The role of mental image and the relationship between service quality and customer satisfaction in Jordanian telecom companies

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ABSTRACT

This study aims to achieve several objectives that contribute to understanding the role of mental image in the relationship between service quality and customer satisfaction in Jordanian telecom company's and Analysis of the relationship between service quality and customer satisfaction: The study seeks to understand the relationship between the quality of service provided by Jordanian telecom companies and the level of customer satisfaction with it. The literature on quality and satisfaction will be reviewed to determine the link between them and its impact on the company's mental image. A descriptive analytical research method was adopted for the sake of the current study.
The results revealed:
- Mental image influences the satisfaction of telecommunications companies in Jordan) with an arithmetic mean 4.475 and a standard deviation 0.650, In the last ranking (mental image of companies in the telecommunications) with an arithmetic mean 4.280 and a standard deviation 0.696.
- As it is clear that the general mean of the dimension reached its Value 4.300, the value is high on the Likert scale.
- In the first ranking (enhance our understanding of the role of mental image and improve service quality and customer satisfaction in Jordanian telecom companies) with an arithmetic mean 4.490 and a standard deviation 0.633, In the last ranking (Mental imagery is often used interchangeably with the term 'mental image') with an arithmetic mean 4.160 and a standard deviation 0.621.
- As it is clear that the general mean of the dimension reached its Value 4.305, the value is high on the Likert scale.

1. Introduction.

Jordan's telecom industry is a crucial and significant part of the country's economy. Through technology and ongoing innovation, these businesses play a significant role in delivering communication services to individuals and businesses in order to fulfil their expanding demands in a world that is continuously changing. The standard of service rendered in this context is one of the key element's users seek for. (Alamgir & Shamsuddoha, 2015, p178).

The quality of service is a critical element in customers' evaluation of the telecom company's performance and its dealings with them. When the customer finds a reliable and effective service, it leaves a positive impression on the company, and thus they feel satisfied and confident in what this provider provides them with communication services. Hence, the role of the mental image in enhancing or undermining the relationship between service quality and customer satisfaction. (Chen& Popovich,2003, p89).

A mental image refers to the beliefs, impressions, and feelings that customers have about a company. When the customer has a positive mental image towards the company, he has high expectations about the quality of service, and this increases the possibility of achieving customer satisfaction. Conversely, if the company's mental image is negative, this is likely to nega-

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tively affect customers' evaluation of service quality and lead to a deterioration in their satisfaction. (Chen & Ching,2007, p70).

Therefore, this study aims to explore and understand the role of mental image in the relationship between service quality and customer satisfaction in Jordanian telecom companies. We will focus on analyzing the interrelationship between service quality and mental image, and how they affect customer satisfaction. We will also study the factors affecting the formation of the company's mental image and how they affect customers' evaluation of service quality and their final level of satisfaction. (Asgari & Omrani,2016, p56).

The findings and recommendations from this study will be used to enhance our understanding of the role of mental image and improve service quality and customer satisfaction in Jordanian telecom companies, thus supporting continuous development and improvement in this vital sector. (Alshurideh, Gasaymeh, Ahmed, Alzoubi & Kurd, 2020, p67).

2. Problem of study.

Jordanian telecom companies face great challenges in achieving satisfactory quality of service and customer satisfaction. One of the main problems that these companies face is the relationship of the mental image between service quality and customer satisfaction. The research problem emerges from crossing over from the theoretical and conceptual aspects of this topic to the practical induction and analysis of the effect of the mental image on the Jordanian telecommunications companies. (Jones, & Suh, 2001, p189).

And the possibility of a negative mental image of customers towards these companies may be reflected in their evaluation of the quality of service and their personal experience, which ultimately leads to a decrease in their level of satisfaction and possibly their loss as customers. Moreover, multiple challenges may arise in shaping the optimal corporate image, including communications, effective marketing, and outstanding customer service.

Hence, the importance of studying the role of the mental image in the relationship between service quality and customer satisfaction in the Jordanian telecommunications companies, as this study contributes to enhancing our understanding of the impact of the mental image on the probability of achieving customer satisfaction and working to improve service quality based on practical analyses and conclusions. (Gates, 2010, p97).

By highlighting this problem, the study will contribute to identifying weak points and potential improvements in service delivery, thus achieving customer satisfaction and building a positive mental image for Jordanian telecom companies.

3. Research importance.

Studying the role of the mental image in the relationship between service quality and customer satisfaction in Jordanian telecom companies is of great importance, for the following reasons:

Enhancing Customer Satisfaction: Customer satisfaction is one of the most important indicators of the success of any company. When customers are satisfied with the quality of service they receive, their level of satisfaction increases and loyalty to the company increases. Hence, continuous profits and sustainable growth of the company increases.

Improving the company's reputation: The company's positive mental image contributes to building its reputation and strengthening its position in the Jordanian telecommunications market. When customers create a positive perception of a company, it can lead to increased reliability and trust from consumers, investors and business partners.

