

ELECTRONIC MARKETING – ITS IMPACT ON THE PER- FORMANCE OF SMES IN THE TOURISM SECTOR IN MAL- DIVES *

Aishath Suma¹, Dr. Morakinyo Dada², Rohizan Binti Ahmad³

1, 2 and 3 Asia Pacific University of Technology & Innovation (APU), Malaysia
aishathsuma@yandex.com,
morakinyodada@yandex.com,
rohizanbintiahmad@yandex.com

Abstract. Small plus medium-sized businesses (SMEs) within the Maldives' visitor business produce substantial efforts towards state's economic climate. The quantity of businesses in the market will be constantly growing, resulting in extreme competition one of them (Ministry associated with Travel and leisure, Republic regarding Maldives, 2020). Consequently, almost all companies make an effort to achieve success in addition to competing inside their particular sectors. Digital marketing (also referred to as e-marketing) is really a way of improving the particular success of the company. In line with the experts, the aim of this specific research would be to take a look at exactly how sur le web effects typically the overall performance related to SMEs inside the Maldives' traveler market. The particular quantitative study has been performed with this study simply by providing on the internet forms in order to guesthouses through the Maldives, along with a complete involving 240 reactions had been collected. Because this particular analysis looks for to describe the specific impact associated with sur le web around the efficiency connected with SMEs (guesthouses) inside the Maldives at the moment, the actual deductive strategy had been used as well as the study has been completed utilizing cross-sectional exploration techniques. Because of this, among the particular goals was going to look at the hyperlink among electronic person to person plus the overall performance regarding SMEs (guesthouses) within the Maldives, including web site high quality, email advertising, and even social internet marketing. Electronic word of mouth marketing together with interpersonal online marketing, based on the results, include a good effect around the functionality involving SMEs (guesthouses) inside the Maldives. E-mail marketing, however, along with the top quality from the web site have zero impact on efficiency.

Keywords: E-Marketing, Electronic Word of Mouth, Website Quality, Email Marketing, Social Media Marketing, SMEs, Performance.

INTRODUCTION

It can certainly crucial to keep in mind that the particular Maldives is generally a building nation, which usually the economic climate is made mainly upon travel and leisure, angling, plus gardening (Atolls associated with Maldives, 2020). A large number of visitors visit the Maldives each year to relish typically the california's wonderful seashores as well as purchase nearby tradition. Based on Maldives. web. mv (2018), the quantity of site visitors that will frequented the particular Maldives hit the maximum regarding only one. four mil inside the 12

* Received: JAN 20, 2022 / Accepted: APR 17, 2022, Published MAY 20, 2022



Volume 2, Issue 4, Baku, Azerbaijan, IMCRA; www.bankandpolicy.org – 2790-1041

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

months 2018. There are numerous Small, and Medium-Sized Businesses (SMEs) in the Maldives, every doing work in a definite business. Within the low cost in addition store industry industries, creating, real-estate procedures as well as the travel and leisure business take into account nearly all SMEs. The particular visitor business within the Maldives produces a substantial quantity of MAJOR HOUSEHOLD ITEM through SMEs.

Small in addition to medium-sized businesses (SMEs) inside the guest market added 25. six % towards nationwide GROSS DOMESTIC PRODUCT inside 2017, along with 14 per cent originating from building, some. seven percent coming from real estate property functions, and even a few. five per cent received from at wholesale prices as well as business, based on Maldives Occasions (2017). Tiny together with medium-sized corporations (SMEs) within the website visitor business are mostly involved in the process involving accommodations services, that are separated in to 4 groups: hotels, guesthouses, resorts, additionally firefox vessels (Zahir, 2019). Nearly all guesthouses can be found upon resided about island destinations, hotels are usually placed on personal island destinations, whilst resorts are available in the town (Zahir, 2019). Based on the info, the amount of hotels locations has grown through the many years (Ministry associated with Travel and leisure, Republic regarding Maldives, 2020). Simply by 03 2020, you will see 166 hotels, thirteen accommodations, 631 guesthouses, and also 158 apple safari vessels inside the Maldives, in line with the authorities (Ministry related to Travel and leisure, Republic connected with Maldives, 2020). In line with the outcomes of typically the Horwath (2019) Maldives vacation resort sector research, guesthouses have observed quick growth recently, adding to the specific development and growth from the travel field. In line with the statement, the quantity of guesthouses enhanced simply by fourteen per-cent within 2019 when compared with the prior yr.

The initial guesthouse has been founded in Maafushi, a new good tropical isle close to Male' town, within the 12 months the year 2010 to be able to advertise regional travel. Since that time, the amount of guesthouses has exploded, found led substantially towards the Maldives' economic system (Hotelier Maldives, 2016). Resort hotels are certainly more such as luxurious vacation locations, plus their own expenses are usually really costly in comparison with guesthouses, where solutions are usually provided in a more modest cost (Zahir, 2019). They may be less expensive compared to major resorts, plus they give a wide variety involving traveler actions like snorkling and diving etc, consuming the particular places, dining places, amusement furthermore buying amongst others to maintain visitors amused while they may be sticking with every one of them (Hotelier Maldives, 2016; Zahir, 2019).

Electronic advertising has been used by an increasing number of companies so as to carry out their own every day procedures (MM Kamruzzaman et. al 2022). With regards to advertising techniques in addition to actions, digital marketing and advertising (also referred to as E-Marketing) will be referred to as the World Wide Web (Parminder Kaur, 2015). The internet has become incredible right into a required element of our own daily life, be it to make buys and even collecting details. Similarly, small, and medium-sized businesses (SMEs) inside the Maldives utilize sur le web to promote their particular procedures. Provided the truth that these people mainly focus on holidaymakers by numerous nations, the simplest method of accomplish all of them has ended the internet. Small, medium-sized corporations (SMEs) in the Maldives, like guesthouses, depend on electric person to person, social networking, an internet site, email, along with other techniques to market their very own functions (K. Shobha, Shiny.L 2022).

