

USING ARTIFICIAL INTELLIGENCE TO ENHANCE CUSTOMER COMMUNICATIONS AT MAJOR SAUDI COMPANIES

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Abstract: This study aimed to measure the impact of using artificial intelligence on customer communications in major Saudi companies. There were two variables: the independent variable (IV) is artificial intelligence, and the dependent variable (DV) is customer communications. The DV consists of four sub Variables: customer retention, targeting customers, customer value, and personalizing contact. The study relies on the quantitative approach and descriptive. The population comprises all Saudi companies listed in the stock market that use AI applications in marketing communication activities. The pilot study shows 50 major Saudi companies listed in the stock market in Riyadh that use AI in marketing communication. The unit of analysis is all staff members in the AI, communication, marketing communication, public relations, sales, and customer relations management departments in such companies. The number of targeted employees reached 252 employees. The planned questionnaire is the tool for data collection, and the five-point Likert scale is applied. The study found that the use of AI in the marketing communication process and customer communications is high. The study found that using AI in the marketing communication process positively moderated the impact on customer communications in major Saudi companies. The two sub-DVs statistically passed were customer retention and personalizing contact. Finally, the study presents a set of recommendations and implications to enhance AI uses and Customer communication In Saudi Companies.

Key Words: Artificial Intelligence, Customer Retention, Targeting Customers, Customer Value, Personalization, Communication, KSA.

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1. Introduction:

Artificial intelligence is one of the recent trends in science and its applications, although its roots go back to the 1940s with computer spread (Cebeci, 2021). Despite a long appearance; the literature didn't introduce a comprehensive definition of AI, and still seen as part of a smart machine or computer response (Gacanin & Wagner, 2019). The 20th-century digital revolution was an important factor in the proliferation of AI in communication and marketing sciences (Boddu et al.,2022). It was seen by businesses as an important element for improving effectiveness (Alnsour,2021), as integrated into the business functions, as an indicator of performance development, and as achieving competitive advantage in the market (Kumar & et al., 2019).

AI applications - Neural Networks, Algorithms Genetic, Systems intelligence, and Expert Systems - have developed in-house communications for businesses (Abid Haleem et al, 2022). It provided a good management of information as a smart system (Boddu et al., 2022). AI has an increasingly important role in the planning and implementation of the above activities and has become the key driver of excellence, progress, and innovation in such businesses (Bhbosale et al, 2020). With the rapid networks and database systems in the 21st century, communication and tools have been multiplied and enterprises have transformed into the smart model of doing business response (Gacanin & Wagner, 2019). AI becoming an area of innovation and a key tool for planning, producing, transporting, and distributing products that fulfill the needs of societies (Al-Otaibi, 2022). AI has been integrated into communication and marketing activities; to improve customer behaviors, develop communication relationships, and the presence in the market more quickly, less expensive, and more effectively (Abu Daqar & Smoudy, 2019).

Businesses can employ AI applications to provide information, easily and quickly access at a lower cost, and short time and space (Jarek & Mazurek, 2019). AI has also played an increasing role in customer communication (Esmaeilzadeh & Vaezi, 2022), and modern technical systems have become responsible for personalization to build Trust and empathy, create and maximize customer value, and the profitable and meaningful bonds. Prasad & Aryasri add other elements such as Commitment, Communication, and exchange Besides the Shared Values between the company and its customers (Al-Damour & khawaja, 2017).

As a result, AI has become an effective tool in designing the most targeted communication strategies with customers (Ban et al., 2020), and a successful way to personalize communication to improve the direction of products, facilitating buying decision-making (Araf, 2023). It is necessary to take advantage of the accumulation of information in a single communication system to design appropriate communication activities, quickly measure the business interaction with customers, and respond to complaints and queries optimally (Kaplan & Haenlein, 2019).AI increases levels of satisfaction and loyalty, and enhance the value, profitability and customer retention later. The use of artificial intelligence is one of the most effective ways; to design customer relationship strategies, and plan the processes of programmed and targeted communication (Verma et al., 2021).

2. Research Objectives:

- The main objective is the impact of using artificial intelligence to enhance customer communications in major Saudi companies. There were a sub-objectives as follows:
 1. Determine the level of use of artificial intelligence in the marketing communication process.
 2. Determine the level of AI-based customer communications in major Saudi companies as the following:
 - A. Determine the customer retention rate in major Saudi companies.
 - B. Determine the level of targeting customers in major Saudi companies.
 - C. Determine the level of customer value in the major Saudi companies.
 - D. Determine the level of contact personalization in major Saudi companies.