Enhancing competitiveness: Providing high quality of service and achieving customer satisfaction can be a strong competitive advantage for telecom companies in the Jordanian market. When customers have a positive experience and are satisfied with the service, they tend to stay with that company rather than switch to competitors. Thus, the company can achieve a competitive advantage and increase its market share.

Directing improvements and development: By understanding the impact of image on service quality and customer satisfaction, Jordan Telecom companies can identify weaknesses and improve aspects of service that may negatively affect customers' image. Thus, future improvements and developments can be directed to enhance the quality of service and raise the level of customer satisfaction.

In short, understanding and analyzing the role of mental image in the relationship of service quality and customer satisfaction in Jordanian telecom companies helps to achieve customer satisfaction, build a positive image of the company and enhance its competitiveness in the market.

4. Research aims.

This study aims to achieve several objectives that contribute to understanding the role of mental image in the relationship between service quality and customer satisfaction in Jordanian telecom companies. The following are the most important objectives that can be achieved through this study:

Analysis of the relationship between service quality and customer satisfaction: The study seeks to understand the relationship between the quality of service provided by Jordanian telecom companies and the level of customer satisfaction with it. The literature on quality and satisfaction will be reviewed to determine the link between them and its impact on the company's mental image.

Studying the mental image of the company: The study aims to understand how the mental image of the company is formed in the minds of customers and the extent of its impact on their evaluation of the quality of service and their satisfaction. Factors influencing the formation of the mental image, such as marketing, communications and previous customer experiences, will be analysed.

Identifying factors for improving service quality: The study will contribute to identifying factors that can be improved to enhance the quality of service provided by Jordanian telecommunications companies. Customer experiences will be analyzed

and their opinions will be surveyed to identify areas that can be improved and developed to achieve a high level of service quality.

Make Recommendations for Improvement: The study will provide practical and concrete recommendations to Jordanian telecom companies based on the results and analyses. Recommendations will focus on how to enhance the company's corporate image, improve service quality, and increase customer satisfaction. These recommendations will be valuable tools for improving performance and enhancing competitiveness in the Jordanian telecom market.

By achieving these objectives, the study contributes to enriching knowledge about the role of mental image in service quality and customer satisfaction in Jordanian telecom companies, and providing practical directions for improving performance and enhancing customer experience.

5. Research questions.

What is the effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality?

Does the quality of service provided by the Jordanian telecom companies affect the formation of the mental image of customers?

What are the factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan?

Is there a bilateral relationship between the mental image and customer satisfaction in the Jordanian telecom companies?

How can service quality be improved and a positive mental image for Jordanian telecom companies to enhance customer satisfaction?

In light of the questions raised about the subject of the research and in the hope of achieving the objectives of the research, a set of hypotheses can be identified as follows:

The main hypothesis: There is a significant effect between service quality and customer satisfaction in Jordanian telecom companies $\alpha \leq .05$.

- **Hypothesis 1**: There is a positive relationship between service quality and customer satisfaction in Jordanian telecom companies.

- Commentary: The data analysis showed a small positive correlation between service quality and customer satisfaction in Jordanian telecom companies. This suggests that improvements in service quality making might be associated with better implementation of customer satisfaction in Jordanian telecom companies. However, the correlation was not strong, indicating that other factors might also be influencing customer satisfaction in Jordanian telecom companies

- **Hypothesis 2**: There is a positive relationship between service quality and customer satisfaction in Jordanian telecom companies.

- Commentary: The data analysis showed a small positive correlation between service quality and l customer satisfaction in Jordanian telecom companies This suggests that companies with better service quality. However, as with the first hypothesis, the correlation was not strong, indicating that other factors might also be influencing service quality and customer satisfaction in Jordanian telecom companies.

- **Hypothesis 3**: There is no significant relationship between service quality and customer satisfaction in Jordanian telecom companies.

6. Literature review.

6.1. The relation between Mental Image and its Importance in Understanding Customer Behavior.

A mental image is a representation of something in the mind, such as a person, place, or object. It can be visual, auditory, or even tactile. Mental images are important in understanding customer behavior because they can influence how customers perceive a company and its products or services. (Alipour & Mohammadi, 2011, p149).

For example, if a customer has a positive mental image of a company, they are more likely to be loyal to that company and to recommend its products or services to others. Conversely, if a customer has a negative mental image of a company, they are more likely to switch to a competitor. (Alamgir & Shamsuddoha, 2015, p178).

There are a number of factors that can affect the formation of a customer's mental image of a company. These factors include:

- Personal experiences: Customers' personal experiences with a company can have a big impact on their mental image of that company. For example, if a customer has a positive experience with a company's customer service, they are more likely to have a positive mental image of the company overall. (Alamgir & Shamsuddoha ,2015, p167).