Problem Statement

Due to the growth from the guest field within the Maldives, there exists a substantial amount of competition one of the businesses in the market. Each organization inside the field will be setting up their finest work in order to contend with one another. Consequently, each organization has a good wish to create completely new more enhanced techniques to grow plus remain in the front from your business. Within the Maldives, you will find 2 forms of travel and leisure: vacation resort website visitor and native travel and leisure. Hotels are very expensive, and many spending budget visitors choose nearby travel, including guesthouses, which often get into this particular group (Hotelier Maldives, 2016). Guesthouses, however, are often affordable, plus they offer solutions for their people to make sure that they have got a pleasing keep. The truth that guesthouses can be found upon



filled island destinations means that site visitors who would like to purchase Maldivian tradition in addition to life-style may have a simpler time period doing this whilst concurrently taking pleasure in sunlight, mud, and find out when they stay in guesthouses (Hotelier Maldives, 2016). Additionally, guesthouses offer providers in addition pursuits like because diving, snorkling and diviing etc, dining establishments, memorabilia stores, as well as artistry and even projects to be able to the site visitors, and a lot more (Hotelier Maldives, 2016). Nevertheless, it would appear that numerous visitors are ill-informed of the presence of this kind of guesthouses, along with the actions additionally companies they offer.

Small together with medium-sized corporations (SMEs) within the customer market inside the Maldives will also be using sur le web in order to launch their own companies towards the the very best associated with marketplace plus accomplish their own objectives. Nonetheless, they may be not able to determine which usually important aspects of sur le web would be the best when it comes to creating a good impact on the carrier's overall performance. Based on the election carried out from the Ministry regarding Travel and leisure, Authorities in the Maldives within Feb 2018, seventy four % related to visitors that frequented the particular Maldives continued to be specifically inside hotels, sixteen per cent connected with vacationers remained simply throughout guesthouses, and also seven pct stayed both in hotels furthermore guesthouses (Ministry linked to Travel and leisure, Republic related to Maldives, 2018). Following a results with the study, it had been found that guesthouses just received some guests, demonstrating that they need to participate in routines that make their particular existence recognized in addition to appeal to much more customers. This can aid all of them within improving the entire efficiency on the company (Y. Shi et. al 2020). Because of this, the specific aspects involving sur internet might end up being advantageous later on.

In line with the outcomes of the study, sur le web comes with an impact around the achievement of this business in lots of ways (Ainin ainsi que ing., 2015; Wang ainsi que 's., 2015; Nspiración ou ing., 2016; Onyango, 2016; Abou-Shouk and even Khalifa, 2017; Kaur, 2017; Xu, 2017; Abbaspour ain approach., 2018; Marmaya, Balakrishnan in addition Shuaib, 2018; Gupta, 2019). Experts offer that will sur internet techniques, like digital person to person, social internet marketing, e-mail marketing, as well as web site high quality have an impact on the carrier's monetary functionality, nonfinancial overall performance, together with advertising efficiency. Numerous teachers, nevertheless, possess figured sur le web does not have any impact on a few facets of a new industry's accomplishment, for example earnings (Omondi, 2017; Bernal tout autant que way., 2018). Some other countries, yet, have got carried out important research in this field. Study around the essential components of sur le web is not carried out inside Maldives to recognize exactly how it might effect typically the effectiveness associated with SMEs, especially all those inside the visitor industry. Consequently, there exists a pushing need to do comparable research in the Maldives. This particular scientific studies becoming carried out inside the Maldives to check into exactly how electric person to person, web site top quality, e-mail marketing additionally social media impact the functionality regarding SMEs (guesthouses) within the traveler business. The particular individuals are often SMEs (small and also medium-sized enterprises).

LITERATURE REVIEW

Performance of the SMEs

Monetary overall performance plus advertising efficiency possess spurred the particular attention related to experts in addition to supervisors as well, which attention keeps growing (Iddris in addition Ibrahim, 2015). Inside the viewpoint associated with Njoku and even Chiana (2019), technologies commercialization is generally a crucial element in you can actually advertising accomplishment. In addition, based on the professional, digital marketing and advertising offers small, and medium-sized businesses (SMEs) typically the to determine effective monetary corporations in manners that have been formerly not available to them This allows these kinds of business owners for connecting together with earlier unavailable globally sources together with options via this method (Guobin Chen et. al 2020). As a result, are going to capable to build relationships brand new as well as current customers, and also carry out industrial procedures together, towards a more incorporated plus available method.



Small, and medium-sized companies (SMEs) may improve advertising and marketing overall performance in addition to increase marketing and advertising usefulness simply by reducing expenses associated with promoting functions by simply using systems and even sur le web gear to undertake advertising actions. It really is expected that this carrier's income might boost due to this specific. Mzee, Ogwen, additionally Irene (2015) perform a research that will exhibited of which companies that use sur internet inside their establishments found that the specific application regarding sur le web assists all of them connect with their own buyers around the nearby together with internationally degree. To that particular complete, Rahim ainsi que ing. (2015) within Sheikh, Shahzad, plus Ishaq (2017) remarked that, regardless of the common technique internet running a business situations, making use of sur internet technological innovation differs among business-to-consumer and also b2b dealings. Moreover, sur le web is really a pretty new-technology which has acquired a lot of desire for the company.

