

The role of knowledge management in achieving customer satisfaction in the electronic store sector: A survey study of the opinions of a sample of customers of Noon store

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Abstract

The purpose of this study is to identify the role of knowledge management in achieving customer satisfaction in the electronic store sector. An exploratory study of the opinions of a sample of customers of the Saudi Noon store. To achieve this purpose, a questionnaire was used as a tool for collecting primary data. The study population consisted of all electronic stores in the Kingdom of Saudi Arabia, by applying it to a simple random sample of customers of the Saudi Noon store, and the sample size reached (210) individuals. The study concluded a number of results, the most important of which are: There is a statistically significant effect of knowledge management on achieving customer satisfaction from the point of view of the study sample members. In light of the results, the study presented a number of recommendations, the most prominent of which are: that online stores adopt a knowledge management system, in order to benefit from their operations and practices in achieving customer satisfaction.

Keywords: Knowledge Management, customer satisfaction Management Practices, electronic stores.

introduction

Today, knowledge is one of the most important competitive assets that contribute to achieving success and excellence in the business market. In order to invest these assets effectively, multiple directions for research and development have emerged, including knowledge management, which constitutes one of the contemporary intellectual developments in the field of management, for its role in improving performance, innovation and competitiveness. For organizations, individuals and groups in light of the challenges and changes taking place in the external and internal environment, organizations have tended to pay attention to knowledge because it is one of the valuable resources that takes them towards success and excellence (Al-Muhammadi and Al-Qurashi, 2022).

Knowledge management is a strategic direction that aims to achieve institutional learning and organize the knowledge available within the organization in a way that enhances innovation and improves performance. Using knowledge management effectively can contribute to achieving a variety of benefits, including improving business processes, enhancing learning and innovation, and developing products and services, improving communication and increasing customer satisfaction.

In light of the changes taking place in various sectors, including the trade sector, which is witnessing a major transformation and an increasing trend towards e-commerce

and its intense competition, companies and electronic stores of all types seek to work to survive and continue in the market and respond to the technological developments taking place, by attracting customers and achieving their satisfaction. Customer satisfaction is crucial to the success and sustainability of any company in the competitive market, and here comes the role of knowledge management in providing the knowledge and expertise necessary to understand customer needs and preferences, improve their experience and meet their expectations.

From this standpoint, this study came with the purpose of investigating the role of knowledge management in achieving customer satisfaction in the electronic store sector, through a field study on customers of the Saudi Noon store.

Objectives of the study:

This study seeks to achieve the following objectives:

- 1- Identifying the level of interest of Saudi online stores in knowledge management processes from the point of view of Saudi Noon store customers.
- 2- Identify the level of knowledge management application in Saudi electronic stores from the point of view of Saudi Noon store customers.
- 3- Identify the level of interest of Saudi online stores in applying knowledge management practices for the purpose of achieving customer satisfaction from the point of view of Saudi Noon store customers.
- 4- Identify the impact of knowledge management in achieving customer satisfaction in the Saudi Noon store.

Importance of studying

This study contributes to enriching current knowledge and a deeper understanding of the concept of knowledge management in online stores. By following up on previous studies and methodological books related to the subject of the study, the study provides an integrated conceptual framework that helps clarify these concepts and the method of studying them.

The practical importance of this study is demonstrated by what it can provide to decision makers and decision makers in Saudi electronic stores, to apply knowledge management effectively that contributes to achieving customer satisfaction by improving customer experience and meeting their needs better. In addition, the study helps in improving the ability of electronic stores to manage data. And use it to make informed strategic decisions, which enhances profitability and success in the e-commerce market.

Also, this study gains its importance by looking at the following matters:

- 1- This study dealt with the e-commerce sector, which is considered one of the most important emerging sectors. Thus, this study comes as a contribution to defining the importance of this sector as one of the most important and promising sectors, which will undoubtedly represent an important tributary of the national economy in the Kingdom within the framework of digital transformation, which is considered one of the most important. Pillars of the Kingdom's Vision 2030.

- 2- The possibility of reaching statistically significant results about the impact of knowledge management in achieving customer satisfaction in the electronic stores sector.
- 3- It supports theoretical and applied studies and research in the field of knowledge management in the e-commerce environment in the Kingdom of Saudi Arabia, by providing companies and electronic stores with the results of the study and appropriate recommendations, which is reflected in improving their ability to manage knowledge and employ it in a way that helps them achieve institutional success that enables them to perform their role. Inspiring in achieving comprehensive development in the Kingdom of Saudi Arabia.

Study Problem

E-stores currently face many challenges that affect their performance and competitiveness in the e-commerce market. One of these challenges relates to knowledge management, that is, the ability to collect and organize information and expertise and use them effectively to achieve competitive advantage. Knowledge management is crucial to the success of online stores, as it allows for innovation, continuous learning and performance improvement. However, there are still shortcomings and challenges in understanding how to apply and maximize knowledge management in the context of online stores.