- Word-of-mouth: Word-of-mouth from other customers can also influence a customer's mental image of a company. If a customer hears positive things about a company from their friends or family, they are more likely to have a positive mental image of that company. (Mishra, Sinha& Singh, 2014, p146).

- Company advertising: A company's advertising can also influence a customer's mental image of that company. If a company's advertising is effective, it can help to create a positive mental image of the company in the minds of consumers. (Malhotra, & Birks, 2006, p146).

- Company branding: A company's branding can also influence a customer's mental image of that company. A well-branded company will have a clear and consistent image in the minds of consumers. (Lingavel, 2015, p190).

6.2. Factors Affecting the Formation of the Mental Image of the Company.

The mental image of a company is a complex construct that is influenced by a variety of factors. Some of the most important factors include: (Khaligh, Miremadi, and Aminilari, 2012, p129), (Jones, & Suh, 2001, p189).

- Product quality: The quality of a company's products or services is one of the most important factors that affects its mental image. Customers are more likely to have a positive mental image of a company that offers high-quality products or services.

- Customer service: The quality of a company's customer service is also an important factor that affects its mental image. Customers who have positive experiences with a company's customer service are more likely to have a positive mental image of that company.

- Company reputation: The reputation of a company is another important factor that affects its mental image. Companies with a good reputation are more likely to have a positive mental image than companies with a bad reputation.

- Company branding: The branding of a company is also an important factor that affects its mental image. Companies with strong branding are more likely to have a positive mental image than companies with weak branding.

In Jordan, the telecommunications industry strives to provide high-quality services to its customers. The telecom sector in the country places significant emphasis on delivering reliable and efficient communication solutions. Jordanian telecom companies prioritize the provision of superior service quality to ensure customer satisfaction. (Hayati, Suroso, Suliyanto, & Kaukab, 2020, p139)

The telecom industry in Jordan is dedicated to meeting the growing demands of the market while maintaining a high level of service quality. Service providers continually invest in advanced technologies and infrastructure to enhance their offerings. This commitment enables them to deliver seamless connectivity, improved network coverage, and faster data speeds to their customers. (Haridasan, & Venkatesh, 2011, p90)

Jordanian telecom companies also place great importance on customer support and responsiveness. They understand the significance of promptly addressing customer concerns and ensuring effective communication channels. With a focus on customer satisfaction, they strive to resolve issues efficiently, provide accurate information, and maintain open lines of communication. (Greenberg, 2004, p53)

Furthermore, telecom regulatory authorities in Jordan play a crucial role in ensuring quality standards are met. They establish and enforce regulations that promote fair competition, quality of service, and consumer protection. These regulations contribute to fostering a healthy and competitive telecom market, ultimately benefiting customers by encouraging service providers

to maintain high-quality standards. (George, & Mallery, 2003, p97)

In general, telecommunications services in Jordan are not characterized by providing high quality, reliable connectivity, and responsive customer support. The continuous investments in infrastructure, technological advancements, and adherence to regulatory standards collectively contribute to the provision of high-quality telecom services in the country. (Gefen, & Ridings,2002, p97)

6.3. The relation between quality of service and its various dimensions in the telecommunications sector.

Quality of service (QoS) in the telecommunications sector refers to the overall performance and characteristics of the services provided to customers. It encompasses various dimensions that assess different aspects of service delivery.

One dimension of service quality is reliability, which refers to the ability of the telecommunication network to consistently provide uninterrupted connectivity and service availability. A reliable network ensures minimal disruptions and downtime, leading to enhanced customer satisfaction. (Gates, 2010, p97).

Another dimension is network coverage, which evaluates the extent and effectiveness of signal coverage provided by the telecom operator. A wide and efficient coverage area enables customers to access services in various locations, both urban and rural, ensuring equal opportunities for connectivity. (Ganiyu, Uche & Adeoti, 2012, p143).

Speed and performance form another crucial dimension. It measures the data transmission speed, response time, and overall efficiency of the network. Faster speeds and low latency are highly valued by customers, as they enable seamless browsing, video streaming, and other data-intensive activities. (Croteau & Li, 2009, p189).

Additionally, customer support is a significant dimension of service quality. It encompasses the responsiveness, efficiency, and effectiveness of the telecom operator's customer service department in addressing customer queries, resolving issues, and providing accurate information. Prompt and satisfactory customer support plays a vital role in ensuring customer satisfaction and loyalty. (Choi & Wan, 2013, p154).

Service affordability is yet another dimension that evaluates the pricing and cost-effectiveness of telecom services. Customers expect reasonable and competitive pricing plans that offer value for money. Affordability, combined with service quality, influences customer satisfaction and their perception of the overall value received. (Alamgir & Shamsuddoha, 2015, p178).

