

The Relationship between Internet of Things IoT and Search Engine Optimization SEO in Jordanian Telecommunication Companies: The Mediating Role of User Behavior

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Abstract

This study aims to investigate the impact of internet of things on search engine optimization, with considering the mediating role of user behavior in Jordanian telecommunication companies. Based on a thorough understanding of the relevant literature and in light of the research questions and objectives, a conceptual research model comprising six research variables has been developed, then empirically examined. The study has followed a quantitative approach, and has mainly implemented both convenience and snowball sampling technique to develop a sample of Jordanian telecommunication company's employees from different positions. In total 386 participants have been approached using google forms; some of the forms had been sent via e-mail and the other forms had been sent via social media platforms; whatsapp and linkedin. 30 responses were excluded because they were incomplete. A dataset of 356 complete and valid questionnaires (94%) were considered for data analysis using structural equation modelling SEM with AMOS 21.0. The findings of hypotheses testing revealed that first: performance expectancy, social influence, cost and security were found to have a statistically significant impact on search engine optimization and user behaviour, second: no significance impact was reported for user behavior on search engine optimization, third: user behavior has not played a mediating role between internet of things and search engine optimization. The research findings are informative to researchers, managers and marketers. Also the study suggests a different recommendations and areas of future research. **Keywords: Internet of Things, Search Engine Optimization, User Behavior, Performance Expectancy, Social Influence, Cost, Security, Jordanian Telecommunication Companies.**