



The impact of social networking sites (Facebook as an example) on the golden square of marketing

Study of the opinions of a sample of clients of the Anwar Al-Sabah tourism agency

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Abstract:

This article aims to shed light on the important role that Facebook, as one of the most prominent social media platforms, plays in influencing marketing strategies for both institutions and consumers. It also examines its impact on the four elements of the marketing golden square, which include: positioning, brand image, satisfaction, and loyalty. By strengthening relationships and building a positive image in the minds of customers, it increases their levels of loyalty and satisfaction. The study gathered opinions from a sample of customers of the "Anwar Al-Sabah" tourism agency. To achieve the objectives of the study, a questionnaire consisting of 35 questions was designed, and the SPSS program was used to apply a range of statistical methods. The study reached several key findings, the most important of which is the statistically significant impact of Facebook on all components of the marketing golden square.

Keywords: Facebook, marketing golden square, positioning, brand image, satisfaction, loyalty.

JEL Classification Codes: L86, M31, D12.

Résumé:

Cet article vise à mettre en lumière le rôle important que joue Facebook, en tant que l'une des plateformes de médias sociaux les plus en vue, dans l'influence des stratégies marketing pour les institutions et les consommateurs. Il examine également son impact sur les quatre éléments du carré d'or du marketing, qui incluent : le positionnement, l'image de marque, la satisfaction et la fidélité. En renforçant les relations et en construisant une image positive dans l'esprit des clients, il augmente leur niveau de fidélité et de satisfaction. L'étude a recueilli les avis d'un échantillon de clients de l'agence de tourisme "Anwar Al-Sabah". Pour atteindre les objectifs de l'étude, un questionnaire composé de 35 questions a été conçu, et le programme SPSS a été utilisé pour appliquer une gamme de méthodes statistiques. L'étude a abouti à plusieurs conclusions clés, dont la plus importante est l'impact statistiquement significatif de Facebook sur tous les composants du carré d'or du marketing.

Mots-clés : Facebook, carré d'or du marketing, positionnement, image de marque, satisfaction, fidélité.

Codes de classification JEL : L86, M31, D12.

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1-Introduction :

The modern era is marked by rapid and continuous advancements in communication technologies and social media, which have become indispensable tools in our daily lives. These digital platforms significantly influence various aspects of life, including marketing, brand image building, and enhancing customer loyalty and satisfaction.

This influence is not limited to simply being present and interacting on social media platforms; it also extends to shaping the marketing golden square, a concept that encompasses positioning, brand image, loyalty, and customer satisfaction. When used effectively, social media platforms, including Facebook, can enhance a brand's standing in the minds of the audience and facilitate more effective interaction with customers. With their ability to quickly and easily disseminate content, social media offers businesses a unique opportunity to engage with customers and better understand their needs and interests, thus helping to build and strengthen loyalty and satisfaction.

As social media continues to evolve and new marketing tools emerge, such as those on Facebook, it is crucial for businesses to capitalize on these opportunities to achieve their marketing objectives and improve communication with their audiences. Companies must therefore study and understand the impact of social media on the marketing golden square and use it creatively and effectively. By analyzing data and tracking interactions on social media platforms, businesses can make informed decisions to attract their target audience, enhance their positive image, and increase engagement and understanding with customers.

This leads us to the main question this paper seeks to answer:

How do social media platforms, specifically Facebook, influence the marketing golden square?

To clarify the problem further, the following sub-questions are raised:

Does Facebook affect the brand image and positioning of the "Anwar Al-Sabah" tourism agency in the minds of its customers?

Does Facebook influence customer satisfaction at the "Anwar Al-Sabah" tourism agency?

Does Facebook impact customer loyalty to the "Anwar Al-Sabah" tourism agency?

Hypotheses

This paper is based on the following hypotheses:

Hypothesis 1: Facebook can influence customers through official pages.

Hypothesis 2: There is a statistically significant effect of Facebook on the dimensions of the marketing golden square (brand image and positioning, satisfaction, loyalty) among the customers of the "Anwar Al-Sabah" tourism agency.

Study Objectives:

This study aims to achieve several objectives:

Clarify theoretical concepts related to social media, its characteristics, and explain the nature of Facebook, its advantages, and disadvantages.

Explain the components of the marketing golden square.

Highlight the impact of Facebook on the marketing golden square.