Knowledge management is one of the strategic directions in the management of business organizations, which contributes to achieving a competitive advantage for various institutions and companies, including electronic stores, which try to benefit from information technology so that they can achieve their goals and satisfy their customers, and in order to make the most of the data and information they have, they must pay attention to the application. Effective knowledge management processes, which can reflect positively on its performance and improve its ability to achieve customer satisfaction.

Based on the above, the problem of this study lies in answering the following main question: What is the role of knowledge management processes in achieving customer satisfaction in the electronic stores sector?

Study hypotheses:

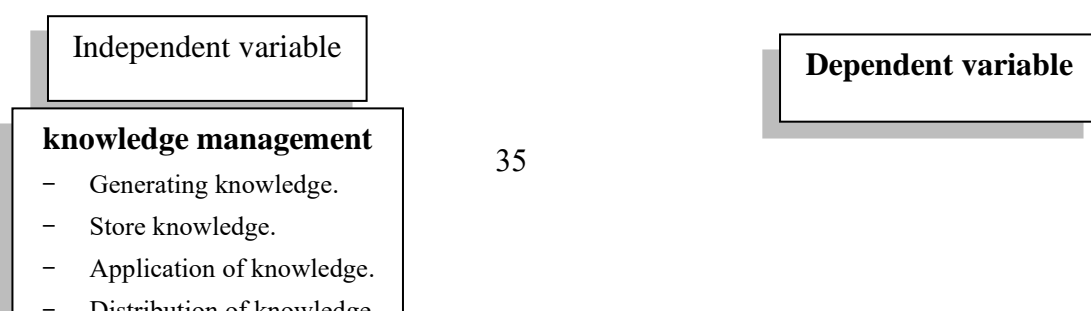
This study is based on the following main null hypotheses:

H01-There is no statistically significant relationship at a significant level ($0.05 \geq \alpha$) between knowledge management and achieving customer satisfaction in Saudi electronic stores.

H02- There is no statistically significant effect at a significant level ($0.05 \geq \alpha$) of knowledge management in achieving customer satisfaction in Saudi electronic stores.

Study model

To achieve the purpose of the study and reach its specific objectives, the researcher designed the theoretical model of the study as shown in Figure No. (1).



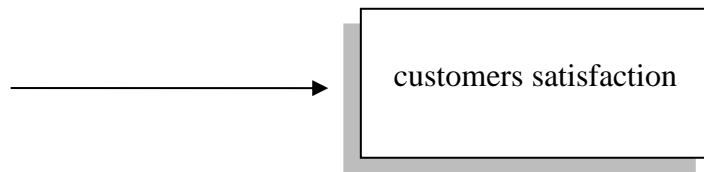


Figure (1): Study model

Theoretical framework and previous studies

Knowledge management processes:

Organizations live in the knowledge era, where knowledge plays a crucial role in achieving success and competitive superiority and is a powerful tool in organizing and improving knowledge within the organization and using it strategically. Researchers have addressed the concept of knowledge management from several approaches. The definition of knowledge management varies depending on the approach to the concept, as well as the specializations and backgrounds of researchers and writers in the field of this concept. This difference is also due to the dynamism of the concept or the rapid changes that occur to it, in addition to the breadth of the scope of the concept. Among the most prominent definitions of knowledge management are the following (Al-Maani, 2009): It is an open administrative system that operates within the framework of a specific external environment that affects it and its interactions, and is divided into multiple successive and interconnected steps (such as creating, collecting, storing, distributing and using knowledge), and its goal is to share knowledge in The most efficient image to obtain the greatest value for the organization. The concept of knowledge management also expresses the processes that help business organizations generate and obtain information, select, organize, use and disseminate it and transfer important information and experiences that are necessary for various administrative activities such as decision-making, problem-solving and strategic planning (Al-Mudalal, 2012). Knowledge management is defined as “planning Organizing, controlling, coordinating and synthesizing knowledge and assets related to intellectual capital, processes, personal and organizational capabilities and potentials, so that the greatest possible positive impact on the results of competitive advantage is achieved. Knowledge management includes achieving the process of sustaining knowledge and intellectual capital, exploiting, investing and disseminating them (Al-Zayat, 2008). The concept of knowledge management expresses the organized process of searching, selecting, organizing, and presenting information in a way that improves employees’ understanding and optimal use of business organizations’ assets (Al-Sabbagh, 2012). Likewise, knowledge management is the process of efficiently collecting and creating knowledge, managing the knowledge base, and facilitating participation in it, in order to apply it effectively. In business organizations (Hislop, 2009), others see knowledge management as a result of the struggles of information technology producers and consultants to sell innovative solutions to business organizations in order to enhance their competitive position (Bulmentritt & Jonston, 1999).