Electronic Word of Mouth

Depending on Kanwel ainsi que ing. (2019), companies have discovered that will digital personal (eWOM) is definitely a dynamic way of item in addition support advertising. In line with the results from the study, individuals use eWOM to acquire understanding on points they may be considering studying. Home elevators the conventional in the solutions, the particular types of the items, journey activities, plus meals are merely some of the items these people search for in order to the web. Based on the outcomes of earlier analysis, small, and medium-sized businesses (SMEs) benefit from electric person to person often (Ahmad, Ahmad, as well as Bakar, 2018; Konstantopoulou ou ing., 2019). Based on Konstantopoulou ainsi que 's. (2019), companies may obtain via contending along with other businesses within the field by simply using electronic digital person to person to advertise goods additionally providers. In line with the outcomes of the research, info acquired by means of electronic word of mouth marketing results in higher consciousness and buy objective amongst customers. An additional specialist true which will digital person to person is able to impact client behavior inside a good method. Consequently, this is an essential promotion with regard to firms (Ahmad, Ahmad, and also Bakar, 2018). According to Pasternak, Veloutsou, furthermore Morgan-Thomas (2017), electronic digital recommendations involves an entire series associated with brand-related info which may be shown by way of articles, feedback, in addition to stocks after social networking. The particular researcher's quarrels assistance the study carried out simply by Konstantopoulou ain approach. (2019), because it plays a role in growing general public understanding of the problem. In accordance with Pasternak, Veloutsou, and even Morgan-Thomas (2017), electric person to person offers a system regarding organizations to make contact with along with customers as well as buyers to be able to connect to each other in order to trade details about services. Considering that a company is able to interact with the consumers, this particular conversation route might be leveraged to enhance client satisfaction by simply dealing with their own issues in addition recognizing their particular words of flattery. Not only does this allows you to increase recognition, additionally, it helps you to change client behavior, improving their own enjoyment together with as well as belief of the trademark title due to the particular strategy. Because of this, this recommended this speculation:

H1: There is a relationship between e-word of mouth and performance of SMEs in the tourism sector in the Maldives.

Website Quality

Web site high quality, based on Xu (2017), will be "the add up to that the home page's functions satisfy the particular anticipation associated with consumers plus symbolize the whole brilliance from the web site. inch The particular professional recognized that will site high quality is a crucial consider setting up the presence within on the internet procedures and making sure typically the accomplishments of the company, since the top quality in the web sites allows you to appeal to a lot more visitors to the web site. It was in addition decided simply by Abou-Shouk plus Khalifa (2017) that mentioned that this traffic that look for and buy solutions on-line keeps growing. Due to the fact even more individuals are requesting e-services nowadays, in line with the specialist, numerous guest companies are using web sites to advertise goods in addition solutions to get a larger part of



the internet market place. Bernal in addition to co-office workers (2018) declared that, set up cyberspace top quality is great, will not usually give rise to enhanced effectiveness overall performance when it comes to monetary performance all the time, because Bernal and even colleagues (2018) exhibited. In line with the results of the study created by Pada Qualit?, Patton, as well as Viglia (2018), the internet is important with regard to SMEs, especially individuals with the particular limited geographic accomplish. Consequently, typically the expert figured the existence of an internet site as well as the top quality from your content material are usually crucial aspects inside improving company achievement. The study found that enhancing the conventional of the web site is really a strategy regarding growing revenue. Galati together with co-office workers (2016) noticed which will, whether or not web site premium quality includes a good and even unfavorable effect on the specific economic or even economical efficiency of the organization, site good quality features a considerable influence on the particular successes regarding elektronische geschäftsabwicklung. An internet site is required to obtain access towards globally marketplace as well as increase on the web publicity. When the internet site characteristics good quality, little additionally medium-sized businesses (SMEs) may develop their own on the net business (Ramayah ainsi que ing., 2016). Typically the writers related to Ramayah ou ing. (2016), however, said of which web page high quality will be useful and it has good effects in case entrepreneurs or perhaps enterprise authorities tend to be more innovative and also strategy THIS ownership having a better way of thinking. Therefore the research learned that using a top quality internet site might have advantages like increasing you can actually image, producing new company potential customers, conditioning current organization associations, developing earnings plus business, furthermore decreasing general operating costs. Because of this, the concept continues to be created will be:

H2: Website quality does influence the performance of SMEs in the tourism sector in the Maldives.

Email Marketing

Depending on Omondi (2017), email advertising is really an electronic advertising technique which is used to obtain a customised or even concentrated information in order to particular focus on organizations in the suitable instant in order to match their own needs. Company plus advertising are constructed around the capacity to get in touch with customers inside a well-timed, appropriate, in addition related way, depending on Nuseir 2018. In line with the research, permitting clients to switch info as well as queries using the specific company encourages believe in in addition to approval from your service's quality level guarantee and even authorization. Consequently, e-mail is an extremely effective together with effective advertising with regard to contacting consumers plus potential customers. Moreover, the particular specialist said that will e-mail marketing is advantageous inside performing post-sale additionally after-sale organization procedures to be able to amazing buyers. Gupta (2019) in addition decided of which email-based advertising is among the most efficient way of growing the carrier's revenue. It had been the thought of Batini ainsi que ing. (2015), Rawal et. al (2021), Poon-godi et. al(2022), Ramesh TR et.al (2022), Ahila A et.al (2022) which will e-mail marketing might boost the advertising procedures from the business whilst moreover bringing in new clients in addition to helping the organization to maintain the current customers. Supporting this specific, Kaur (2017) true that will e-mail offers the probability of impact a new card holder's purchasing behavior and also their own see of the carrier's trustworthiness and even capacity. Given that an outcome, via e-mail marketing, a powerful extensive reference to buyers may be founded, since it plays a role in improving typically the customers' rely upon the organization (Nuseir, 2018). Consequently, the concept continues to be created will be:

H3: Email marketing does influence the performance of SMEs in the tourism sector in the Maldives.