3. The Research Significance:

- Make a theoretical presentation through literature that talks about artificial intelligence and related concepts. Thus, it can bridge the theoretical and cognitive gaps, and the lack of literature about the use of artificial intelligence in promoting communications and maintaining profitable relationships with customers.
- Based on the lack of local studies that investigated the uses of AI, and its role in promoting customer communication; the study is expected to provide important outcomes and recommendations for decision-makers of major Saudi companies and provide applicable insights into the use of modern technologies to achieve the Kingdom's Strategic Vision 2030.

4. Literature Review:

1.4 The Concept and Importance of AI:

Artificial intelligence is one of the branches of computer science, namely, science for making computers; Performs tasks similar to human intelligence processes such as learning, deduction, and decision-making (Alonso et al, 2020). It also aims to understand the complex mental processes performed by the human mind during thinking, and thus translate these processes into computer processes to solve complex problems (Salmon et al, 2024). We add that AI is a term called the latest computer science, belonging to the modern generation of computers (Salmon et al, 2024). AI simulates the processes of human mind intelligence, making the computer capable of solving problems, and making decisions in a logical and tidy manner similar to the human mind (Parker, et al, 2016).

Bajaj & Sharma consider AI the theory of developing computer systems; capable of performing tasks that require human intelligence: visual perception, speech recognition, decision-

making, and translation into several languages (Bajaj & Sharma, 2018). The above has no different from the definitions of many researchers such as Ullrich et al, 2024, Abid Haleem et al, 2022, Rabby et al, 2021, Alonso et al, 2020, Bhbosale et al, 2020 and Prabowo et al, 2019, which all agreed that AI consists of Automated education, deep learning to study the real world, offer sound and image recognition suggestions (Mondal, 2020). AI tends to automatically configure smart systems, which relate to data entry in a way that helps smartly accomplish tasks and duties and increase success (Bloom, 2020).

The importance of using intelligence is to facilitate information management as a smart system (Moor et al., 2023.), as well as its role in planning, implementation, and the success of institutions and activities (Fang et al., 2023). AI has provided the potential for excellence and progress for enterprises and has become a standard of evolution, and a modern business model in the planning, production, transfer, and distribution of products, which meet the needs and requirements of customers and the community (Xie et al., 2022). At the level of major companies, AI applications developed by several leading companies around the world including Microsoft, IBM, Google, and Amazon, were responsible for increasing productivity, improving work and capital, and spreading innovation in businesses (Chung & Sohn, 2020). From a communication perspective, AI applications provide the necessary reports and statistics for the company according to customer opinions, facilitate communication, and target current and potential customers (Chung et al, 2022). AI improves business performance based on customer needs, and strengthens the relationship between the company and the public; easily measure of customer satisfaction, predicting the size of transactions, and improving business communication and promotional activities (Bloom, 2020).

AI has become one of the tools for maintaining customer relationships, due to its power to shape the communication system in e-marketing, and its use is no longer limited to large companies but includes smaller companies and projects (Abu Daqar & Smoudy, 2019). AI assists in accurately understanding the target audience and creating a personal experience for customers (Abu Daqar & Smoudy, 2019). Besides improving customer service, offering more targeted content (Fredström et al, 2022).The combination of marketing and artificial intelligence has also created business areas including market forecasting, process automation and decision-making, and the efficiency of tasks (Gacarin & Wagner, 2019).

2.4 Using AI in Customer Communications:

AI is a necessary tool for collecting information and data from digital POS, to extract applicable business insights, customize customer service, streamline marketing efforts, and promote superiority over competitors (Chung et al, 2022). AI applications provide marketers with opportunities to process huge amounts of data in the communication system, develop efficient digital strategies, and expand the business without the need for large capital (hatterjee et al., 2021). AI applications have the power to collect, store, and move information into the global market (Graetz & Michaels, 2018). Global, national, and regional markets become single markets, and there increasing need for marketing information to enter international markets (Gacarin & Wagner, 2019). It developed the product power to enter global markets and provided an effective

(Alnsour, Tarofder., & Mhd Yusak , 2023), and comprehensive means of all marketing and communication functions, ensuring the in and out flow of goods worldwide (Chinedu & Abejide, 2021).