Through the previous definitions, the researcher believes that knowledge management is the process through which data is collected and transformed into information that is organized, arranged, saved, and retrieved, to be converted into knowledge, to be used to achieve the desired excellence. Many researchers agree on the importance of employing knowledge management in business organizations because of its key role in achieving the various goals of business organizations, such as empowering employees, promoting and disseminating a culture of creativity and innovation among employees, and solving problems faced by business organizations (Apak & Atay, 2014, Barari, 2015).

Knowledge management differs from information management to the extent that the concept of information differs from the concept of knowledge, as information management is related to data and information, and is related to documents and design using computers and electronic tables, preserving and transmitting data and information, providing information security and all functions and operations that are related to information, while knowledge management is more advanced, as it analyzes information and pays attention to analyzing all available and required knowledge assets and managing the processes related to these assets, which are represented by developing knowledge, preserving it, using it and participating in it. It includes knowledge assets related to the market, products, technologies, and institutions that possess knowledge and need it. Knowledge management uses information technology and expert systems for reasoning. Cognitive and human and artificial intelligence to generate knowledge (Al-Kubaisi, 2005).

The majority of approaches and concepts dealt with knowledge management as a process, and many researchers in the field of knowledge management have pointed out this. Knowledge derived from information and its internal and external sources does not mean anything without those processes that enrich it and enable access to it, participation in it, storage, distribution, preservation and retrieval with the intention of Application or reuse. Researchers in the field of knowledge management have differed in the number, arrangement, and names of these processes, although most of them have pointed to the fundamental processes, which are diagnosing knowledge, defining knowledge objectives, generating knowledge, storing knowledge, distributing knowledge, and then applying knowledge (Kasim, 2010, Kambiz, and Aslan, 2015). However, there was no clear consensus on knowledge management processes, as Desouza & Awazu (2005) indicated that knowledge management processes include: generating knowledge, maintaining knowledge and disseminating knowledge, while Martins et al., (2001) indicated that knowledge management processes Knowledge includes: generating, storing, distributing, and applying knowledge, and some believe that knowledge management processes include generating knowledge, access to knowledge sources, applying knowledge, fortifying the organization's products, storing knowledge, developing knowledge, and measuring knowledge (Safarzadeh, 2012). The Wing model focused On four knowledge management processes, which are knowledge building. Knowledge retention and knowledge accumulation. And the use of knowledge. The Marquradt model included six stages, covering the process of transferring knowledge to the user through the following processes: acquisition, generation, storage, extraction, transfer and dissemination, application and encounter. For the purposes of this study, knowledge management processes will be referred to as a set of processes that Each element represents a process that is directly related to the next element, and includes a group of processes: knowledge generation, knowledge storage, knowledge distribution, and knowledge application (Martins, et al., 2001), where the concept of knowledge generation refers to processes and/or activities. Which is carried out by business organizations in order to innovate, discover, buy, acquire and obtain knowledge using many tools. As for storing knowledge, it expresses the preservation of knowledge in electronic ways, such as cloud systems, or in non-electronic ways, such as keeping records and documents. As for distributing knowledge, it refers to disseminating and sharing knowledge among all Individuals of the business organization, and facilitating the process of accessing the required knowledge to the largest number of employees according to the administrative levels and the extent of the need for it. The application of knowledge includes putting it into actual implementation in order to achieve the desired goals of the business organizations (Siadat et al., 2015; Dehghan, 2009).

Achieving customer satisfaction:

The customer is defined as the actual or expected buyer of services who has the desire and ability to purchase those services. He also constitutes the ultimate goal of any marketing

operations because he is the key to the success or failure of the organization (Aqili, 2001). Customer satisfaction is defined as the positive feeling or sensation that a customer produces in exchange for purchasing a specific product or benefiting from a specific service, which creates a desire in him to repurchase this product or benefit from this service (Zakri, 2014). Customer satisfaction also expresses the feeling conveyed by the extent to which the performance of the product or service matches, from a psychological standpoint, the customer's expectations at the moment he consumes the service. When the service performance is equal to what the customer expects, then he is satisfied (Verdrine, 2011). But if it exceeds expectations, he will be very satisfied or happy" (Atef, 2011).

From the above, it can be said that customer satisfaction is the extent to which the product or service matches or exceeds the customer's expectations and the extent of his satisfaction with the value he received for the price he paid. Customer satisfaction is an important indicator of an organization's success, as it reflects the extent of customer satisfaction with their comprehensive experience with the organization, including the quality of products or services, customer service, and the purchasing process in general. Customer satisfaction is also one of the organization's gains in light of intense competition, as it contributes to improving the organization's reputation, increasing its market share, reducing the costs of attracting and retaining customers, and strengthening long-term relationships with them. Therefore, organizations must strive to achieve customer satisfaction by providing products and services that meet their needs and desires and exceed their expectations.

