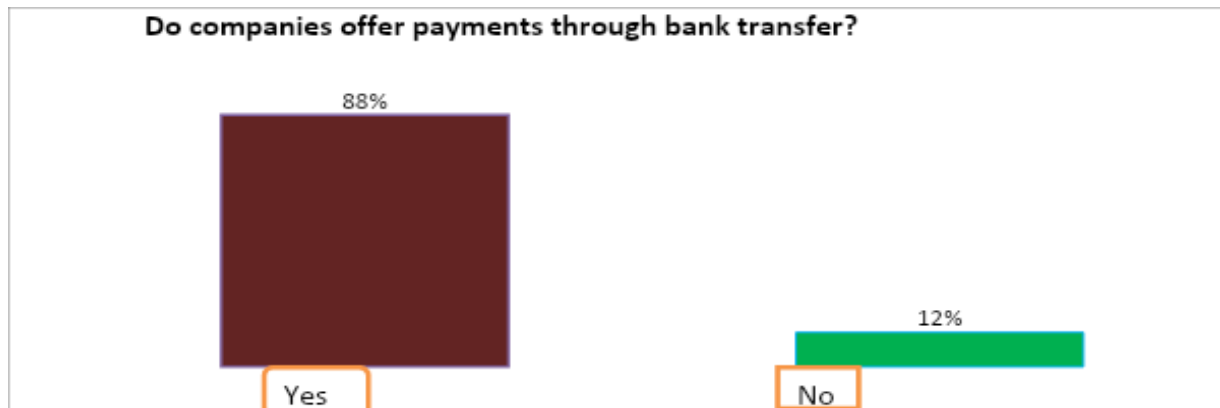
In the continuation of the questionnaire is to understand how satisfied the customers are with the locations of the companies, in the following the graph will present the data from the answers received.



Graph 2. Answer to the question - How satisfied are you with the location?

The results shown in the graph above show that of the respondents 37% of them are moderately satisfied with the location of the company, 36% are satisfied, 24% of them very satisfied and a little satisfied only 2% while we have only 1% of the respondents, who are not at all satisfied with the location of the company, the results show that the companies are well positioned in the market, satisfying the needs of the majority of their customers.

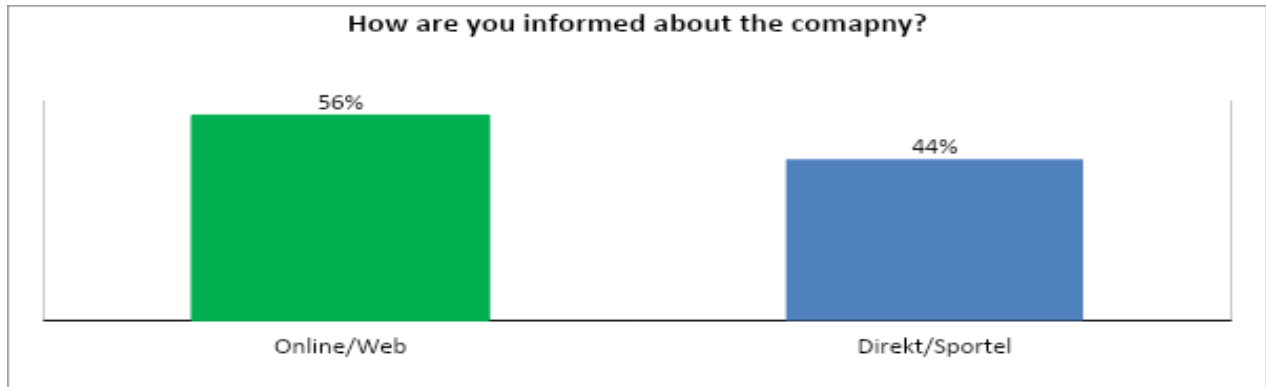
The tenth question is about whether companies offer payments through bank transfers, the alternatives were YES / NO, the following graph shows the answers to this question.



Graph 3. Answer to the question - Do companies offer payments through banks.