Linking artificial applications and marketing, showed several benefits such as market forecasting, process automation, decision-making, and the efficiency of marketing tasks (Chiu et al., 2023). The use of artificial intelligence improves winning customers, the number of businesses on advertising platforms, and the understanding of social relationships on the Internet (Fredström et al, 2022). Data mining techniques can also be used to analyze social relationships, thereby assisting marketers in identifying actors within these networks and obtaining appropriate information to design social marketing strategies (Alonso et al., 2020). AI allows organizations to customize advertising experiences per user (Al-Nsour,2023), configure the customer journey, affect buying decisions, and create brand loyalty (Christian et al, 2023), and brand enhancement (Al-Nsour,2020). AI allows consumers to be divided into distinct segments to easily understand and focus on their needs, and create a long-term relationship with the brand (Bolton et al, 2018). The power to anticipate consumer behaviors in the future is crucial (Al-Nsour & Al-Otoum,2020).The marketers can implement the marketing function more specifically to fit current behaviors and future expectations, building strong consumer-brand relationships (Araf, 2023).

Chatbots conduct audio or text conversations, allowing chat windows to appear on a computer screen, and these robots are a sophisticated tool that differs from advertising and emails (Abid Haleem et al, 2022). They are effective marketing tools, especially across social platforms, because they provide customer service connect the customer to the brand, enable the collection of customer data, and send personalized and targeted messages (Dekimpe, 2020). Many companies have started using AI technologies to improve the customer experience, with marketers successfully using AI capabilities to deliver personalized content such as Machine Learning, which has been used in manual processes such as search engine optimization. Google Now and Apple Siri voice assistant are popular examples of this technology (Kaplan & Haenlein, 2019). When technology spreads, AI applies in new areas such as finance and retail. The banking sector has embraced an AI international company, which has made it part of direct customer handling processes and designed intelligent and unique assistants to address frequently asked questions and banking needs (Lies, 2019). AI has also affected the retail industry (Alnsour, Somili, & Allahham, 2021), and the customers seeking more physical and offline personal shopping experiences (Marr, 2019).

Using artificial intelligence develops modern systems to store huge size of information on the computer (Alnsour, Tarofder & Mhd Yusak, 2023), and establish a database resembling the human mind (Salmon et al, 2024). Therefore, daily learning and experience have been utilized to develop special programs for solving decision-making problems (Neuhofer et al, 2021). Specialists were able to develop several small models in AI systems such as Android devices, and personal computers conduct interactive dialogue with humans, and implement voice commands (Alonso et al, 2020). Finally, Chatbots have become an AI app used in marketing and customer relationship management (Al-Otaibi, 2022; Al-Nsour,2013).It allows audio conversations, collects customer

data, and personalized and targeted communication messages (Waheeb, 2023). In addition to answering questions via chat robots, AI can be used to collect data about current and potential customers, predict future behavior, develop more targeted messages, and deliver dynamic content via web pages and email (Al-Ayyaf & Al-Nsour, 2024; Milne-Ives, et al., 2020). After the above theoretical framework and previous studies, the research hypotheses could be formulated as follows:

- *Main hypothesis: There is a positive impact of using AI to enhance customer communications in major Saudi companies at the significance level 5%. It has the following sub-hypotheses:*
 - A. *There is a positive impact of Using AI on the level of customer retention in major Saudi companies at the significance level 5%.*
 - B. *There is a positive impact of Using AI on the level of Targeting Customers in major Saudi companies at the significance level 5%.*
 - C. *There is a positive impact of Using AI on the customer value level in major Saudi companies at the significance level 5%.*
 - D. *There is a positive impact of Using AI on the level of contact personalization in major Saudi companies at the significance level 5%.*

5. Research Methodology:

- A. **Research Methodology and Type:** the study relies on the quantitative approach. This approach collects numerical data and implements statistical processes (Creswell, 2013). The study is also classified as a descriptive study aimed at describing attitudes, situations, and circumstances (Creswell, 2014).
- B. **Research Population:** The population consists of all Saudi companies listed in the stock market that use AI applications in marketing communication activities. Based on the pilot study results found that there are 50 major Saudi companies listed in the stock market in Riyadh that using artificial intelligence in marketing communication activities.

Table 1: Number of Research Population

Sector	N.	%
Insurance	9	18
Banking	9	18
Medical	8	16
Telecommunication	3	6
Education	5	10
Aviation	3	6
Retailing	13	26

Total	50	100
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Source: Outcomes of Pilot Study Conducted in 2023.