The characteristics of customer satisfaction are subjective, evolutionary, and relative satisfaction, where self-satisfaction relates to the customer's perception of the services provided on the one hand, and to the nature and level of the customer's personal expectations on the other hand. The customer's view is the only view that can be taken into account with regard to the subject of satisfaction, as the customer does not judge On the quality of service realistically and objectively, he judges the quality of service by what he expects from the service.

Relative satisfaction is based on comparing customer expectations with market standards (Ray, 2001). Satisfaction here is not related to a state of divorce, but rather to a relative estimate. Each client makes a comparison through his view of market standards. Although satisfaction is subjective, it changes according to levels of expectation, and satisfaction is not based only on personal standards, but also changes according to needs.

While evolutionary satisfaction changes with time (Ray, 2001), it develops through two different levels: the first is represented by needs, and the second is the cycle of using the product, and the customer changes through the development of these two standards: the level of expectation on the one hand, and the level of perceived performance on the other hand. Over time, customer expectations may evolve as a result of the emergence of new services or the development of standards for the services provided, due to increased competition (Mezian, 2012).

Previous studies:

Ali's study (2016) aimed to reveal the impact of knowledge management on how to achieve customer satisfaction. The researcher chose the telecommunications company as the research population and a group of its employees for its subsidiaries in Babylon Governorate as a sample. For the purpose of verifying the research hypotheses, the questionnaire was distributed to 120 employees in its two branches in Governorate and they were retrieved (109) All of them were excluded (10) Invalid The number of questionnaires suitable for analysis reached (99) questionnaires. The research came out with a set of conclusions, including the importance of achieving customer satisfaction and

the research sample's awareness that information and knowledge grow and flourish, published and delivered to the various branches of the company through exchange Experience, information, market research and everything related to customer desires.

Amina's study (2021) also aimed to identify the reality of practicing knowledge management processes, and to know the most prominent obstacles to implementing the knowledge management strategy in Algerian public economic institutions, considering that our Algerian institutions have not adopted this strategy in its broad sense, as we sought in this study to identify the extent of readiness Our Algerian public institutions implement knowledge management, and this is by addressing the following problem: What is the reality of practicing knowledge management operations in the Regional Directorate of Algerian Telecommunications in the state of Ouargla? In order to address this problem, we relied on the descriptive analytical approach, by preparing a questionnaire that addresses aspects of the topic and distributing it to The target sample was analyzed and the SPSS program was relied upon. Among the most important findings of the study were: the existence of a high level of knowledge generation in the organization; The level of knowledge storage in the organization is average; The level of knowledge distribution in the organization is high; The level of knowledge application in the organization is average; There are a number of obstacles that hinder the implementation of knowledge management in the institution under study.

Maddouh's (2023) study addressed the role of knowledge management in improving the competitive advantage of an economic institution. The study aimed to test the role of knowledge management in its dimensions (acquisition of knowledge, storage of knowledge, dissemination of knowledge, application of knowledge) in improving the competitive advantage of an economic institution, a case study of the mobile phone operator company "Geezy". Forty-two (42) retrieved questionnaires were studied and analyzed using the Statistical Package for the Social Sciences (version 23) program. After interpreting and discussing the results, the study concluded that there is a positive relationship between knowledge management in all its dimensions and improving the organization's competitive advantage. The study also included presenting a number of recommendations. Keywords: knowledge management, knowledge acquisition, knowledge storage, knowledge dissemination, knowledge application, competitive advantage.

Hakim's study (2010) aimed to identify the impact that knowledge management has on its processes (acquiring and storing knowledge, transferring knowledge, applying knowledge) in achieving competitive advantage in its dimensions (quality, creativity, efficiency of operations) in the Mobilis Telecommunications Company in Algeria, and measuring the impact of the factors. Personal and functional influences on this. To achieve the objectives of the study, a questionnaire was designed and developed, and then processed statistically using the Statistical Package for the Social Sciences (SPSS.20). The study found a high level of awareness among the respondents of the level of practice of human resources management functions and the dimensions of competitive advantage in the Mobilis company and the presence of A statistically significant impact of knowledge management processes on the competitive advantage in Mobilis Communications Company, and the presence of statistically significant differences in the respondents' attitudes towards the level of practice of knowledge management processes due to the variables (age, educational level, number of years of experience) and towards the dimensions of competitive advantage due to personal factors. and functional aspects in the Mobilis company. Accordingly, the study recommends the need to increase attention to knowledge management processes through the effective application of practices that enhance the knowledge acquisition process for employees.