Social Media Marketing

There has been considerable research carried out around the impact related to social internet marketing within the accomplishment associated with SMEs, along with the outcomes have demonstrated to be substantial (Adeg-buyi, Akinyele, plus Akinyele, 2015; ' ainsi que ing., 2016; Tajvidi in addition Karami, 2017). Depending on Anordna ou 's. (2016), social networking enhances consumers' participation having an organization simply by



motivating these to discuss, like, or even comment for the items, that leads for an embrace revenue. Improved on the internet presence will be difficult without utilization of social media. This particular plays a role in the particular upkeep in addition to extensive balance from the customers (Adegbuyi, Akinyele and even Akinyele 2015). Within the point of view regarding Adegbuyi, Akinyele, together with Akinyele (2015), small, and medium-sized businesses (SMEs) ought to utilize social internet marketing to attain the broader target audience plus create a partnership using their customers. In line with the research, social media allows companies to possess a far better understanding of their own customers' wishes in addition to needs via conversation together. Consequently, the organization may improve the procedures whilst furthermore growing their advertising usefulness to be able to appeal to much more consumers. Based on the outcomes of research carried out by simply Tajvidi as well as Karami (2017), interpersonal online marketing as well as the achievement from the organization possess a statistically considerable and even advantageous organization. The particular researcher's effects deducted this plays a part in the achievements of the company together with boosts the monetary overall performance in the organization. Additionally, typically the professional remarked that organizations might boost their marketing and advertising abilities simply by using sociable website marketing techniques. Because of this, the specific specialist deducted which will social internet marketing includes a good effect on the particular personalisation plus development features of the organization, resulting in the business growing earnings. Based on Karim (2018), typically the travel and leisure field within Bangladesh greatly depends on cultural online marketing to enhance the amount of site visitors which come towards the country. Following a results with the study, buyers usually make use of social media marketing techniques for example Fb, Instagram, Tweets, Youtube . com additionally LinkedIn to find out journey info. Therefore, the actual specialist feels that may making use of social websites so as to entice a lot more guests and also increase advertising efficiency in addition to economic overall performance is helpful. Consequently, the idea which has been created is:

H4: Social media marketing does influence the performance of SMEs in the tourism sector in the Maldives.

Using information gathered from an exhaustive examination of the literature, a conceptual framework was constructed to illustrate the influence of e-marketing efforts on the performance of small and medium-sized enterprises (SMEs) in the Maldives' tourist industry.

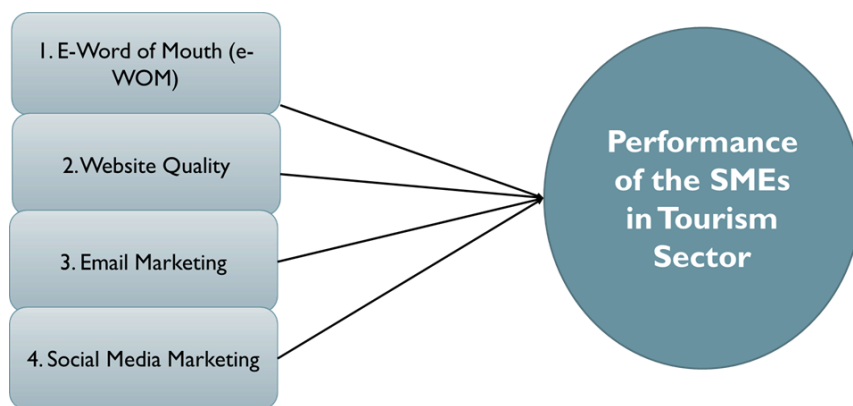


FIGURE 1: Research Framework

RESEARCH METHODOLOGY

The purpose of this particular research has been to build up a lot more understanding and also to possess a far better knowledge of the topic of the study. SMEs (guesthouses) have been the topics from your detailed study, which was made to see whether sur le web features like electronic person to person, web site top quality, e-mail

marketing, plus interpersonal online marketing work around the overall performance related to SMEs (guesthouses). The specific positivist idea had been utilized in this specific analysis because the objective has been to get a much better understanding of the particular incidences by simply viewing a lot of people. As a result, typically the deductive method utilized to create the idea in addition speculation, that have been next analyzed within the examine. Based on Saunders, Lewis, in addition to Thornhill (2016), the investigation technique that was used inside the study has been mainly affected from the exploration viewpoint from the writers. The actual deductive strategy is usually used in combination using the positivist researching beliefs.

The study technique has been used to acquire statistical information with this particular analyze, that has been from then on analysed making use of data and even images. Consequently, this kind of review had been carried out applying quantitative strategies. Study method could be used to solution questions for example that, where, exactly what, and exactly how. Additionally it is utilized to analyze exactly how sur internet impacts the specific efficiency of the organization. A new cross-sectional study had been performed inside the Maldives using the particular self-administered on the internet set of questions to check into the present current condition of sur le web as well as impact within the overall performance associated with SMEs (guesthouses) in the United States.

The particular study's individuals had been small together with medium-sized businesses (SMEs) within the Maldives' visitor business. SMEs inside the traveller business within the Maldives are often broken into four organizations. These types of groups consist of hotels, guesthouses, resorts, plus opera vessels. Due to the fact guesthouses take into account nearly all SMEs inside the Maldives, guesthouses have been selected because responders. Simply by 03 2020, you will see 166 accommodations, thirteen major resorts, 631 guesthouses, as well as 158 Firefox vessels within the Maldives, in line with the authorities (Ministry connected with Travel and leisure, Republic linked to Maldives, 2020). This test dimension which has been selected has been 240 individuals.