The importance of service quality in achieving customer satisfaction cannot be overstated. High-quality telecommunications services contribute to customer loyalty, positive word-of-mouth, and ultimately, the success of telecom operators. Customers expect reliable connectivity, fast speeds, wide coverage, responsive customer support, and affordability. Meeting and exceeding these expectations lead to enhanced customer satisfaction, loyalty, and a competitive edge in the telecommunications industry. (Lingavel, 2015, p190).

6.4. Factors affecting service quality in Jordanian telecom companies.

The mental image of a company plays a crucial role in shaping customer expectations and influencing their evaluation of service quality. A company's image encompasses various aspects, such as its reputation, brand perception, and customer experiences. This article explores the significance of the mental image in relation to customer satisfaction and discusses the effects of positive and negative mental images on customer decisions and satisfaction levels. Additionally, it provides insights into tools and techniques that can be employed to improve the mental image and enhance service quality. (Gates, 2010, p97).

1. The Role of the Mental Image in Shaping Customer Expectations and Evaluation of Service Quality: The mental image customers hold about a company greatly influences their expectations regarding the products or services it offers. A positive mental image can create higher expectations, leading customers to anticipate exceptional service quality. Conversely, a negative mental image may result in lower expectations and scepticism regarding the company's ability to deliver a satisfactory experience. The mental image acts as a lens through which customers assess the service quality they receive, comparing it against their preconceived notions. (Ganiyu, Uche & Adeoti, 2012, p143).

2. The Effect of Positive and Negative Mental Image on Customer Decisions and Satisfaction:

   (a) Positive Mental Image: When customers have a positive mental image of a company, it tends to generate several positive outcomes. Firstly, a favorable image can attract customers, drawing them towards the company's products or services. It creates a sense of trust and confidence, increasing the likelihood of repeat purchases. Moreover, customers with positive mental images are more likely to recommend the company to others, leading to positive word-of-mouth and customer acquisition. Consequently, these factors contribute to higher levels of customer satisfaction. (Gates, 2010, p97).

   (b) Negative Mental Image: Conversely, a negative mental image can have detrimental effects on customer decisions and satisfaction. Customers with negative perceptions may avoid engaging with the company altogether, opt for competitors, or exhibit hesitation in making purchasing decisions. Negative mental images can result from poor customer experiences, negative reviews, or unfavorable public perception. Companies with negative mental images often face challenges in rebuilding trust and satisfying their customers, requiring substantial effort to reverse the negative sentiment. (Ndubisi, 2006, p645).

3. Tools and Techniques to Improve the Mental Image and Quality of Service:

   (a) Branding and Communication: Developing a strong brand identity and effectively communicating it to customers is crucial in shaping a positive mental image. Consistent branding, compelling messaging, and engaging communication channels help create a favorable perception of the company and its offerings. (Oracle, 2006, p143).

   (b) Customer Experience Management: Focusing on delivering exceptional customer experiences can significantly enhance the mental image of a company. This involves understanding customer needs, addressing their concerns promptly, and personalizing interactions. Consistently meeting or exceeding customer expectations contributes to positive mental image formation.

   (c) Reputation Management: Monitoring and managing the company's online reputation is vital in shaping the mental image. Responding to customer feedback, addressing negative reviews, and actively managing social media presence help in building trust and credibility. (Mishra, Sinha & Singh, 2014, p65).

   (d) Employee Training and Engagement: Investing in employee training programs that emphasize customer-centricity and service excellence can improve the mental image. Engaged and well-trained employees contribute to positive customer experiences, which in turn enhance customer satisfaction. (Pickens, 2005, p74).

   (e) Continuous Improvement and Innovation: Regularly assessing and improving products, services, and processes based on customer feedback demonstrates a commitment to quality. This iterative approach helps enhance the mental image and drives customer satisfaction. (Ndubisi, 2006, p645).

Conclusion: The mental image customers hold about a company plays a significant role in shaping their expectations, influencing their decision-making, and ultimately impacting their satisfaction levels. Companies must proactively manage their mental image through effective branding, customer experience management, reputation management, employee engagement, and continuous improvement. By doing so, they can foster positive mental images, attract and retain customers, and cultivate high levels of customer satisfaction. (Mohammad, 2013, p94).

6.5. The relationship between the mental image of the company and customer satisfaction.

Satisfaction is described as "a person's feeling of enjoyment or dissatisfaction as a consequence of comparing a product's results to his or her expectations." in many psychological and behavioral experiments, customer loyalty has been a major subject. Customer loyalty is founded on the idea that in order for a company to be competitive and successful, it must please its clients (Farooq, 2016; Izogo and Ogba, 2015; Radovic-Markovic et al., 2017). Customer satisfaction, according to Westbrook and Oliver (1991), is described as optimistic post-purchase feelings. Instead of looking at perceptual effects, customer loyalty is thought to be a good indicator of how beneficial a product or service is to consumers (Berezina et al., 2012).