Study Approach

The purpose of this study is to investigate the role of knowledge management in achieving customer satisfaction, as Saudi electronic stores were the field of application and the Noon Saudi store was the store under study. The study focused on surveying the opinions of customers of the Saudi Noon store, so this study is considered essential for In terms of method, and descriptive analytical in terms of purpose, and since it was conducted in the actual work environment without imposing any restrictions or controls, it is considered an exploratory field study.

Study population and sample:

The study population consists of all customers of the online store “Noon” in the Kingdom of Saudi Arabia. A simple random sample representing this population was drawn, amounting to (210) individuals, and the questionnaire was distributed electronically to the members of the study sample. The total number of retrieved questionnaires reached (232) questionnaires, and (22) questionnaires were discarded due to their invalidity. Thus, the sample settled on (210) respondents, representing (90.5%) of the total questionnaires distributed.

Study tool:

The questionnaire was used as a tool for collecting data and consisted of paragraphs that covered the independent and dependent variables, which were constructed, configured, and distributed to the members of the sample unit. The questionnaire consists of two main parts, as follows:

- 1- The first part: It was devoted to identifying the demographic factors of the respondents, such as (gender, age, educational qualification).
- 2- The second part: It was devoted to paragraphs covering the variables of the study, which are represented in identifying the role of knowledge management in achieving customer satisfaction.
- 3- A five-point Likert scale was adopted, consisting of five values, one of which the respondent chooses, which expresses the degree of agreement of the study sample items with each item, and the relative importance of each item in the questionnaire (very high, high, medium, low, very low).

Reliability and validity of the instrument

To measure the stability of the study tool, the researcher used Cronbach’s Alpha for internal consistency, to ensure the stability of the study on an exploratory sample consisting of (30) individuals, and Table No. (1) shows the stability coefficients for the study variables.

Table (1): The value of the reliability coefficient for the study variables

Variables	Sequence of phrases	Constancy
Knowledge generation	1-5	0.910
Store knowledge	6-10	0.859
Application of knowledge	11-15	0.823

Distribution of knowledge	16-20	0.891
customers satisfaction	21-30	0.949
1-30	Overall reliability of the questionnaire	0.976

Table No. (1) shows that the general reliability coefficient for the study's axes is high, reaching (0.976) for the total of the questionnaire's (30) items, while the reliability of the axes ranged between 0.823 as a minimum and 0.949 as a maximum. This indicates that the questionnaire has a high degree of reliability. Reliability can be relied upon in the field application of the study according to the Nunley scale, which adopts 0.70 as the minimum reliability. (Nunally & Bernstein, 1994).

Internal consistency validity:

The validity of the internal consistency of the questionnaire was verified by calculating the Pearson correlation coefficient between the scores of each of the five axis items and the total score to which the item belongs, using the statistical program SPSS V.25. The following tables show the correlation coefficients between each item of the first axis and the total score for the axis.

Table No. (2): Correlation coefficients between the score of each item and the total score for the first axis (knowledge generation)

Variables paragraphs	Correlation coefficient	Sig.
1	0.835**	0.000
2	0.899**	0.000
3	0.854**	0.000
4	0.868**	0.000
5	0.849**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).

From the results of the previous table, we find that all Pearson correlation coefficients between the items of the first axis and the total score of the first axis are statistically significant at a significant level (0.01), where the minimum correlation coefficients were 0.835, while the upper limit was (0.899). Accordingly, all paragraphs of the first axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the first axis.

Table No. (3): Correlation coefficients between the score of each item and the total score for the second axis (storing knowledge)

Variables paragraphs	Correlation coefficient	Sig.
1	0.839**	0.000
2	0.816**	0.000

3	0.857**	0.000
4	0.752**	0.000
5	0.753**	0.000

** . Correlation is significant at the 0.01 level (2-tailed).

From the results of the previous table, we find that all Pearson correlation coefficients between the items of the second axis and the total score of the second axis are statistically significant at a significant level (0.01), where the minimum correlation coefficients were 0.752, while the upper limit was (0.857). Accordingly, all paragraphs of the second axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the second axis.

Table No. (4): Correlation coefficients between the score of each item and the total score for the third axis: (Application of knowledge)

Variables paragraphs	Correlation coefficient	Sig.
1	0.669**	0.000
2	0.771**	0.000
3	0.826**	0.000
4	0.775**	0.000
5	0.841**	0.000

** . Correlation is significant at the 0.01 level (2-tailed).

From the results of the previous table, we find that all Pearson correlation coefficients between the items of the third axis and the total score of the axis are statistically significant at a significant level (0.01), where the minimum correlation coefficients were 0.669, while the upper limit was (0.841). Accordingly, all paragraphs of the third axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the third axis.