To this question answered that YES, companies offer payments through bank transfers are 88%, while 12% of respondents answered NO, the company in which they are customers do not offer payments through bank transfers.

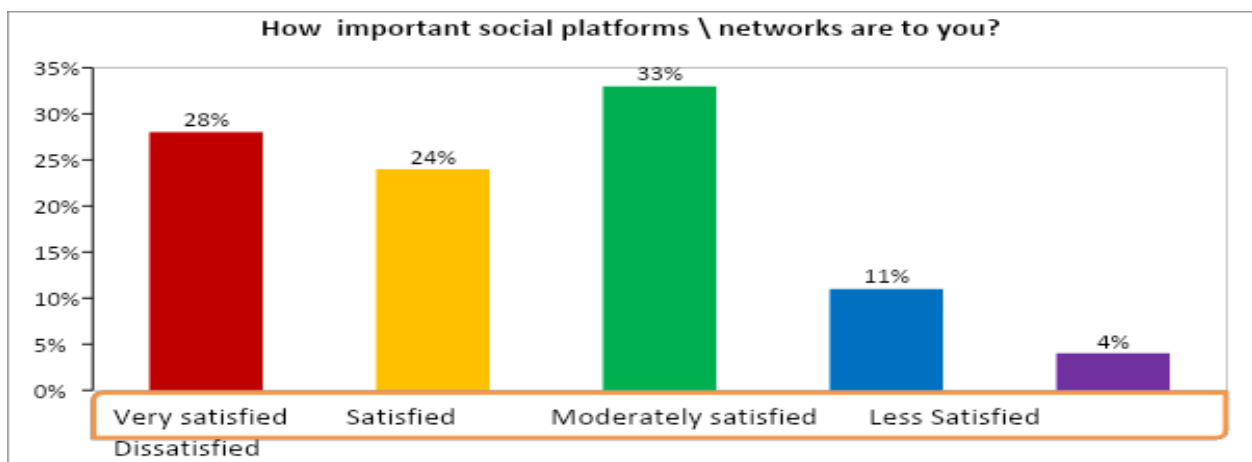
In the twelfth question how are you informed about the services of the company we have received these answers presented in the graph below.



Graph 4. Answer to the question - How are you informed about the company

Respondents to this question answered by choosing one of the two Online alternatives through the Company Website and Directly at the counter, and 56% of them turned out to be informed about the online company via the Web and 44% Directly at the counter, the reason why still so high is the percentage that are informed about the company directly at the counter is that most of the customers of the companies make payments in the premises of the respective companies and use the opportunity to be informed about the new services.

The following question is about how important online platforms/social networks are, a weighty question for this paper as the main purpose of the research is to understand how much effect digital marketing has on customer loyalty and of course It is understandable that digital marketing is enabled through online platforms and social networks, below are the results from this question.



Graph 5. Answer the question - How important are social networking platforms for you

Question fourteen has been provocative and psychic, perhaps for various reasons, some of the reasons that has fluctuated the graph has been not to show dependence on the Internet / social networks have lowered their rating in assessing the importance of social networks for consumers surveyed having the highest percentage of the option "moderately important" with 33%, that social networks are very important to them were answered 28%, important assessed the work of



platforms and social networks 24%, not very important or less important 11% and that are not at all important to them social networks 4% of respondents gave this answer.

In the next question the respondents were asked how satisfied they are with the online services of the companies and the results are presented in the graph below.



Graph 6. Answer the question - How satisfied are you with the online services

The results shown in the graph show that 25% of respondents are very satisfied with the online services of companies, 30% of them are satisfied while the highest percentage is the category of respondents who are moderately satisfied with online services with 33%, less satisfied are 10% and not at all satisfied are 2% of respondents, this percentage shows that in both companies there is still room to improve to achieve a higher percentage of highly satisfied customers and satisfied.