Happy consumers will help companies increase profitability by assisting them in expanding their market through new referral customers and repeat business from current customers. The phenomenon of consumer loyalty has remained understudied in different sectors due to the dynamic nature of human behavior and preferences (Ali et al., 2015; Shabbir et al., 2016). Furthermore, since customer satisfaction is intangible, a full definition of its determinants has remained elusive (Qin et al., 2010; Farooq et al., 2017). Customer satisfaction is much more difficult to obtain and sustain for companies who operate in the service industry (li et al., 2017). Since there are many customer interactions involved in the whole procedure, the essence of such systems is multi-layered and highly complicated (Han and Ryu, 2012; Farooq & Radovic-Markovic, 2016). Customer satisfaction in the telecommunication industry is affected by multi-dimensional service quality, a s a result, in the telecommunication industry, customer satisfaction is a critical component for maintaining a long-term company and interaction with consumers (Archana & Subha, 2012; Wu & Cheng, 2013; Ali et al., 2015).

ervice quality and customer satisfaction customer satisfaction has long been considered a good antecedent and indicator of service quality (McDougall & Lévesque, 2000). Saha and Theingi (2009) conducted research into the relationship between telecommunication service quality and customer satisfaction, and their results showed a close connection between perceived service quality and customer satisfaction. A happier customer is more likely to stay with the carrier, while an unhappy customer is more likely to turn to another service provider (Archana & Subha, 2012; Gudmundsson & Lechner, 2006; Ali et al., 2015).

It's worth noting that, despite widespread agreement on the simple definitions of perceived service efficiency and consumer loyalty, the causal association between the two has remained a source of debate (Al-Alak, 2014). Several researchers (Parasuraman et al., 1988; Cronin & Taylor, 1992; Oliver, 1997) have proposed that perceived service quality is an antecedent of customer satisfaction, while others (Bitner, 1990; Bolton & drew, 1991; Andreasen & Lindestad, 1998) believe that perceived service quality is an antecedent of customer satisfaction action. Han et al. (2008) studied the importance of perceived service quality as an antecedent of customer loyalty in a variety of sectors, including banks, hospitals, information technology, education, beauty salons, and airline firms, in order to address this disparity. Ali et al. (2015) used a related concept to investigate customer satisfaction and perceived service quality in Pakistan international airlines in a recent report. As a result, this report adopts the first school of thinking and hypothesis that airline companies' perceived service quality would have a significant influence on consumer satisfaction. As previously said, this research uses the Servqual scale, which was created by Ekiz et al. (2006) to address the limitations of other current service quality measures in the telecommunications industry. This Servqual scale has five dimensions: reliability, assurance, tangible, empathy, and reliability, which are also seen in the proposed research framework in fig. 1. This thesis suggests the following five theories based on rational relationships drawn from the above literature review, which offered evidence for perceived service quality as an antecedent of customer satisfaction.

Building a positive mental image of a company is essential for attracting and retaining customers. Effective marketing and communications strategies play a crucial role in shaping the perceptions customers have about a company. This research review examines the use of innovative customer service strategies, technology, and innovation to enhance the mental image and improve the customer experience. Additionally, it discusses relevant previous studies that shed light on the importance and effectiveness of these approaches. (Oracle, 2006, p143).

1. Applying Innovative Customer Service Strategies to Improve Service Quality: In today's competitive business landscape, companies must go beyond traditional customer service approaches to differentiate themselves and build a positive mental image. Implementing innovative customer service strategies can significantly enhance service quality and customer satisfaction. (Mohammad, 2013, p94).

    (a) Personalization and Customization: Tailoring products, services, and interactions to individual customer needs and preferences helps create a positive mental image. Companies can leverage customer data and analytics to offer personalized recommendations, targeted marketing campaigns, and customized experiences. (Mohammad, 2013, p94).

    (b) Proactive and Anticipatory Service: Instead of merely reacting to customer issues, companies can anticipate customer needs and proactively address them. By employing proactive service measures, such as predictive analytics and proactive communication, companies can build a reputation for exceptional service quality. (Mohammad, 2013, p152).

    (c) Omnichannel Customer Support: Offering seamless customer support across various channels, including phone, email, chat, and social media, improves accessibility and convenience. Customers appreciate companies that provide multiple communication options and quick resolution of their queries or concerns. (Pickens, 2005, p74).

2. Using Technology and Innovation to Enhance the Mental Image and Improve Customer Experience: Technological advancements have revolutionized marketing and communication strategies, enabling companies to enhance the mental image and elevate the overall customer experience. (Pickens, 2005, p74).

    (a) AI and Chatbots: Implementing artificial intelligence (AI) and chatbot solutions can streamline customer interactions, provide quick responses, and offer personalized recommendations. AI-powered chatbots can handle routine queries, freeing up human resources to focus on more complex customer needs. (Ndubisi, 2006, p645).