Table No. (5): Correlation coefficients between the score of each item and the total score for the fourth axis: (Distribution of knowledge)

Variables paragraphs	Correlation coefficient	Sig.
1	0.914**	0.000
2	0.860**	0.000
3	0.810**	0.000
4	0.775**	0.000
5	0.837**	0.000

** . Correlation is significant at the 0.01 level (2-tailed).

From the results of the previous table, we find that all Pearson correlation coefficients between the items of the fourth axis and the total score of the axis are statistically significant at a significance level (0.01), where the minimum correlation coefficients were 0.775, while the upper limit was (0.914). Accordingly, all paragraphs of the fourth axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the fourth axis.

Table No. (6): Correlation coefficients between the score of each item and the total score for the fifth axis: (customer satisfaction)

Variables paragraphs	Correlation coefficient	Sig.
1	0.827**	0.000
2	0.786**	0.000
3	0.849**	0.000
4	0.781**	0.000
5	0.740**	0.000
6	0.779**	0.000
7	0.858**	0.000
8	0.853**	0.000
9	0.930**	0.000
10	0.909**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).

From the results of the previous table, we find that all Pearson correlation coefficients between the fifth axis items and the total score of the axis are statistically significant at a significance level (0.01), where the minimum correlation coefficients were 0.740, while the upper limit was (0.930). Accordingly, all paragraphs of the fifth axis are internally consistent with the axis to which they belong, which proves the validity of the internal consistency of the paragraphs of the fifth axis.

Statistical processing

After the researcher completed the process of collecting the necessary data about the variables of this study, it was coded and entered into the computer to extract the statistical results. Statistical methods were used within the Statistical Program for Social Sciences (SPSS Statistical Package for Social Sciences), and then the data obtained from During the field study of the sample investigated, as follows:

First: Descriptive statistical methods:

It includes measures of central tendency, such as the arithmetic mean, frequencies, and percentages, in order to describe the opinions of the study sample about the study variables and to determine the importance of the statements contained in the questionnaire, as well as the standard deviation to indicate the extent to which answers are dispersed from their arithmetic mean. Regarding the limits on which this study relied when commenting on the

arithmetic mean of the variables in the study model, the researcher determined three levels, namely (weak, medium, and high), based on the following equation: Length of the category = (the upper limit of the alternative - the lower limit of the alternative)/number of levels.

$(5-1)/3 = 4/3 = 1.33$. Thus, the levels are as follows: from 1 to 2.33 is weak, from 2.34 to 3.67 is moderate, and from 3.68 to 5 is high.

Second: Inferential statistical methods:

They include the following:

- 1- Multiple Linear Regression Analysis: This is in order to test the effect of the independent variables combined on the dependent variable (customer satisfaction).
- 2- Simple linear regression analysis in order to test the effect of each independent variable on the dependent variable, which is (customer satisfaction).
- 3- Cronbach Alpha test: This is to test the extent of reliability of the data collection tool used to measure the variables included in the study.

Data collection methods

Two types of information sources were relied upon:

- a. **Secondary data:** These are data obtained from library sources and from the literary review of previous studies in order to establish the scientific foundations and theoretical framework for this study, such as:
 - 1) Management books and scientific materials that examine knowledge management, achieving customer satisfaction, and analyzing their impact.
 - 2) Master's theses and doctoral theses that investigate knowledge management and methods of achieving customer satisfaction.
 - 3) Specialized periodicals and bulletins written on the subject of knowledge management and methods of achieving customer satisfaction.
- b. **Primary data:** This is the data that was obtained through preparing a special questionnaire for the subject of this study, as it covered all the aspects addressed by the theoretical framework, questions and hypotheses on which the study was based. The questionnaire was distributed to the study sample of Saudi Noon store customers during the questionnaire. e.

Personal characteristics of the study sample members

This axis shows the data of the study population members, through which the demographic characteristics of the study population can be identified. These characteristics have been identified as follows:

1. Sex:

Table (7) Distribution of study sample members by gender

Sex	Repetition	Percentage
Male	115	54.8%
Female	95	45.2%
Total	210	100.0%

The results showed that most of the study sample members were female, with a percentage of (54.8%) being female, compared to a percentage of (45.2%) males.

2. Age:

Table (8) Distribution of study sample members by age group

Age	Repetition	Percentage
20 – 30 years	134	63.8%
31 – 40 years	62	29.5%
41 – 50 years	13	6.2%
51 or older	1	0.5%
Total	210	100.0%

As for age, the results showed that most of the study sample members were from the age group (20 to 30 years) with a percentage of (63.8%), followed by the age group (31 to 40 years) with a percentage of (29.5%), then the age group (41 to 50 years) with a percentage. (6.2%) and finally their age (over 50 years) with a percentage of (0.5%).