Methodology

The study employed both deductive and inductive methods, given the combination of theoretical and practical aspects. The deductive approach was used in the theoretical part to derive

ideas and concepts, while the inductive method was applied in the practical part to analyze the data collected from the field study. This approach helped derive meaningful insights from the data and contributed to enriching the topic of the study.

2. Concept of Social Media Platforms:

2.1 Definition of Social Media Platforms:

The concept of social media platforms revolves around building and activating online communities where people share their interests and activities through interactive software. These platforms enable two-way communication, and various researchers and authors have developed their own perspectives on defining social media. Below are some definitions to help arrive at a comprehensive understanding of social media platforms:

Definition 01: "An electronic service that allows users to create and organize personal profiles, enabling them to communicate with others and express their opinions in various languages." (Subhan, 2019, p. 60)

Definition 02: "Websites offering a range of services to users, such as instant messaging, private messaging, email, video, blogging, file sharing, and more. These platforms have dramatically changed how individuals and communities connect and share information, currently bringing together millions of users." (Al-Dulaimi, 2020, p. 133)

Definition 03: "Technology-based applications utilizing Web 2.0 systems to facilitate communication and interaction among individuals globally via written, spoken, and visual correspondence. These platforms allow instant communication and aim to bring people together from different regions of the world". (Allah, 2020, p. 22)

Through these definitions, social media platforms are understood as virtual spaces on the internet that allow people from various countries and backgrounds to connect. Each individual has an account on these platforms, which lets them access and share different information with friends, and express opinions on topics posted on their profile page.

2.2 Features of Social Media Platforms:

Social media networks exhibit several unique features that differentiate them from other internet applications and websites, thus making them popular among users. While these features may vary from one platform to another, they share certain common characteristics: (Danah, 2007, p. 13)

Self-Identification: The first step to joining social media networks is creating a personal information page. This page allows users to introduce themselves through text, images, music, videos, and other functionalities. Social media platforms let people organize their relationships and personal pages in a way they want to present to their friends.

New Ways to Build Communities: Social networks enable people to form friendships based on shared interests and content, contributing to the realization of the virtual community concept. Social platforms support new methods of connecting, allowing users to interact via various digital means, such as tagging and embedded applications. People can also join book clubs or other interest groups to connect around shared topics.

Ease of Use: A significant factor contributing to the spread of social networks is their simplicity. Anyone with basic internet skills can create and manage a social network account. Previously, individuals could create personal websites, but doing so was complicated and expensive. Social platforms are generally free, accessible to all, and allow easy registration.

Interactivity: Since their inception, social media platforms have emphasized interactivity between

their members to ensure continuity and development.

Shared Interests: These networks are often built around shared interests, such as gaming, music, finance, politics, health, foreign affairs, and more.

3. Concept of Facebook:

3.1 The Origin of Facebook:

Facebook is one of the most prominent and widely used social media platforms globally. Its creation traces back to Mark Zuckerberg, who aimed to design a new website for the internet that would connect his university peers, allowing them to exchange news, photos, and opinions. He launched this idea on February 4, 2004, and it quickly gained success. Within two weeks, half of Boston's students were eager to join Facebook, initially limited to Harvard students. Zuckerberg, with the help of his friends Dustin Moskovitz and Chris Hughes, expanded Facebook to include 30 other college networks within four months. Over time, the platform extended its reach to high school students and eventually to anyone over the age of 13. (Ghamari, 2020, p. 18)

3.2 Definition of Facebook:

Definition 01 (Wilson et al.): "Facebook is an online social network where members can create personal pages according to their personalities, control the information they present publicly, interact with other members in selected networks (such as universities, friends, or workplaces), and share information about themselves on their personal pages". (Wilson, 2012, p. 203)

Definition 02: "It is an online platform for social communication, enabling individuals and entities (like companies) to highlight themselves and enhance their presence by using the site's tools to connect with others and establish connections with other social platforms". (Ibrahim, 2018, p. 73)

A comprehensive definition of Facebook is that it is a social media network that allows users to create personal profiles, interact with friends by posting content, sharing photos and videos, and engaging with others' content.

3.3 Features of Facebook:

Facebook boasts several features that provide users with various functionalities. These include: (Radi, 2017, p. 200)

Profile: Facebook provides a personal profile containing the user's information, such as photos and favorite topics. This information makes it easier for others to connect and engage with the user.

Add Friend: Users can send friend requests to others, which the other party must accept to establish a connection.

Groups: Groups allow users to promote new ideas, discuss events, and engage with others based on shared interests.

Wall: This is a space on users' profiles where friends can post messages, contributing thoughts, feelings, and ideas.