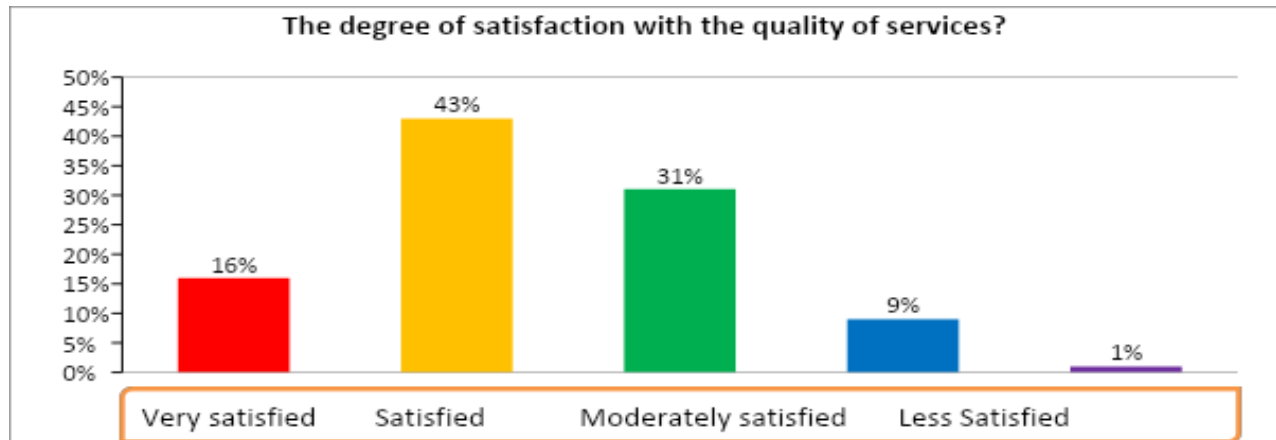
The nineteenth question, how professional do you think the staff is, has given these results presented in the following graph.



Graph 7. Answer the question - How professional do you think the staff is?

From the graph we understand that 21% of respondents think that the staff is very professional, 36% think that it is professional percentage this very satisfactory followed by 37% of respondents who think that they are moderately professional, that they are not very professional or that they are less professional answered 6% of respondents.

Question twenty-one how satisfied are you with the quality of services, the answers of the respondents are presented in the graph below



Graph 8. Answer to the question - How satisfied are you with the quality of services

The data in the graph show that 16% of respondents are very satisfied with the quality of services, 43% satisfied, 31% of respondents said they are moderately satisfied with the quality of services, 9% of respondents stated that are slightly dissatisfied with the quality of services and 1% stated that they are not at all satisfied with the quality of services. According to these results, the percentage of customers dissatisfied with the quality of services should be taken into account and their needs met as soon as possible.

The next question is a sub-question of question 22, this question was asked only to the respondents who in the previous question chose the answer "YES". Question 22a is about whether the company allows them to share their information on social networks, do they share it. The following graph presents the results obtained from this sub-question. The results shown in the graph show that 73%, although they have the opportunity to share, do not share information about the company on social networks, while 27% of respondents stated that they share company information on their social networks.

### Correlation between variables

Bivariate correlation analysis (between two variables) is commonly used to show the direction, nature and significance of the bivariate ratios of the studied variables (Rahman, 2013). In the following table, based on the analysis of bivariate correlation, the Pearson correlation coefficient is calculated from the studied variables, where of them are: independent variables such as: 1) the degree of importance of social networks for consumers; 2) the degree of customer satisfaction with online services; 3) the degree of customer satisfaction with the prices applied; 4) the degree of customer satisfaction with the company's interventions; 5) the degree of customer satisfaction

with the behavior and care of the company's staff; 6) the degree of customer satisfaction with the professionalism of the company staff, and 7) the degree of customer satisfaction with the quality of the company's services; and the dependent variable relating to the choice of company made by consumers.

In the correlation table, we will see a value for the Pearson coefficient  $r$ , a value of the Sig significance level. (2-tailed) as well as a number (N) of cases that have been used in correlation. Since we have used the Parson coefficient of correlation we will have it in every section of the table.

a. Pearson correlation coefficient - shows numbers that measure the strength and direction of the linear relationship between two variables. The correlation coefficient can range from -1 to +1, with -1 indicating a perfect negative correlation, +1 indicating a perfect positive correlation, and 0 indicating that there is no correlation between the variables. (A self-related variable will always have a correlation coefficient of 1.)