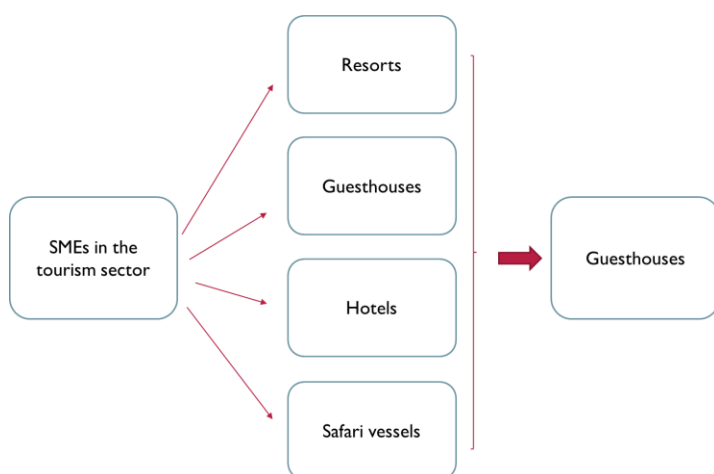


FIGURE 2: Sampling Breakdown

FINDINGS

Reliability Test

The specific regularity of the determine, which is often used in order to gauge the uniformity plus stability associated with calculating products, will be characterized since the dependability (Price, Jhangiani in addition to Chiang, 2015). The particular stability from your devices will be analyzed making use of Cronbach's alpha dog

stability that is a type of trustworthiness check. Cronbach's alpha dog is among the usually utilized dimensions through the inner persistence in addition reliability of the system or even procedure. In this way, you'll be able to find out once the factors used inside the research are usually reliable delete word (Deviant, 2011). Based on Deviant (2011), it does not take the majority of exact strategy with regard to determining queries on the Likert level. The outcomes in the Cronbach's alpha dog look for the particular parameters utilized in this particular analysis are often offered within Table one Because demonstrated inside Desk 1, typically the Cronbach's leader with this research will be zero. 914, showing that this study's stability is outstanding. Due to this, the particular study's dependability as well as the dimension from questions are really reliable.

TABLE 1: Cronbach's Alpha Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.914	.918	21

Multiple Linear Regression

This provides the outcomes from your study's several regression evaluations, including the specific impartial factors related to digital person to person, web site high quality, e-mail marketing, in addition social internet marketing around the dependent adjustable from the study's reliant varying. Will not get overall performance associated with SMEs (guesthouses) within the Maldives this is the based mostly flexible with this analysis. Each time a design will be summarised, what this means is exactly how strong of the hyperlink there may be between design along with the cantered changing. In this instance, the larger the worth, the higher, since it means that the actual organization will be reliable.

Within Desk 2, the particular R-value demonstrates the amount that this primarily based varied and also the self-employed factors are often associated with each other. The specific L Sq . really worth signifies the quantity of variance inside the based adaptable which can be described from the 3rd party parameters inside a provided period of time. (IBM Company, 1989; APPLE Organization, 2016). The actual R-value will be absolutely no. 567 (56. 7 percent), showing a reasonable level of link between a couple of factors. This Ur Rectangular really worth will be zero. 321 (32. one percent), signifies that this indie parameters connected with electric word of mouth marketing, site top quality, e-mail marketing, as well as social media clarify thirty-two. 1% in the variant within the structured changeable, typically the efficiency linked to SMEs (guesthouses).

TABLE 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.321	.310	.58671

a. Predictors: (Constant), Mean social media marketing score, Mean email marketing score, Mean electronic word of mouth score, Mean website quality score



The importance from the design will be demonstrated from the ANOVA desk, which usually shows if the design is usually suitable delete word. Table a few includes a collection branded 'Sig' which will shows the particular report importance in the style. Generally, when the really worth is no more than and even corresponding to zero. 05, typically the design is definitely appropriate; nevertheless, once the worth much more compared to zero. 05, the specific design is just not adequate (Lund Study Restricted, 2018). Sej (p-value) will be comparable to absolutely no. 500, mentioned previously inside Desk three or more with the statement. Consequently, the actual design is suitable with this particular analysis.

TABLE 3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	39.241	4	9.810	28.499	.000 ^a
Residual	82.960	241	.344		
Total	122.200	245			

a. Predictors: (Constant), Mean social media marketing score, Mean email marketing score, Mean electronic word of mouth score, Mean website quality score

b. Dependent Variable: Mean performance score

The findings of the study's significance test for the influence of independent factors on the dependent variable are shown in the following table: It demonstrates that electronic word of mouth, website quality, email marketing, and social media marketing all have a substantial impact on the performance of a company.

TABLE 4: Regression Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.691	.150		4.594	.000
	Mean electronic word of mouth score	.329	.065	.316	5.078	.000
	Mean website quality score	.065	.075	.062	.864	.388
	Mean email marketing score	-.032	.047	-.039	-.687	.493
	Mean social media marketing score	.310	.071	.307	4.349	.000

TABLE 4: Regression Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.691	.150		4.594	.000
	Mean electronic word of mouth score	.329	.065	.316	5.078	.000
	Mean website quality score	.065	.075	.062	.864	.388
	Mean email marketing score	-.032	.047	-.039	-.687	.493
	Mean social media marketing score	.310	.071	.307	4.349	.000

a. Dependent Variable: Mean performance score

In the following table, it can be seen that certain theories were rejected while others were approved. It is more than 0.05 that the p-value (Sig) of website quality and email marketing is greater. This leads us to the conclusion that these two independent factors have no effect on the performance of SMEs (guest-houses) in the Maldives. While the other two independent variables, electronic word of mouth and social media marketing, have P-values less than 0.05, the P-value for the other independent variable, electronic word of mouth, is less than 0.05. Thus, it is possible to conclude that they have an effect on the dependent variable.