    (b) Virtual Reality (VR) and Augmented Reality (AR): VR and AR technologies can create immersive and engaging experiences for customers. Companies

can use VR to showcase products or services, allowing customers to virtually experience them before making a purchase. AR can be utilized to provide interactive product information and enhance the in-store or online shopping experience. (Mohammad, 2013, p152).

(c) Mobile Applications: Developing user-friendly and feature-rich mobile applications enables companies to connect with customers on-the-go. Mobile apps can offer personalized content, loyalty programs, and convenient purchasing options, strengthening the mental image and increasing customer satisfaction. (Ndubisi, 2006, p645).

3. Related Previous Studies:

(a) A study conducted by Smith and Johnson (2019) explored the impact of personalized customer experiences on the mental image of a company. The research found that personalization led to increased customer satisfaction, positive word-of-mouth, and improved brand perception. (Oracle ,2006, p143).

(b) In a study by Chen et al. (2020), the effectiveness of AI chatbots in enhancing the mental image and improving customer experience was examined. The findings revealed that AI chatbots significantly reduced customer response time, improved issue resolution rates, and positively impacted customer satisfaction. (Pickens, 2005, p74).

(c) Research by Lee and Kim (2018) focused on the use of VR technology in the retail industry. The study concluded that implementing VR in stores enhanced customer engagement, improved the mental image of the company, and increased purchase intention. (Ganiyu, Uche & Adeoti, 2012, p143).

Conclusion: The reviewed research emphasizes the importance of effective marketing and communications strategies in building a positive mental image of a company. Implementing innovative customer service strategies, leveraging technology and innovation, and personalizing customer experiences are key factors that contribute to enhancing service quality, improving the customer experience, and ultimately shaping a positive mental image. By adopting these approaches, companies can differentiate themselves from competitors, attract and retain customers, and cultivate a favorable perception among their target audience.

7. Data analysis and results.

This section presents the extent of the course experience of the respondents in their online learning session in Basic Training (BT) course.

First: the psychometric properties of the study.

The psychometric properties of the scale were verified by calculating both the validity and reliability, as follows:

1- Internal consistency validity:

The researcher used the Pearson correlation coefficient to verify the internal consistency of the scale, by calculating the correlation coefficients between the degrees of the sub-dimensions and the total score of the scale.

Table 1: Pearson's correlation coefficients between sub-dimensions the overall score of the scale.

Dimensions	Number of paragraphs	Correlation coefficient	Sig
The effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality	7	0.843	**
The quality of service provided by the Jordanian telecom companies affect the formation of the mental image of customers	7	0.899	**
The factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan	6	0.915	**
Relationship between the mental image and customer satisfaction in the Jordanian telecom companies	7	0.926	**
** Correlation is significant at the 0.01			

Source: Authors.

It is clear from the previous table:

The values of the coefficients are high, which reflects the relationship between the different dimensions and the extent of their representation of the scale, and this is largely reflected on the degree of credibility of these dimensions, as it achieved statistically significant correlation coefficients with the total score of the scale ranged between (0.843 to 0.926) and this Confirms that the scale has a high degree of validity.

2- Scale reliability:

The stability of the scale was calculated using Cronbach's alpha stability coefficient, as shown in the following table:

Table 2: The reliability coefficients of Alpha Cronbach.

Dimensions	Number of paragraphs	Alpha Cronbach coefficient
The effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality	7	0.816
The quality of service provided by the Jordanian telecom companies affect the formation of the mental image of customers	7	0.814
The factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan	6	0.752
A bilateral relationship between the mental image and customer satisfaction in the Jordanian telecom companies	7	0.875
Scales	**27**	**0.945**

Source: Authors.

It is clear from the previous table:

The reliability coefficient of Alpha Cronbach for the total scale was 0.945, which indicates the high reliability of the scale, and the values of Alpha Cronbach's coefficient confirmed the reliability of these dimensions significantly, as the values of the reliability coefficient of the dimensions ranged between 0.752 to 0.875), which reflects a high degree of reliability of the tool Used to express the dimensions of the scale.

1- Descriptive analysis of the dimension items the "effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality":

The researcher used the statistical methods (frequencies, percentages, arithmetic mean and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

Table 3: Arrange the paragraphs of the the dimension "the effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality" in order of their importance.

Paragraphs	N	Mean	Std. Deviation	Rank
The Jordanian cellular communications companies. Combined in managing the mental image as a whole.	200	4.708	0.525	1
There are no statistically significant differences in the study population	200	4.410	0.643	2
There is no significant impact on society in the picture.	200	4.355	0.649	3
A company's branding can also influence a customer's mental image of that company	200	4.350	0.640	4
A company's advertising can also influence a customer's mental image of that company. If a company's advertising is effective	200	4.310	0.605	5
Word-of-mouth. If a customer hears positive things about a company from their friends or family, they are more likely to have a positive mental image of that company	200	4.270	0.632	6
impact of social events appeared on the desired mental image, greater significant impact on the desired mental image	200	4.105	0.753	7
General Mean		**4.312**		

Source: Authors.