-When the Pearson coefficient "r" of the correlation is close to 1

The following table comments on the results from the correlations between the variables. The correlation coefficient between the degree of importance of social networks for consumers and the degree of customer satisfaction with online services by the company shows that there is a strong positive significant correlation with a correlation coefficient  $r = .678$  at the significance level  $p < 0.00$ . The correlation coefficient between the degree of importance of social networks for consumers and the degree of customer satisfaction with the applied prices represents a weak positive significant correlation with a correlation coefficient  $r = .392$  at the level  $p < 0.00$ . The correlation coefficient between the degree of importance of social networks and the degree of customer satisfaction with the company interventions  $r = .071$  shows that there is a very weak positive correlation between the variables, but also their relationship is not significant because the value of significance is greater than  $p < 0.05$  i.e. is  $p < .480$ . The correlation coefficient between the degree of importance of social networks and the degree of customer satisfaction with the behavior and care of the company staff shows that there is a weak positive correlation with the correlation coefficient  $r = .221$  at the significance level  $p < 0.027$

		the degree of importance of social networks to consumers	the degree of customer satisfaction with online services	the degree of customer satisfaction with the prices applied	the degree of customer satisfaction with company interventions	the degree of customer satisfaction on with the behavior and care of the company staff	the degree of customer satisfaction with the professionalism of the company staff	the degree of customer satisfaction with the quality of the company's services	The company you have chosen
the degree of importance of social networks to consumers	Pearson Correlation N=100	1							
the degree of customer satisfaction with online services	Pearson Correlation Sig. (2-tailed) N=100	.678	1						
the degree of customer satisfaction with the prices applied	Pearson Correlation Sig. (2-tailed) N=100	.392	.460	1					
the degree of customer satisfaction with company interventions	Pearson Correlation Sig. (2-tailed) N=100	.071	.338	.281	1				
the degree of customer satisfaction on with the behavior and care of the company staff	Pearson Correlation Sig. (2-tailed) N=100	.221	.284	.197	.230	1			

the degree of customer satisfaction with the quality of the company's services	Pearson Correlation	.146	.369	.111	.455	.498	1		
	Sig. (2-tailed)	.148	.000	.271	.000	.000			
	N	100	100	100	100	100	100		
the degree of customer satisfaction with the quality of the company's services	Pearson Correlation	.321	.427	.196	.410	.511	.561	1	
	Sig. (2-tailed)	.001	.000	.051	.000	.000	.000		
	N	100	100	100	100	100	100	100	
The company you have chosen	Pearson Correlation	.259	.117	.542	-.077	-.062	-.279	-.090	1
	Sig. (2-tailed)	.009	.245	.000	.444	.541	.005	.373	
	N	100	100	100	100	100	100	100	100

Table 9. Correlation between variables

The correlation coefficient  $r = .146$  shows a weak positive correlation between the degree of importance of social networks and the degree of customer satisfaction with the professionalism of the company staff, as well as the value of the significance is greater than  $p < 0.05$ , it is  $p < 0.148$  which means that the relationship between these two variables is not significant, significant or significant. The correlation coefficient between the degree of importance of social networks and the degree of customer satisfaction with the quality of the company's services represents a weak positive correlation between the variables with correlation coefficient  $r = .321$  at the level  $p < 0.001$ . Whereas, the correlation coefficient between the degree of importance of social networks for consumers and the company they have chosen shows that there is a weak positive correlation between the variables with correlation coefficient  $r = .259$  at the significance level  $p < 0.009$ . These results show that the significance scale variable does not have any strong correlation with other variables, except with the variable related to the degree of customer satisfaction with online services.