Pokes: This feature allows users to send a virtual "poke" to get someone's attention.

Photos: Users can upload albums and photos from their devices to share with others on Facebook.

Status: Allows users to inform friends of their current activities and location.

News Feed: Appearing on the homepage, it highlights updates, changes in profiles, upcoming events, and friends' birthdays.

Gifts: Users can send virtual gifts to friends, which appear on the recipient's profile.

Events: This feature lets users announce and invite others to events.

Page Creation: Users can create pages for various topics to promote ideas, products, or social, political, or economic activities.

Messaging: Users can send and receive messages, as well as view updates from pages and groups they follow.

Market Place: A free feature allowing users to advertise products or search for items they wish to buy.

Notifications: Used to keep users informed about updates and activities related to topics they liked or commented on.

3.4 Facebook's Pros and Cons:

Like any platform, Facebook has both advantages and disadvantages: (Al-Kurdi, 2014)

Pros:

Social Connectivity: Facilitates communication with friends and family, even across long distances.

Credible Information: Provides access to trustworthy news and information from verified accounts.

Knowledge Exchange: Users can learn new things and share experiences through posts and specialized groups.

Relationship Building: Helps strengthen social connections with old and new friends.

Marketing and Advertising: A powerful tool for promoting services and products to a broader audience.

Social Support: Offers a way to express support and solidarity with friends and family during significant moments.

Informative Resources: Groups and pages offer useful content in various fields like health, technology, and sports.

Practical Communication: Can be used for professional collaboration and sharing ideas and projects.

Public Dialogue: A platform for participating in discussions about social and political issues.

Cons:

Spread of Misinformation: Facebook can be a source of fake news, leading to misinformation.

Privacy Violations: The platform is known for collecting user data without consent, leading to potential security breaches.

Social Addiction: Excessive use can lead to addiction, affecting real-life relationships.

Erosion of Trust: Unverified opinions can cause users to distrust the content on the platform.

Negative Impact on Mental Health: Overuse can lead to unhappiness, anxiety, and feelings of inadequacy.

Decreased Real-Life Interaction: Heavy use can reduce face-to-face social interactions and foster isolation.

4. The Marketing Golden Square

4.1 Definition of the Marketing Golden Square:

The "IPSL" Marketing Golden Square is a new framework proposed to manage customer perceptions and enhance customer loyalty. It includes Image, Positioning, Satisfaction, and Loyalty, aimed at building a positive brand image and targeting consumer loyalty by meeting their needs and desires.

This framework focuses on creating a strong mental image for customers and improving market positioning, leading to strong relationships between organizations and their customers. (Dreer, 2016, p. 261)

4.2 Components of the Marketing Golden Square:

Mental Image (Brand Image):

Harold Max defines image as "the overall subjective impressions that the public has of an organization. These impressions are intangible, vary from person to person, and are influenced by the organization's products, interactions, social contributions, and administrative appearance". (barbaray, 2016)

A strong brand image fosters consumer trust, encouraging purchases and enhancing brand value.

Positioning:

Positioning involves establishing and continuously improving the mental image of a brand or organization compared to competitors. It is the process of creating a positive image that resonates with consumers. (Kheithir, 2017)

Satisfaction:

Satisfaction is defined as "the judgment of the value resulting from the perceived service compared to the expected service." It involves customer expectations, perceived performance, and the alignment between expected and actual performance. (Claudia, 2013)

Loyalty:

Loyalty refers to "a strong commitment to repurchasing or continuously using preferred products or services, despite situational factors and marketing efforts that may influence individual behaviors." Studies suggest three key dimensions of loyalty. (UmAl-Kheir, 2020, p. 28)

Behavioral Loyalty: Repeated purchasing behavior.

Attitudinal Loyalty: Positive attitudes toward a brand or service provider, predicting repurchase intent.

Multi-Dimensional Loyalty: A combination of both behavioral and attitudinal loyalty

4. Field Study:

To achieve the study's objectives, a two-part questionnaire was designed. The first part targeted the impact of Facebook, while the second part included the marketing golden square divided into the following elements:

- Brand Image and Positioning
- Satisfaction
- Loyalty

For response methodology, a five-point Likert scale was used, and the data were analyzed using SPSS software. The following figure illustrates the division of the Likert scale.