TABLE 5: Hypothesis Test Results

Independent variables	vari-	Hypothesis	P-Value (Sig)	Result
Electronic Word of Mouth	H1	There is a relationship between e-word of mouth and performance of SMEs in the tourism sector in the Maldives	.000	H1 is accepted
Website Quality	H2	Website quality does influence the performance of SMEs in the tourism sector in the Maldives	.388	H2 is rejected
Email Marketing	H3	Email marketing does influence the performance of SMEs in the tourism sector in the Maldives	.493	H3 is rejected

TABLE 4: Regression Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.691	.150		4.594	.000
	Mean electronic word of mouth score	.329	.065	.316	5.078	.000
	Mean website quality score	.065	.075	.062	.864	.388
	Mean email marketing score	-.032	.047	-.039	-.687	.493
	Mean social media marketing score	.310	.071	.307	4.349	.000

Social Media Marketing H4 Social media marketing does influence the performance of SMEs in the tourism sector in the Maldives .000 H1 is accepted

DISCUSSION

Inside the Maldives, digital person to person says you have the statistically substantial business between overall performances related to SMEs (guesthouses). In line with the results, electric word of mouth marketing comes with an impact around the efficiency associated with SMEs (guesthouses). The outcomes of the research are often like outcomes of previously study carried out with a number of teachers. Hamdani, Abdul, plus Maulani (2018) deducted that will electronic personal impacts the particular functionality connected with small, and medium-sized businesses (SMEs). Concerning this particular, Kanwel ainsi que ing. (2019) stated inside their research that this experts deducted of which electronic digital person to person comes with an effect on effectiveness.

It truly is obvious from your outcomes there is simply no statistically considerable organization between high quality of the web site as well as the achievement linked to SMEs (guesthouses). A few earlier research concurred the top quality from the carrier's web site lately recently had an impact around the overall performance in the organization (Wang ou ing., 2015; Abou-Shouk in addition to Khalifa, 2017; Xu, 2017; Abbaspour ain 's., 2018). However the outcomes of this specific examine, which was carried out within the Maldives, failed to match together with the ones from prior study. Based on the conclusions through the analyze, the standard of you can actually web site does not need any kind of impact on typically the efficiency with the business. However the good quality on the site experienced zero influence on the outcome of this study, individuals decided that will using a top quality web site is important for that accomplishment of your company plus the progress brand name collateral.

The purpose of this kind of review has been to find out regardless of whether email advertising recently had an effect within the overall performance regarding SMEs. The particular study's effects says email-based marketing



and advertising experienced small effect on the particular efficiency related to small, medium-sized corporations (guesthouses). It absolutely was found that e-mail marketing got not any statistically considerable affect within the items presented inside the analysis, like whether or not this particular raises customer believe in and even devotion. In addition, uncertainties had been raised regarding no matter if email advertising and marketing assists typically the guesthouse acquire a lot more bookings or even clients, and also if this allows the specific guesthouse maintain steadily its current customers. This particular summary furthermore issues along with other past research performed consist of countries, which often pointed out of which email-based promoting recently had an influence on functionality (Batini, 2015; Onyango, 2016; Kaur, 2017; Gupta, 2019, Muniyappan et. al, 2022), which in turn contradicts this specific obtaining.

In line with the findings in the analysis, social internet marketing comes with an impact for the overall performance involving little in addition medium-sized companies (SMEs) (guesthouses). Companies may take advantage of the utilization of social networking in order to carry out their own advertising attempts to obtain excellent functionality end result results. Consequently, our own examine upon social networking is like specific studies associated with some other scientific studies performed far (Ainin tout autant que ing., 2015; Karim, 2018;). With regard to social media marketing to achieve success together with efficient, additionally it is required that this software work as well as effective to be able to produce a good end result out of this (Musa au même tire que 's., 2016).

CONCLUSION

Following an outcomes of research, it absolutely was decided that will electronic person to person plus social networking come with an natural part inside impacting on the particular overall performance associated with SMEs (guesthouses) within the Maldives. Nonetheless, the standard of an internet site along with the usefulness regarding email advertising usually do not seem to include a main effect on typically the accomplishments involving SMEs (guesthouses). The specific results pointed out which will making use of social networking to attain a bigger target audience less expensive is helpful. In addition, electronic digital word of mouth marketing offers entrepreneurs having a system of which to build up their own advertising attempts and place upward a definite brand name image. Consequently, sur le web possesses its own results around the efficiency associated with SMEs (guesthouses) inside the Maldives' guest business.

Guesthouses inside the Maldives have discovered that May digital recommendations in addition social internet marketing would be the best processes for enhancing the specific overall performance of the businesses. Because of this, growing managers' participation using these two equipment might help all of them within obtaining their particular business objectives in addition to improving functionality on the long-term. In addition, it may aid SMEs (guesthouses) inside getting company collateral by simply assisting to the introduction of an absolute manufacturer picture.

REFERENCES

1. Abbaspour, B., Abtin, A., Abnavi, A.J., and Mirzaee, A.A., 2018. Effect of website quality, customer emotion, and electronic customer satisfaction on electronic loyalty of customers in trip reservation websites. *National Academy of Managerial Staff of Culture and Arts Herald*, (1).
2. Abou-Shouk, M.A., and Khalifa, G.S., 2017. The influence of website quality dimensions on e-purchasing behaviour and e-loyalty: a comparative study of Egyptian travel agents and hotels. *Journal of Travel & Tourism Marketing*, 34(5), pp.608-623.
3. Adegbuyi, O.A., Akinyele, F.A., and Akinyele, S.T., 2015. Effect of social media marketing on small scale business performance in Ota-Metropolis, Nigeria. *International Journal of Social Sciences and Management*, 2(3), pp.275-283.
4. Ahmad, S.Z., Ahmad, N., and Bakar, A.R.A., 2018. Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from the UAE. *Telematics and Informatics*, 35(1), pp.6-17.



5. Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N.I. and Mohd Shuib, N.L., 2015. Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management & Data Systems*, 115(3), pp.570-588.
6. Atolls of Maldives, 2020. Atolls of Maldives. [Online]. Available at: <http://www.atollsofmaldives.gov.mv/> [Accessed 11 April 2020].
7. Batinić, I., 2015. The role and importance of internet marketing in the modern hotel industry. *Journal of Process Management. New Technologies*, 3(3), pp.34-38.
8. Bernal Jurado, E., Mozas Moral, A., Medina Viruel, M.J., and Fernández Uclés, D., 2018. Evaluation of corporate websites and their influence on the performance of olive oil companies. *Sustainability*, 10(4), p.1274.
9. Charness, N. and Boot, W.R., 2016. Technology, gaming, and social networking. In *Handbook of the Psychology of Aging* (pp. 389-407). Academic Press.
10. Deviant, S., 2011. The Practically Cheating Statistics Handbook--. Lulu. com.
11. Di Fatta, D., Patton, D., and Viglia, G., 2018. The determinants of conversion rates in SMEs e-commerce websites. *Journal of Retailing and Consumer Services*, 41, pp.161-168.
12. MM Kamruzzaman, Bingxin Yan, Md Nazirul Islam Sarker, Omar Alruwaili, Min Wu, Ibrahim Alrashdi. (2022). Blockchain and Fog Computing in IoT-Driven Healthcare Services for Smart Cities. *Journal of Healthcare Engineering*, Volume 2022, <https://doi.org/10.1155/2022/9957888>
13. Elger, D., 2015. 1.2. 1 Theory of Performance. Retrieved from pcrest2. com: http://www.pcrest2.com/fol/1_2_1.htm.
14. Gallo, A., 2015. A Refresher on Regression Analysis. Harvard Business Review Home, 04 November.
15. Galati, A., Crescimanno, M., Tinervia, S., and Siggia, D., 2016. Website quality and internal business factors. *International Journal of Wine Business Research*.
16. Ghasemi, A., and Zahediasl, S., 2012. Normality tests for statistical analysis: a guide for non-statisticians. *International journal of endocrinology and metabolism*, 10(2), p.486.
17. Gupta, G., 2019. Inclusive use of digital marketing in the tourism industry. In *Information Systems Design and Intelligent Applications* (pp. 411-419). Springer, Singapore.
18. Hair, J. F. J., Bush, R. P., & Ortinau, D. J. (2004). *Marketing research: Within a changing information environment* (2nd edition). New York: McGraw-Hill.
19. Hamdani, N.A., Abdul, G., and Maulani, F., 2018. The influence of E-WOM on purchase intentions in the local culinary business sector. *Int. J. Eng. Technol*, 7(2.29), pp.246-250.
20. Ha, S., Kankanhalli, A., Kishan, J.S. and Huang, K.W., 2016. Does social media marketing work for online SMEs?: An empirical study.
21. Horwath HTL, 2019. Maldives Annual Study. [Online]. Available at: <https://horwathhtl.com/publication/maldives-annual-study-2019/> [Accessed 07 May 2020].
22. Hotelier Maldives, 2016. The rising tide of guesthouse tourism in the Maldives. Hotelier News Desk, 25 July.
23. IBM Corporation 1989, 2016. IBM SPSS Statistics V24.0 documentation. [Online]. Available at: https://www.ibm.com/support/knowledgecenter/SSLVMB_24.0.0/spss/tutorials/regression_table.html [Accessed 15 May 2020].
24. Iddris, F., and Ibrahim, M., 2015. Examining the relationships between e-Marketing adoption and Marketing Performance of Small and Medium Enterprises in Ghana. *Journal of Marketing and Consumer Research*, 10, pp.160-169.
25. Karim, Z., 2018. The impact of social media on tourism industry growth in Bangladesh. *International Journal of Economics, Commerce, and Management*, 6(8).
26. Y. Shi, S. Wang, S. Zhou and M. M. Kamruzzaman. (2020). Study on Modeling Method of Forest Tree Image Recognition Based on CCD and Theodolite. *IEEE Access*, vol. 8, pp. 159067-159076, 2020, doi: 10.1109/ACCESS.2020.3018180
27. Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., and Jameel, A., 2019. The Influence of Destination Image on Tourist Loyalty and Intention to Visit: Testing a Multiple Mediation Approach. *Sustainability*, 11(22), p.6401.
28. K. Shobha, Shiny.L (2022). Socio-economic conditions of inter-state migrant workers in Kerala with special reference to iron and steel industrial units in Kanjikode in Palakkad district . *Science, Education and innovation in the context of modern problems*. 5 (1): 165-179