The correlation between the degree of customer satisfaction and online services and the degree of customer satisfaction with the applied prices shows a positive average correlation between the variables with correlation coefficient  $r = .460$  at the level of  $p < 0.00$ . The degree of customer satisfaction with the company interventions represents an average correlation to the weak with a coefficient  $r = .338$  at the level of significance  $p < 0.001$ . The correlation coefficient  $r = .284$  at the level of  $p < 0.004$  represents a weak positive relationship between of customer satisfaction

rate with online services and customer satisfaction rate with behavior and care of company staff. Correlation coefficient  $r = .369$  between customer satisfaction rate with online services and customer satisfaction rate with satisfaction rate of customers with the professionalism of the company staff without a moderate to weak correlation between variables at the level  $p < 0.00$ . The correlation coefficient  $r = .427$  at the significance level  $p < 0.00$  shows an average correlation between the variables of the degree of customer satisfaction with online services and the degree of customer satisfaction with the quality of the company's services. While the correlation coefficient between the degree of customer satisfaction with online services and the company they have chosen, shows that there is a weak positive correlation with coefficient  $r = .117$  at the significance level  $p < 0.245$  which means that these variables are not significant among themselves because the value of the significance is greater than 0.05.

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The correlation coefficient between the degree of customer satisfaction with the applied prices and the degree of customer satisfaction with the company interventions, presents a weak positive correlation with a correlation coefficient  $r = .281$  at the level  $p < 0.00$ . The correlation coefficient between the degree of customer satisfaction with the applied prices and the degree of customer satisfaction with the behavior and care of the company staff represents a weak positive correlation with a correlation coefficient  $r = .197$  at the level of significance  $p < 0.50$  which is at its limits we can conclude that there is a statistically significant correlation between the two variables. The correlation coefficient  $r = .111$  indicates that there is a weak positive correlation between the degree of customer satisfaction with the prices applied and the degree of satisfaction of customers with the professionalism of the company staff at the level of  $p < 0.271$  which means that these two variables are not significant. The correlation coefficient  $r = .196$  between the degree of customer satisfaction with the applied prices and the degree of customer satisfaction with the quality of the company's services represents a weak positive correlation at the level of  $p < 0.51$  which indicates that their relationship is not significant for due to value greater than  $p < 0.05$  of the significance. While the correlation coefficient between the degree of customer satisfaction with the applied prices and the company they have chosen shows that there is a positive average correlation with coefficient  $r = .542$  at the level of  $p < 0.00$ , a result that shows if

the prices applied by companies increase and can influence consumers not to choose that company.

The correlation coefficient between the degree of customer satisfaction with the behavior and care of the company's staff and the degree of customer satisfaction with the professionalism of the staff, shows that there is a positive average correlation between the two variables with correlation coefficient  $r = .498$  at the level  $p < 0.00$ . The correlation coefficient between the degree of customer satisfaction with the behavior and care of the company staff and the degree of customer satisfaction with the quality of the company's services also shows that there is a positive average correlation with coefficient  $r = .511$  at the level  $p < 0.00$ . Whereas, the coefficient  $r = -.062$  shows that there is a very weak negative correlation between the degree of customer satisfaction with the behavior and care of the company and company staff who have chosen at the level of reliability  $p < 0.541$  which indicates that these variables do not have significant relationship between them because the value of the significance is greater than  $p < 0.05$ .

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<0.51 which indicates that their relationship is not significant for due to value greater than  $p < 0.05$  of the significance. While the correlation coefficient between the degree of customer satisfaction with the applied prices and the company they have chosen shows that there is a positive average correlation with coefficient  $r = .542$  at the level of  $p < 0.00$ , a result that shows if the prices applied by companies increase and can influence consumers not to choose that company.

The correlation coefficient between the degree of customer satisfaction with the professionalism of the staff and the degree of customer satisfaction with the quality of the company's services shows that there is a positive average correlation between these variables with correlation coefficient  $r = .561$  at the level  $p < 0.00$ . Whereas, the correlation between the degree of customer satisfaction with the professionalism of the company staff and the company they have chosen shows that there is a weak negative correlation with coefficient  $r = -.279$  at the significance level  $p < 0.005$ , a result that shows that companies are affected by the degree of customer satisfaction with the professionalism of their staff.