Table 01: Likert Scale Scores

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5
(4.2-5)	(3.4-4.2)	(2.6-3.4)	(1.8-2.6)	(1-1.8)
Very Low	Low	Medium	High	Very High

Source: Prepared by the researcher

4.1 Analysis of the Questionnaire Axes

First: Analysis of the Statements Related to the Facebook Dimension

Table 02: Means and Standard Deviations of Sample Responses on Facebook Impact

No	Statement	Mean	Standard Deviation	Evaluation Degree
1	The travel agency's Facebook pages are attractive	3.87	0.904	High
2	The agency's Facebook page allows customers to ask questions	3.44	1.013	High
3	The agency's Facebook pages provide sufficient information about all its services	3.47	0.985	High
4	The agency posts various tourism offers on its Facebook page	3.57	0.922	High
5	The agency's pages include real-time interaction with customers	3.56	0.947	High
6	Using comments allows communication with customers via Facebook	3.92	0.866	High
7	The offers presented by the agency on its page catch my attention	3.84	0.979	High
Overall Mean and Standard Deviation		3.67	0.72	High

Source: Prepared by the researcher based on SPSS outputs.

The above table indicates that the overall mean for the Facebook impact statements was (3.67), with statement (1) ranked first at a mean of (3.87), while statement (2) ranked last at (3.44). The table also shows low dispersion in the responses from the sample regarding the Facebook impact variable, reflecting a consensus among study participants about their agreement on this variable. Generally, the level of agreement on the Facebook impact from the perspective of the study sample was high.

Secondly: Analysis of the Statements Related to the Brand Image and Positioning

Table 03: Means and Standard Deviations of Sample Responses on Brand Image and Positioning

No	Statement	Mean	Standard Deviation	Agreement Level
1	You have a good impression of the Anwar Al-Sabah agency	3.86	0.931	High
2	You feel belonging to the Anwar Al-Sabah agency due to their exceptional service	3.61	0.994	High
3	I feel comfortable and safe when dealing with the Anwar Al-Sabah agency	3.30	1.123	Medium
4	I can compare Anwar Al-Sabah's offers and services with those of other agencies	3.39	1.104	Medium
5	I can distinguish Anwar Al-Sabah's offers from others	3.71	1.089	High
6	When hearing the name of Anwar Al-Sabah agency, positive aspects about the services provided come to mind	3.35	1.092	Medium
7	I prefer dealing with Anwar Al-Sabah agency over others	3.77	1.055	High
8	Anwar Al-Sabah agency cares for all segments of society	3.80	1.068	High
9	Employees and officials of Anwar Al-Sabah agency	3.51	1.042	High

No	Statement	Mean	Standard Deviation	Agreement Level
	present a good image of their agency			
Overall Mean and Standard Deviation	3.59	1.055	High	

Source: Prepared by the researcher based on SPSS outputs.

The above table shows that the overall mean for the brand image and positioning statements was (3.59), with statement (1) ranked first at a mean of (3.86), followed by statement (8). Statement (3) ranked last at (3.30). All values indicate a high level of agreement according to the study's scale, with low dispersion in the responses about brand image and positioning, reflecting a consensus among study participants.

Thirdly: Analysis of the Statements Related to the Satisfaction Dimension

To describe the satisfaction dimension for the study sample, means and standard deviations were used to assess the importance of the statements, as shown in the table.

Table 04: Means and Standard Deviations of Employee Responses on Satisfaction Dimension

No	Statement	Mean	Standard Deviation	Importance Level
1	The agency tries to understand customer needs and work to meet them	3.44	0.961	High
2	I would turn to another agency if I encounter a problem dealing with them in the future	3.47	1.021	High
3	The offers provided by the travel agency meet my needs compared to competitors	3.61	0.942	High
4	The price of services and offers provided matches their quality	3.30	1.130	Medium
5	The agency provides all information related to new services	3.69	1.162	High
6	I encourage relatives and friends to deal with the agency	3.48	1.122	High
7	The treatment from service providers at the agency is good and exceptional	3.75	1.047	High
Overall Mean and Standard Deviation	3.55	0.77	High	

Source: Prepared by the researcher based on SPSS outputs.

The above table indicates that the overall mean for the satisfaction dimension statements was (3.55), with statement (07) ranked first at a mean of (3.75), while statement (04) ranked last at (3.29). The low dispersion in responses regarding satisfaction reflects a consensus among study participants. Overall, the level of importance for the satisfaction dimension from the perspective of the study sample was high.