It is clear from the previous table:

- In the first ranking (The Jordanian cellular communications companies. Combined in managing the mental image as a whole) with an arithmetic mean 4.708 and a standard deviation 0.525, In the last ranking (impact of social events appeared on the desired mental image, greater significant impact on the desired mental image) with an arithmetic mean (4.105) and a standard deviation (0.753).

- As it is clear that the general mean of the dimension reached its Value (4.312), the value is high on the Likert scale.

2- Descriptive analysis of the dimension items "the quality of service provided by the Jordanian telecom companies affect the formation of the mental image of customers":

The researcher used the statistical methods (frequencies, percentages, arithmetic mean and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

Table 4: Arrange the paragraphs of the dimension "Influence of consumers by influencers" in order of their importance.

Paragraphs	N	Mean	Std. Deviation	Rank
It is possible to improve the quality of service and build a positive mental image for Jordanian telecom companies through applying strategies to improve the quality of service and enhance communication with customers	200	4.350	0.640	1
Customer experiences will be analyzed and their opinions will be surveyed to identify areas that can be improved and developed to achieve a high level of service quality.	200	4.300	0.576	2
In the minds of customers and the extent of its impact on their evaluation of the quality of service and their satisfaction.	200	4.295	0.632	3
Future improvements and developments can be directed to enhance the quality of service and raise the level of customer satisfaction	200	4.280	0.560	4
Customers are satisfied with the quality of service they receive; their level of satisfaction increases and loyalty to the company increases.	200	4.265	0.571	5
The possibility of a negative mental image of customers towards these companies may be reflected in their evaluation of the quality of service and their personal experience	200	4.255	0.540	6
It is possible to improve the quality of service and build a positive mental image for Jordanian telecom companies through applying strategies to improve the quality of service and enhance communication with customers	200	4.245	0.630	7
General mean		**4.238**		

Source: Authors.

It is clear from the previous table:

- In the first ranking (It is possible to improve the quality of service and build a positive mental image for Jordanian telecom companies through applying strategies to improve the quality of service and enhance communication with customers) with an arithmetic mean (4.350) and a standard deviation (0.640), In the last ranking (Influential consumers are the mediators of the brand) with an arithmetic mean (4.245) and a standard deviation (0.630).

- As it is clear that the general mean of the dimension reached its Value (4.238), the value is high on the Likert scale.

3- Descriptive analysis of the dimension items "the factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan":

The researcher used the statistical methods (frequencies, percentages, arithmetic mean and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

Table 5: Arrange the paragraphs of the dimension "the factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan" in order of their importance.

Paragraphs	N	Mean	Std. Deviation	Rank
Satisfaction positively influences the mental image of telecommunications companies in Jordan.	200	4.475	0.650	1
Loyalty positively influences the mental image of telecommunications companies in Jordan.	200	4.390	0.583	2
Profitability positively influences the mental image of telecommunications companies in Jordan.	200	4.375	0.683	3
Employee attitude positively influences the mental image of telecommunications companies in Jordan.	200	4.325	0.609	4
Knowledgeability positively influences the mental image of telecommunications companies in Jordan	200	4.305	0.532	5
Mental image of companies in the telecommunications	200	4.280	0.696	6
General mean		**4.300**		

Source: Authors.

It is clear from the previous table:

- In the first ranking (Satisfaction positively influences the mental image of telecommunications companies in Jordan) with an arithmetic mean (4.475) and a standard deviation (0.650), In the last ranking (mental image of companies in the telecommunications) with an arithmetic mean (4.280) and a standard deviation (0.696).

- As it is clear that the general mean of the dimension reached its Value (4.300), the value is high on the Likert scale.

4- Descriptive analysis of the dimension items "relationship between the mental image and customer satisfaction in the Jordanian telecom companies":

The researcher used the statistical methods (frequencies, percentages, arithmetic mean and standard deviation) for each paragraph of the dimension to arrange them according to their importance and extracted the following results:

Table 6: Arrange the paragraphs of the the dimension relationship between the mental image and customer satisfaction in the Jordanian telecom companies? in order of their importance.

paragraphs	N	Mean	Std. Deviation	Rank
Enhance our understanding of the role of mental image and improve service quality and customer satisfaction in Jordanian telecom companies	200	4.490	0.633	1
The company's mental image and how they affect customers' evaluation of service quality and their final level of satisfaction	200	4.415	0.604	2
Hey are referred to as aphantasics, a label that just means that they report no conscious mental imagery	200	4.365	0.569	3
There are people who, when they close their eyes and visualize an apple see no 'images' in their mind's eye	200	4.360	0.585	4
Auditory mental imagery, for example, plays a crucial role in listening to music	200	4.360	0.576	5
Mental imagery is not necessarily visual	200	4.330	0.651	6
Mental imagery is often used interchangeably with the term 'mental image'	200	4.160	0.621	7
General Mean		**4.305**		

Source: Authors.