And lastly, the correlation coefficient between the degree of customer satisfaction with the quality of services and the company they have chosen shows that there is a very weak negative correlation with a correlation coefficient  $r = -0.090$  but since the significance value is  $p < 0.373$  shows that these two variables do not have a significant relationship with each other because as mentioned above for there to be a significant correlation between the variables, the value of the significance must be less than  $0.05 - p < 0.05$ .

**Multivariable Regression Analysis**

The following is a multivariate regression analysis.

**Model Summary**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 <sup>a</sup>	.434	.391	.39221

- a. Predictors: (Constant), How satisfied are you with the company's services, How satisfied are you with the prices applied, How satisfied are you with the company interventions, How important are social networks to you, How polite and caring How professional do you think the staff is? How satisfied are you with the online services?

Table 9.1. Multivariate regression analysis

R, squared, represents the percentage of the dependent variable that can be explained by the independent variables - is the coefficient of determination or coefficient of determination  $R^2 = .434$ , indicates that the independent variables "x" can interpret 43.4% of the variability in the variable e dependent y, which in this case is the choice of the type of company by the customers.

Adjusted R Square adjusts the value of  $R^2$  when the sample size is small, because an estimate of  $R^2$  is obtained when the sample size tends to be higher than the actual  $R^2$ . According to the "rule



of thumb" - the rule of thumb or acceptance is reported to adjust R2, when it differs substantially from R2 (Green & Salkind, 2010). In this analysis the difference is small Adjusted R2 = .391 therefore can report R2. And the standard error calculated is 0.39221.

The following table presents the statistical test table of the analysis of variance known as ANOVA

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.847	7	1.550	10.074	.000 <sup>b</sup>
1 Residual	14.153	92	.154		
Total	25.000	99			

Regression, Residual, and Total are the categories we will examine  
Sum of Squares links to three sources of the variable Total, Model and Residual. The variance of Total is divided into variance that can be explained by independent regression variables and variables that are not explained by independent Residual variables.

df (degree of freedom) - these are the degrees of freedom associated with the sources of variance. The total variance is N-1 of the degree of freedom. The degrees of freedom regression correspond to the number of coefficients estimated minus 1. Thus out of 8 coefficients, the model has 8-1 = 7 degrees of freedom. total DF minus model DF, 99 - 7 = 92.

Mean Square - these are Sum of Squares divided by their respective DFs: 10.847 / 7 = 1.550, 14.153 / 92 = .154

F and Sig. - This is F statistic and p value associated with it. F-statistic is Mean Square (Regression) divided by Mean Square (Residual):  $F = 1.550 / .154 = 10.074$ . And p is 0  $p < 0.00$ .

The data that emerged as a result of the SPSS table labeled as ANOVA gives the results of a test of significance of R and R2 using F-statistics. In this analysis, the p value is below .05 ( $p < 0.00$ ). Therefore, we can conclude that R and R2 are statistically significant (all independent variables x have significant relationships with the dependent variable y). The following table presents the testing of independent variables to determine if there is statistical significance between the variables. The table also presents the results of the t-test, which enables us to confirm or refute the hypotheses from H1 to H7.

Coefficients<sup>a</sup>

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.087	.255		4.261	.000
The importance of social networks	.075	.050	.169	1.494	.139
Satisfaction with ON services	-.066	.060	-.135	-1.100	.274
Satisfaction with ON prices	.294	.045	.597	6.481	.000
Satisfaction with interventions	-.039	.046	-.081	-.847	.399
Satisfaction with staff behavior	-.014	.060	-.022	-.230	.818
Satisfaction with prof. STAFF	-.155	.062	-.267	-2.490	.015
Satisfaction with quality	-.005	.060	-.009	-.083	.934

a. Dependent Variable: The company that consumers have chosen

Table 9.2. Statistical significance of independent variables.

B - These are the values for the regression equation to predict the impact of the dependent variables on the independent variable. The regression equation is presented in this way

$$Y = b_0 + b_1 * x_1 + b_2 * x_2 + b_3 * x_3 + b_4 * x_4 + b_5 * x_5 + b_6 * x_6 + b_7 * x_7.$$

**Beta β** - These are standardized coefficients. These are standardized coefficients of all regression variables, including the dependent variable and all independent variables. We will also notice that the beta coefficients that are larger are associated with the largest t-values and the lowest p-values.