Fourthly: Analysis of the Statements Related to the Loyalty Dimension

Table 05: Means and Standard Deviations of Employee Responses on Loyalty Dimension

No	Statement	Mean	Standard Deviation	Evaluation Degree
1	You convey a positive impression of the services provided by the agency	3.74	0.909	High
2	You intend to deal better with the agency's services in the future	3.36	1.018	Medium
3	The services provided by the agency are your first choice	3.64	0.976	High
4	You share your complaints with close customers if you encounter a problem dealing with the agency	3.37	1.020	Medium
5	The agency is keen to respond to customer complaints and inquiries	3.74	1.089	High
6	You continue to follow up on the services provided by the agency in the future	3.64	0.976	Medium
Overall Mean and Standard Deviation		3.53	0.80	High

Source: Prepared by the researcher based on SPSS outputs.

The above table shows that the overall mean for the loyalty dimension statements was (3.53), with statement (1) ranked first at a mean of (3.74), while statement (2) ranked last at (3.36). There is low dispersion in responses regarding the loyalty dimension, reflecting a consensus among study participants. Generally, the level of agreement on the loyalty dimension from the perspective of the study sample was high.

4.2 Hypothesis Testing:

First Hypothesis Testing: This hypothesis states: "Facebook can influence customers through official pages."

To test the validity of this hypothesis, a One Sample T-test was used, with results shown in the following table:

Table 06: One Sample T-test

	Mean	Standard Deviation	t Value	Sig
Facebook	3.559	0.688	9.609	0.000

Source: Prepared by the researcher based on SPSS outputs.

The outputs above indicate that the mean of the responses to the statements forming the Facebook model reached 3.6, with a standard deviation of 0.688, which is statistically significant, as the significance level was equal to 0.000, less than 0.05. This confirms the validity of the hypothesis represented in:

Second Testing the Validity of the Second Hypothesis: This hypothesis states: "There is a statistically significant effect of the Facebook site on the dimensions of the marketing golden square (image perception and positioning, satisfaction, loyalty) among the clients of the Anwar Al-Sabah tourism agency."

To test the validity of the hypothesis, we proceed with the following steps:

Calculate the correlation matrix to ensure the existence of correlations between the dependent variable and the independent variables;

Calculate the linear regression to test the significance of the linear relationship between each dimension of the independent variable with the dependent variable;
Calculate the final multiple regression equation.

1. Calculating the Correlation Matrix:

As a first step, the significance of the correlations between the dependent variable and the independent variables was tested to ensure there is a linear relationship between them, and the test results are shown in the table.

Table 07: Correlation Matrix

Facebook Site Effect	Image Perception and Positioning	Satisfaction	Loyalty
Facebook Site Effect	1	0.580**	0.607**
Image Perception and Positioning	0.580**	1	0.712**
Satisfaction	0.607**	0.712**	1
Loyalty	0.513**	0.663**	0.664**

Sig=0.01**

Source: Prepared by the researcher based on SPSS outputs.

The data in the table indicate that all correlation coefficients between the dependent variable and the independent variables are statistically significant at the significance level of 0.05. It is observed that the highest correlation was between image perception and satisfaction at a rate of 0.712, which is a high correlation, while the lowest value was recorded between loyalty and the Facebook site effect at 0.513, which is a moderate correlation.

2. Measuring the Effect:

The estimation method using the backward test was adopted, where three models were obtained, and the best one was selected through the gradual elimination of the least correlated variables with the dependent variable, and the test results are shown in the table.

- Model One: Image perception and positioning, Facebook site effect
- Model Two: Satisfaction, Facebook site effect
- Model Three: Loyalty, Facebook site effect

Table 08: ANOVA Variance Matrix

Model	Sum of Squares	Degrees of Freedom	Mean Square	Fisher Statistic	Significance Level
Model One	Regression	24.347	1	24.347	70.062
	Residual	47.957	138	0.348	
	Total	72.304	139		
Model Two	Regression	26.646	1	26.646	80.539
	Residual	45.657	138	0.331	
	Total	72.304	139		
Model Three	Regression	19.058	1	19.058	49.395
	Residual	53.245	138	0.386	
	Total	72.304	139		

Source: Prepared by the researcher based on SPSS outputs.

It is evident from the table that the Fisher statistic is statistically significant for all models, indicating the existence of an effect relationship between the dependent variable and at least one of the independent variables across all three models. It is also noted that the Fisher statistic increases

as the least correlated variable with the dependent variable is removed, indicating that the explanatory power of the second model is the best.

3. Estimating the Regression Model: After testing the overall significance of the models, the significance of the model parameters was tested, and the test results are shown in the table.