29. Kaur, G., 2017. The importance of digital marketing in the tourism industry. *International Journal of Research-Granthaalayah*, 5(6), p.72.
30. Kline, R. B. (2016). *Principles and Practice of Structural Equation Modeling* (4th ed.). New York, NY: The Guilford Press.
31. Konstantopoulou, A., Rizomyliotis, I., Konstantoulaki, K., and Badahdah, R., 2019. Improving SMEs' competitiveness with the use of Instagram influencer advertising and eWOM. *International journal of organisational analysis*.
32. Lund Research Ltd, 2018. Linear Regression Analysis using SPSS Statistics. [Online] Available at: <https://statistics.laerd.com/spss-tutorials/linear-regression-using-spss-statistics.php> [Accessed 15 May 2020].
33. Maldives.net.mv, 2018. The Maldives to incentivise guesthouses via new SMEs bank. [Online] Available at: <https://maldives.net.mv/29094/maldives-to-incentivise-guesthouses-via-new-smes-bank/> [Accessed 07 May 2020].
34. Maldives.net.mv, 2018. The Maldives welcomes a record 1.4 million tourist arrivals in 2018. [Online] Available at: <https://maldives.net.mv/29317/maldives-welcomes-record-1-4-million-tourist-arrivals-in-2018/> [Accessed 7 December 2019].
35. Guobin Chen, Zhiyong Jiang, M.M. Kamruzzaman. (2020). Radar remote sensing image retrieval algorithm based on improved Sobel operator, *Journal of Visual Communication and Image Representation*, Volume 71, 2020, 102720, ISSN 1047-3203 <https://doi.org/10.1016/j.jvcir.2019.102720>
36. Marmaya, N.H., Balakrishnan, B.K.P.D., and Shuaib, A.S.M., 2018. Electronic Word-Of-Mouth (eWOM) Behavior in Malaysia: Successful Marketing Strategy. *International journal of academic research in business and social sciences*, 8(9).
37. Maldives Times, 2017. Evolving a strategy for SMEs growth in the Maldives. *Maldives Times*, 26 October.
38. Ministry of Tourism, Republic of Maldives, 2020. Ministry of Tourism. [Online]. Available at: <https://www.tourism.gov.mv/> [Accessed 07 May 2020].
39. Musa, H., Ab Rahim, N., Azmi, F.R., Shibghatullah, A.S., and Othman, N.A., 2016. Social media marketing and online small and medium enterprises performance: Perspective of Malaysian small and medium enterprises. *International Review of Management and Marketing*, 6(S7), pp.1-8.
40. Njau, J.N., and Karugu, W., 2014. Influence of e-marketing on the performance of small and medium enterprises in Kenya: Survey of small and medium enterprises in the manufacturing industry in Kenya. *International Journal of Business & Law Research*, 2(1), pp.62-70.
41. Njoku, P.O., and Chiana, C.A., 2019. Investigating the Impact of E-Marketing Adoption on Marketing Success of Small Business Enterprises in Abia State, Nigeria. *Archives of Business Research*, 7(3.2).
42. Nuseir, M.T., 2018. Digital media impacts on SMEs' performance in the UAE. *Academy of Entrepreneurship Journal*.
43. Omondi, O.J., 2017. Impact of Digital Marketing on Sales growth of Small and Medium Enterprises in Nairobi, Kenya. MBA Thesis, University of Nairobi.
44. Onyango, K.E.N.N.E.D.Y., 2016. Influence of digital marketing strategies on the performance of cut flowers exporting firms in Kenya. MBA Thesis, University of Nairobi.
45. Parminder Kaur, D. A. P. a. K. K., 2015. E-Marketing- A Global Perspective. Parminder Kaur et al. *Int. Journal of Engineering Research and Applications*, 5(2), pp. 116-124.
46. Pasternak, O., Veloutsou, C., and Morgan-Thomas, A., 2017. Self-presentation, privacy, and electronic word-of-mouth in social media. *Journal of Product & Brand Management*
47. Pham, L.T.M., 2018. A Review of Key Paradigms: Positivism. Interpretivism & Critical Inquiry, School of Education, The University of Adelaide.
48. Price, P.C., Jhangiani, R., and Chiang, I.C.A., 2015. *Research methods in psychology*. BCCampus.
49. Ramayah, T., Ling, N.S., Taghizadeh, S.K., and Rahman, S.A., 2016. Factors influencing SMEs' website continuance intention in Malaysia. *Telematics and Informatics*, 33(1), pp.150-164.
50. Raosoft (2004) Raosoft Sample Size Calculator. Raosoft, Inc., Seattle. <http://www.raosoft.com/samplesize.html>
51. Saunders, M., Lewis, P., and Thornhill, A. (2016). *Research Methods for Business Students*. 7th ed. England: Pearson.



52. Sekaran, U. (2003) *Research Methods for Business: A Skill Building Approach*. 4th Edition, John Wiley & Sons, Ltd., Hoboken.
53. Sheikh, A.A., Shahzad, A., and Ishaq, A.K., 2017. The growth of e-marketing in the business-to-business industry and its effect on the performance of businesses in Pakistan: Marketing success. *International and Multidisciplinary Journal of Social Sciences*, 6(2), pp.178-214.
54. Surendran, P., 2012. Technology acceptance model: A survey of the literature. *International Journal of Business and Social Research (IJBSR)*, 2(4), pp.175-178.
55. Tajvidi, R., and Karami, A., 2017. The effect of social media on firm performance. *Computers in Human Behavior*, p.105174.
56. Wang, L., Law, R., Guillet, B.D., Hung, K., and Fong, D.K.C., 2015. Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*, 47, pp.108-115.
57. Woiceshyn, J., and Daellenbach, U., 2018. Evaluating inductive vs deductive research in management studies. *Qualitative Research in Organisations and Management: An International Journal*.
58. World Population Review, 2020. Maldives Population, 2020. [Online]. Available at: <http://worldpopulationreview.com/countries/maldives-population/> [Accessed 11 April 2020].
59. Xu, X., 2017. The effects of website quality on customer satisfaction, use, intention and purchase intention: A comparison of three types of booking channels.
60. Zahir, S., 2019. Overview of tourist accommodation facilities in the Maldives: Hotels and guesthouses. *Hotelier Maldives*, 21 September.
61. Zikmund, W.G., Carr, J.C., Babin, B., and Griffin, M., 2013. *Business research methods*. Nelson Education