**t and Sig.** - These are the t-statistics and their p-values that test whether the given coefficient is significant. The significance is between the alpha rating level from 0 to 0.05.

Based on the results from the table above, we can see that Hypothesis H1: "The degree of importance of social networks has an impact on the choice of the company by consumers", is rejected, because the value of significance required by the standard is less than  $p < 0.05$ , while in our case, it is seen that the value of the significance of the variable related to the degree of importance of social networks for consumers is  $p = 0.139$ .

H2 - "The degree of satisfaction with online services has an impact on the choice of the company by customers" is also rejected because the value of the significance is  $p = .274$  so outside the required standard  $p < 0.05$ .

H3 - "The degree of satisfaction with the applied prices has an impact on the choice of the company by the customer" and this is true. The value of the significance coefficient  $p < 0.00$  corresponds to the required standard  $p < 0.05$  and the value of the Beta coefficient is  $\beta = .592$  indicates that there is a strong average ratio between these two variables.

H4 - "The degree of satisfaction with company interventions does not affect the choice of company type by customers" so this hypothesis is rejected because the coefficient of significance for the independent variable is  $p = .399$ , greater than  $p < 0.05$ . Hypothesis H5 - "The degree of customer satisfaction with the behavior and care of the company's staff, affects the choice of company type" is rejected because the value of the significance  $p$  is out of standard, it is  $p = .818$ .

Sixth Hypothesis H6 - "The degree of satisfaction with the professionalism of the company's staff by customers has an inverse impact on the choice of the type of company by customers" this hypothesis is confirmed because the value of the significance is within the required standard  $p < 0.05$ , so it is  $.015$  while the value of the Beta coefficient is  $\beta = -.267$ . The negative value coefficient of  $\beta$  indicates that there is an inverse ratio between the variables. And the last hypothesis, the seventh hypothesis H7 - "Customer satisfaction rate in relation to the company's services" turns out to be a hypothesis that should be thrown because the coefficient of significance is much higher than the required standard  $p = .934$  of which to be verified should be within the limit of  $p < 0.05$ .

Based on the significance level data corresponding to the t-test, we can see that only the independent variable related to the degree of customer satisfaction with service prices and the degree of customer satisfaction with staff professionalism, are statistically significant ( $p = 0.000$  and  $p = 0.015$ ), so the significance values were smaller than  $p < 0.05$ . Whereas, all other independent variables analyzed in the table above, are not statistically significant, because their significance values have been greater than the required standard  $p < 0.05$ .

## **Conclusions and recommendations**

### **a. Theoretical conclusions**

Based on findings, the obtained results from the survey consumers of companies *Kujtesa* and *Ipko* in Prishtina but also by literature review have concluded that the companies studied, but also other companies operating in this area if they want to survive in this super dynamic market with ruthless competition, must meet faster than their competition desires and needs of consumers in order to benefit customers loyal and considering the rapid development of technological, staying as close to these needs and desires of consumers is possible only through digital marketing.

Two decades ago, you would public something in a newspaper and so everyone is informed, but those times are past now. In the Internet era, the new world of marketing, consumers are bombarded by advertisements and various information, as pointed out in the literature now whether the product or service of a company does not satisfy customer expectations, the entire world will hear about it within a minute, this is easier choice for consumers who are in a

dilemma between products but also helps companies to improve their products and services by understanding the weaknesses quickly. Therefore, as the *Kujtesa* company also *Ipko* company should encourage their customers to leave feedback after using the services they provide if they want to spread their network beyond because of the survey results is seen as a pretty high percentage of customer that remark about the service but do not complain because it often happens to get ignored and their complaints are not taken into account.