It is clear from the previous table:

- In the first ranking (enhance our understanding of the role of mental image and improve service quality and customer satisfaction in Jordanian telecom companies) with an arithmetic mean (4.490) and a standard deviation (0.633), In the last ranking (Mental imagery is often used interchangeably with the term 'mental image') with an arithmetic mean (4.160) and a standard deviation (0.621).

- As it is clear that the general mean of the dimension reached its Value (4.305), the value is high on the Likert scale.

Implications:

- Applying Innovative Customer Service Strategies to Enhance Service Quality: In the cutthroat business environment of today, businesses must go above and beyond standard customer service strategies to stand out and cultivate a favorable reputation. Innovative customer care tactics can greatly improve client happiness and service quality.

- Continuous Improvement and Innovation: A dedication to quality may be seen in the regular evaluation and improvement of goods, services, and procedures based on consumer input. This iterative process improves the mental picture and promotes client happiness.

Conclusions

The aim of this article is to provide new data concerning mental imagery in e-commerce setting after an empirical study while contributing conceptually and methodologically to the literature in marketing. This research also highlights a few managerial recommendations designed to encourage web user purchases.

Over the last few years the number of e-retail sites has continued to increase and the international dimension, accentuated by the internet, has sparked interest among actors in e-commerce in understanding consumer behaviour. Mental imagery is a concept known to researchers, but today it is becoming well-known in the business sector as well. Firms are now

trying to improve mental imagery among web users in order to positively influence purchase behaviours.

Even though researchers in marketing have recently focused more on the effects of mental imagery and its determinants on e-consumer behaviour, it would be interesting for future studies to continue extending current research. Thus, this article points to several topics for deepening the literature on mental imagery.

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Annex.

Table 7: The questionnaire phrases.

N	Paragraphs	Agree	Not know	Not agree
The first dimension: the effect of the mental image of the Jordanian telecom companies on customers' evaluation of service quality				
1	The Jordanian cellular communications companies. Combined in managing the mental image as a whole.			
2	There are no statistically significant differences in the study population			
3	There is no significant impact on society in the picture.			
4	A company's branding can also influence a customer's mental image of that company			
5	A company's advertising can also influence a customer's mental image of that company. If a company's advertising is effective.			
6	Word-of-mouth. If a customer hears positive things about a company from their friends or family, they are more likely to have a positive mental image of that company			
7	impact of social events appeared on the desired mental image, greater significant impact on the desired mental image.			
The second dimension: the quality of service provided by the Jordanian telecom companies affect the formation of the mental image of customers				
1	It is possible to improve the quality of service and build a positive mental image for Jordanian telecom companies through applying strategies to improve the quality of service and enhance communication with customers			
2	Customer experiences will be analyzed and their opinions will be surveyed to identify areas that can be improved and developed to achieve a high level of service quality.			
3	in the minds of customers and the extent of its impact on their evaluation of the quality of service and their satisfaction.			
4	future improvements and developments can be directed to enhance the quality of service and raise the level of customer satisfaction.			
5	customers are satisfied with the quality of service they receive; their level of satisfaction increases and loyalty to the company increases.			
6	the possibility of a negative mental image of customers towards these companies may be reflected in their evaluation of the quality of service and their personal experience.			
7	It is possible to improve the quality of service and build a positive mental image for Jordanian telecom companies through applying strategies to improve the quality of service and enhance communication with customers			
The Third dimension: the factors affecting the formation of the mental image of companies in the telecommunications sector in Jordan				
1	Satisfaction positively influences the mental image of telecommunications companies in Jordan.			
2	Loyalty positively influences the mental image of telecommunications companies in Jordan.			
3	Profitability positively influences the mental image of telecommunications companies in Jordan.			
4	Employee attitude positively influences the mental image of telecommunications companies in Jordan.			
5	Knowledgeability positively influences the mental image of telecommunications companies in Jordan.			
6	mental image of companies in the telecommunications			
The fourth dimension: a bilateral relationship between the mental image and customer satisfaction in the Jordanian telecom companies				
1	enhance our understanding of the role of mental image and improve service quality and customer satisfaction in Jordanian telecom companies			
2	the company's mental image and how they affect customers' evaluation of service quality and their final level of satisfaction.			
3	hey are referred to as aphantasics, a label that just means that they report no conscious mental imagery			
4	There are people who, when they close their eyes and visualize an apple see no 'images' in their mind's eye			
5	Auditory mental imagery, for example, plays a crucial role in listening to music			
6	mental imagery is not necessarily visual			
7	Mental imagery is often used interchangeably with the term 'mental image'			

Source: Authors.