Table 09: Estimation of Model Parameters

Models	Estimates	Student's t Statistic	Significance Level	Variance Inflation Factor (VIF)	R ²
Model One	Constant	0.238	0.243	6.897	0.000
	Image Perception and Positioning	0.575	0.066	8.370	0.000
	Satisfaction	0.589	0.064	8.987	0.000
	Loyalty	0.621	0.066	7.028	0.000
Model Two	Constant	0.230	0.244	5.438	0.000
	Image Perception and Positioning	0.559	0.089	3.226	0.002
	Satisfaction	0.575	0.087	4.222	0.000

Source: Prepared by the researcher based on SPSS outputs.

The data in the above table indicate that the explanatory power of the two models is similar (0.337 and 0.391). It is noted that after excluding the loyalty variable in the second model, the same indicators remained overall, with some changes in parameter values. The table also indicates that there is no multicollinearity problem among the independent variables, as the variance inflation factor (VIF) did not exceed 5.

Based on the analysis, it was found that the dependent variable is affected by only two independent variables: image perception and positioning, and satisfaction. In the next step, the model will be estimated based only on these two variables, and Table No. (10) summarizes the results of the multiple regression.

Table 10: Effect of Facebook on Image Perception and Positioning and Satisfaction.

Regression Coefficients	Parameters	Student's t Test	R ²	Correlation Coefficient	Fisher Test
	Value t	Significance		Value f	Significance
Constant	1.327	7.139	0.000	0.3465	-
Image Perception	0.287	3.226	0.002		0.393
Satisfaction	0.369	4.222	0.000		0.300

Source: Prepared by the researcher based on SPSS outputs.

From the table above, it is evident that the Fisher statistic is statistically significant, meaning that the model in its general form is acceptable and indicates an effect. This is confirmed by the correlation coefficients, which reached 39% for the image perception variable and 30% for the satisfaction variable. The data also indicate that the coefficient of the image perception variable, which was 0.287, is statistically significant, and the performance coefficient was 0.369, also significant. Additionally, the constant value was significant, and the R² value was 0.3465, which is an acceptable ratio.

Based on the above, the multiple linear regression equation can be written as follows:
$$Y=0.287X_1+0.369X_2+1.327$$

5-Conclusion:

It can be said that Facebook provides a platform for communication and social interaction. It helps build strong relationships and enhances belonging to a specific community. Additionally, it can significantly impact the dimensions of the Marketing Golden Square, represented by brand image, positioning, loyalty, and satisfaction. If social media platforms can convey a positive and attractive image, they will achieve customer satisfaction and enhance loyalty. Therefore, organizations should effectively leverage social media to build a positive image and strengthen their position in the marketing landscape.

This study aimed to highlight the impact of Facebook on the Golden Square through an applied study of the institution in question. The study reached a number of results, which can be summarized as follows:

Study Results:

The study showed that:

- The majority of the sample agreed on the dimension of brand image and positioning, with an overall mean of 3.59 and a standard deviation of 1.055, which is considered a high value.
- The majority of the sample agreed on the dimension of satisfaction, with an overall mean of 3.55 and a standard deviation of 0.77, which is also considered a high value.
- The majority of the sample agreed on the dimension of loyalty, with an overall mean of 3.53 and a standard deviation of 0.80, which is again a high value.
- The majority of the sample agreed on the dimension of the impact of Facebook, with an overall mean of 3.67 and a standard deviation of 0.72, which is a high value.
- Regarding the testing of the first hypothesis, the results of the one-sample T-test indicated a significance level of 0.000, which is less than 0.05, confirming the validity of the first hypothesis: "Facebook can influence customers through official pages".
- As for the second hypothesis, the results of the multiple linear regression indicated the significance of the variables of brand image and positioning and satisfaction, with calculated significance levels of 0.002 and 0.000 respectively, both less than the established significance level of 0.05. However, loyalty was found to be non-significant at the 5% significance level, expressed by the following equation :

$$Y=0.287X_1+0.369X_2+1.327$$

Recommendations:

- The tourism agency, Anwar Al-Sabah, should explore ways to encourage consumers to visit their site through Facebook and always strive to add innovative features.
- Anwar Al-Sabah should intensify its outreach activities on its Facebook page to maintain constant contact with customers and enhance their loyalty.
- Anwar Al-Sabah should increase language options on its official site.
- Anwar Al-Sabah should interact with its customers on its Facebook page to achieve the dimensions of the Marketing Golden Square among clients.

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