Consumer behavior is different from one to the other customers in the literature was reviewed costumers loyalty. There are still customers who are blindly loyal to the brand that give you the impression that they are isolated from the world by selecting a product or service of company without evaluating other alternatives, but their number is constantly decreasing, because effect of digital marketing led to the concentration of attention of consumers to be much shorter. These changes of modern customers indicate that companies need to develop and to disclose customer creative programs and seductive applications that would keep customers constantly informed about companies without having to go to the counters to be informed by facilitating the work for yourself and saving customers time. This creates warmer relations with existing customers and create greater opportunities to benefit new customers.

#### **b. conclusions in practice**

Based on the results of analyzes and statistical tests applied in this research, has been proved that technological development has led consumers of companies *Kujtesa* and *Ipko* understand more easily about the newest in the company, so companies need to provide more innovative services and faster services, *Kujtesa* company must invest in faster services in the future and *Ipko* company should invest in creating more innovative services, that based on the responses received from the question eight of survey questionnaire.

Also from the obtained results in the correlation table has been observed that there is no statistical significant relationship or significant link between the degree of consumer satisfaction with online services, the degree of consumer satisfaction with the intervention of the company, the degree of satisfaction with customer behavior and care company staff and level of customer satisfaction with the quality of services of the company and the customer decision for the selection of *Kujtesa* or *Ipko* company. This can be derived as a result that the two companies have almost the same online services, which apply almost the same techniques and tools for intervention, the same category of professionalism of their staff that reflects the attitude towards the customer, also the same degree of service quality in the Prishtina region.

From the results of the regression analysis is confirmed H3 respectively hypothesis that the relationship between the impact of the applied price and the choice of the company have significant relationship. This shows that if companies apply increase prices, it can affect consumers not to choose that company. As the main extraneous reasons may be the fact that digital marketing offers easy access to the information through internet informing so consumers for alternative bids and so they become very sensitive to price. While it is established that the relationship between the importance of social networks and the choice of the company is not significant relationship. Reasons may be the notorious trend of dependence on technological devices such as smart phones and other smart devices that made people hesitate telling the truth

,thing that led on lower percentage of answers than how important social networks really are for consumers but also the reason can be responses received from the question fourteen of questionnaire "How do you get informed about companies' with alternatives "online / Web" and "Directly / On Counters shows that 44% of respondents get informed Directly on counters when they go to facilities of companies to perform different services.

So, based on the statistical results we can arrive at a conclusion recently that customers now can make different choices thanks to digital marketing which enables through smart devices that consumers carry with them wherever they go. Therefore, given the tremendous flow of information customers are surrounded with, companies need to be vigilant, to monitor market developments for keeping digital customers connected and make them loyal to their services and offerings in general.

### **c. recommendations**

At the end of research paper I saw it reasonable that based on the results obtained from research with consumers of *Kujtesa* and *Ipko* companies in Prishtina, to give the following recommendations for companies:

- To increase awareness of the fact that rapid technological development has affected the loyalty of customers who are continually informed. Companies must be vigilant and must explore the market continuously, creating lucrative offers to consumers, as noted above to increase the loyalty of existing customers, *Kujtesa* company needs to improve faster services, while *Ipko* company must create more innovative services and services with lower prices. To have in mind that it is harder to keep an existing customer than to win a new one.
- To pay more attention to factors that affect customer loyalty considering the fact that in the Internet era everybody flirt with extremely sensitive customers, and attention to products or services is much shorter. The specific recommendation is to never forget that the "customer is king", and based on this principle I believe to overcome all the challenges of the new world of marketing.
- To try to bid at reasonable prices, acceptable prices for their customers because of the results of the analysis of the variables was observed that the price is one of the factors that has contributed the most to selection of the company, despite the fact that families of respondents have incomes above the average should adapt to Kosovars` mentality who have pretty pronounced fear of poverty or a great desire to ensure future generations, by improving so the culture and organizational structure in order to managing customers loyalty.
- To depend on the creative ideas within digital marketing, to create differentiated services from the competition to keep at the expectations of modern customers, attention of which can hold back only if constantly surprise them with quality services, creative and innovative because it was noticed similarities between the companies, in order to improve the company's reputation.

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