3. Education:

Table (9) Distribution of study sample members by age group

Education	Repetition	Percentage
High School	33	15.7%
Higher Diploma	27	12.9%
Bachelor's	137	65.2%
Postgraduate	13	6.2%
Total	210	100.0%

In terms of educational qualifications, the results showed that most of the sample members had a bachelor's degree, as their number reached 76 individuals, with a percentage of (65.2%), followed by a secondary school qualification with a percentage of (15.7%), then a higher diploma with a percentage of (12.9%), and finally a postgraduate qualification. By (6.2%) of the sample members.

The extent of interest of Noon Store in knowledge management.

1. Results related to the dimensions of the independent variable, knowledge management.

V		Phrase	Mean	Std dev.	Appr oval level	Rank
Knowledge generation	1	Noon store provides useful information that helps customers understand the products and services offered.	4.33	0.870		
	2	Noon store meets customers' needs and desires for information and knowledge related to the store and its products.	4.22	0.914		
	3	Noon store provides new information and regular updates that help customers know what is new in the store.	4.22	0.950		
	4	The information provided by the Noon store is simplified in a way that facilitates the shopping process.	4.30	0.847		
	5	Noon store provides tools for sorting and filtering information that help customers make their purchasing decisions.	4.22	0.903		
	MEAN of (Knowledge generation)		4.26	0.753	High	3
Store knowledge	6	Noon store provides an organized and easy-to-use user interface that facilitates access to saved information.	4.35	0.757		
	7	Noon store provides effective search tools that enable the customer to find stored information easily.	4.40	0.699		
	8	Noon Store classifies and names information and contents clearly and logically.	4.33	0.809		
	9	Noon store allows the customer to save products and services and put them in favorites for easy return to them.	4.32	0.869		
	10	Noon store provides a high level of security and privacy of customers' personal and financial data.	4.24	0.808		
	MEAN of (Store knowledge)		4.33	0.636	High	1
Application of knowledge	11	I find that the products or services provided by the Noon store are identical to what is advertised.	4.23	0.899		
	12	Noon store provides effective technical support to answer inquiries and provide solutions.	4.10	0.980		
	13	Noon store provides content and an explanatory guide on how to use the products and services.	4.20	0.840		
	14	I find that Noon store has a clear vision, strategy, and specific goals.	4.20	0.881		
	15	I find that the Noon store provides me with high financial, marketing and organizational value.	4.36	0.784		
	MEAN of (Application of knowledge)		4.22	0.731	High	4
Distribution of knowledge	16	Noon Store shares openly and transparently various information of interest to customers and the public.	4.33	0.808		
	17	Noon store encourages customers to share their experiences and opinions about products and services.	4.29	0.844		
	18	Noon store provides ways to communicate with the store team to ask questions or provide feedback.	4.17	0.956		
	19	Noon store provides the customer with options to share their favorite products and services via social media.	4.30	0.842		
	20	Noon has external review and evaluation platforms that make it easier for users to provide ratings and comments on products and services.	4.26	0.935		
	MEAN of (Distribution of knowledge)		4.27	0.739	High	2
The general Mean of the knowledge management variable			4.27	0.658	High	

Table (10): Arithmetic means and standard deviations for the dimensions of the knowledge management variable

The results shown in Table No. (10) showed that the answers of the study sample members to the items related to the knowledge management variable, and the means and standard deviations related to them, ranged between (4.22) and (4.33). The dimension (storing knowledge) came in first place with an arithmetic mean of (4.33), which is higher than the general arithmetic mean, and a standard deviation of (0.636). (Distribution of knowledge) came in last place with an arithmetic mean of (4.22), which is lower than the general arithmetic mean, and a standard deviation of (0.731).

The general result indicates that the arithmetic averages for the items related to the knowledge management variable came at a high level, from the point of view of Saudi Noon store customers, as the arithmetic average reached (4.27).

2. Results related to the dependent variable: customer satisfaction:

Table (11): Arithmetic means and standard deviations for customer satisfaction

	Phrase	Mean	Std dev.	Approval level
21	I feel satisfied with the quality of the products and services provided by the Noon store.	4.16	0.948	High
22	Noon store provides a wide choice of products and services that meet my needs.	4.24	0.902	High
23	Online stores provide services that exceed my expectations.	4.20	0.890	High
24	Online stores provide a shopping experience that satisfies customers.	4.18	0.887	High
25	I find the purchasing process at Noon store smooth and convenient.	4.29	0.768	High
26	I feel satisfied with the value of the products and services provided by the Noon store.	4.34	0.793	High
27	I feel satisfied with the response and customer service at Noon store.	4.27	0.833	High
28	I find that the return and exchange policy at Noon store is fair and just.	4.30	0.853	High
29	I trust the comprehensive information provided by Noon Store and feel satisfied with its credibility and professionalism.	4.31	0.798	High
30	I have a desire to continue dealing with Noon store and recommend it to others.	4.21	0.909	High
	The general Mean of the customer satisfaction variable	4.25	0.720	High

The results shown in Table No. (11) showed the answers of the study sample members to the items of the dependent variable: customer satisfaction, where the average results showed that they ranged between (4.34) and (4.16). The paragraph (I feel satisfied with the value of the products and services provided by the Noon store) came in first place with an arithmetic mean of (4.41), which is higher than the general arithmetic mean, and a standard deviation of (.7930). The paragraph (I feel satisfied with the quality of the products and services provided by the Noon store) came in last place with an arithmetic mean of (4.16), which is lower than the general arithmetic mean, and a standard deviation of (.9480).

The general result indicates that the arithmetic averages of the items related to the dependent variable: customer satisfaction came at a high level, from the point of view of Noon store customers, as the arithmetic average reached (4.25).

Hypothesis testing

First: Testing the relationship between knowledge management and customer satisfaction

Table (12) shows the results of Spearman correlation coefficients for the relationship between knowledge management processes and achieving customer satisfaction:

Knowledge management processes	correlation coefficient R	Std. deviation.
Knowledge generation	0.81	0.00
Store knowledge	0.79	0.00
Application of knowledge	0.83	0.00
Distribution of knowledge	0.89	0.00
Knowledge management processes	0.88	0.00

The relationship is statistically significant at a significance level ($\alpha \leq 0.01$)

Table (12) shows that there is a positive, statistically significant correlation at the level of significance ($\alpha \leq 0.05$) between the knowledge management variable and the customer satisfaction variable. This means that the greater the degree of interest of electronic stores in Saudi Arabia in adopting knowledge management processes in their operations, the more Opportunities to achieve customer satisfaction, as the correlation coefficients of knowledge management processes with customer satisfaction were (81%) with knowledge generation, (79%) with knowledge storage, (83%) with knowledge application, and (89%) with knowledge distribution. All of them are statistically significant at ($\alpha \leq 0.01$). It is noted that the strongest correlation is between the distribution of knowledge and customer satisfaction, and that the reason for this may be due to the fact that the online store under study (Noon Saudi Arabia store) is interested in distributing knowledge among its employees and customers in effective and innovative ways, such as using social media, smart applications, and interactive platforms, which It helps improve communication and interaction with customers and better meet their needs and expectations, thus increasing their satisfaction and loyalty to the store.

From the above, we conclude that there is a positive, statistically significant correlation at the significance level ($\alpha \leq 0.05$) between knowledge management processes and customer satisfaction, where the correlation coefficient was (88%), which is a strong correlation. Based on the previous results, we reject the first null hypothesis H01 and accept the alternative hypothesis which states: There is a statistically significant relationship at a significant level ($0.05 \geq \alpha$) between knowledge management processes and customer satisfaction in electronic stores.

Second: The impact of knowledge management processes on achieving customer satisfaction

Table (13) shows the results of multiple regression analysis using the Stepwise method to demonstrate the impact of knowledge management processes on customer satisfaction:

Knowledge management processes	Standard Coefficient Beta	Std. deviation .	R ²	Std. Error of the Estimate	F	Sig.
Knowledge management	0.886	0.000	0.785	0.334	760.350	0.00
Knowledge generation	0.201	0.000	0.814	0.314	223.880	0.00
Distribution of knowledge	0.541	0.001				

The effect is statistically significant at the significance level ($\alpha \leq 0.01$)

The results shown in Table (13) indicate that the knowledge distribution component was able to explain (54.1%) of the total variance occurring in customer satisfaction, and that the knowledge management processes represented by both knowledge generation and knowledge distribution explained (20.01%) of the variance. The total score in the customer satisfaction variable. This indicates that knowledge management processes have a statistically significant effect ($\alpha \leq 0.01$) on achieving customer satisfaction.

Through the value of "Beta" shown in Table (13), we find that distributing knowledge has a direct positive impact on achieving customer satisfaction, higher than the impact of generating knowledge, as the value of the standard coefficient "Beta" for distributing knowledge was (54.1%), which is statistically significant at the level of Significance ($\alpha \leq 0.01$), while the value of the standard coefficient "beta" for knowledge generation was (20%), which is statistically significant at the significance level ($\alpha \leq 0.05$). The results showed that storing and applying knowledge did not have a statistically significant effect in explaining the variation in customer satisfaction.

Based on the previous results, we reject the second null hypothesis H02 and accept the alternative hypothesis, which states: There is a statistically significant effect at a significant level ($\alpha \leq 0.05$) of knowledge management processes in achieving customer satisfaction from the point of view of Saudi Noon store customers.

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