- C. Sampling Method: The total number of companies listed in the stock market reached 50 companies. The unit of analysis is all staff members in the AI, communication, marketing communication, public relations, sales, and customer relations management departments in major Saudi companies. The number of targeted employees in major Saudi companies reached 252. No sample selected and full survey method was used.
- D. Research Tool: The fully planned questionnaire consists of Closed-Ended questions according to the five-point Likert scale. This study adopted the questionnaire according to the literature and previous studies related to the research topic are the uses of artificial intelligence and customer communications.
- E. The Measurement: The five-point Likert scale in IV and DV was used. The range of response levels from (1) 5 reflected the compatibility between the item and the opinion. (5) Was given to the very high response, (4) was the high response, (3) was the moderate response, (2) was the low response and (1) means very low response. The descriptive analysis tools contains arithmetic mean, standard deviation, and relative percent. It aimed to assess the level of use of artificial intelligence and customer communications. Data analysis depends on structural Equation Modelling SEM in Smart PLS software. This technique contains several statistical indicators to test and measure the data. P-value to show the directional relationship between the study variables. Standard Beta shows the strength and direction of that relationship. f and the R² coefficients to measure the strength and power of the IV to explain the DV. Q² was used to predict the behavior of the study variables. Finally, the GoF test aims to evaluate the regression model.

6. Description of Research Data:

1.6 Independent Variable (AI usage): The IV consists of 9 items. The answers are concentrated in the high and very high response levels. The arithmetic mean of the total IV (4.0922). This means that the use of AI in the marketing communication process is high, with the approval of 80.8% of respondents.

2.6 The Dependent Variable (customer communications): It consists of 33 items, forming four sub-variables (customer retention, customer targeting, customer value, and contact personalization). The arithmetic mean of the DV (4.0003) and standard deviation (0.8514). This means that customer communication in major Saudi companies is high, with the approval of 78.9% of the respondents. The four subordinate variables are as follows;

- A. Customer Retention Level (DV₁₁): It consists of 8 items with a high and very high response level. The average arithmetic mean of customer retention level (4.0977)

and standard deviation (0.744). This means that the customer retention level was high with the approval of 82.5% of respondents.

- B. Targeting Customers Level (DV₁₂): It consists of 8 items and varied in high and very high response levels. The arithmetic mean of this variable (3.9648) and standard deviation (0.878). This means that the level of targeting customers is high according to 77.7% of respondents.
- C. Customer Value Level (DV₁₃): It consists of 10 items varied in high and very high response levels. The arithmetic mean of the variable (3.9758) and the standard deviation (1.0784). This means that the customer value level with major Saudi companies is high, with approval of 77.6% of respondents.
- D. Contact personalization level (DV₁₄): It consists of 7 items, which are varied in high and very high approval levels. The arithmetic mean of the variable (3.9626), with a standard deviation (0.884). This means that the level of contact personalization in major Saudi companies is high, with approval of 77.9% of respondents.

7. Validity and Reliability:

1.7 Cronbach's Alpha (Reliability coefficient): It estimates reliability and the internal consistency between items in the latent variable (Hair et al., 2021). The statistical rule decides if the test value of the latent variable (IV and DV) exceeds 0.7. Table 2 indicates that the latent variables (IV and DV) are more than 0.7 and fulfill the statistical evaluation criteria.

2.7 Individual Item Value: This Validity test measures consistency between a set of items in the same phenomenon. It measures the correlation of the current test value and other tests measuring the same Constructs in the scale (Hair et al., 2017). This means that each item must be related to the other in the scale. The statistical rule says that the permitted value must exceed 0.7. Table 2 shows values greater than the permitted value (0.7). So, they are statistically accepted and can be used in analysis and hypothesis testing (Hair et al., 2021).

Table 2: Discriminate Validity – Cross loading

Construct	IV	Customer Retention	Customer Targeting	Customer Value	Contact Personalization
Item 1	0.765	0.630	0.819	0.767	0.784
Item2	0.786	0.740	0.866	0.780	0.813
Item3	0.757	0.728	0.895	0.861	0.833
Item4	0.662	0.809	0.826	0.860	0.864

Item5	0.829	0.707	0.838	0.864	0.842
Item6	0.109	0.833	0.820	0.902	0.905
Item7	0.755	0.791	0.864	0.822	0.900
Item8	0.700	0.681	0.825	0.856	-----
Item9	0.732			0.867	-----
Item10	-----	-----	-----	0.914	-----
Cronbach's Alpha	0.836	0.890	0.944	0.955	0.939

8. Research Outcomes and Discussion:

The hypothesis says a positive impact of AI use on customer communications in major Saudi companies at the significance level of 0.05. Table 3 shows the statistical analysis using the structural equation method of SEM. Path analysis is an extension of the regression model and can be used to get a correlation matrix. The path analysis in the model shows a square and arrow that explains the causal relationship between the two variables. Some statistical indicators assess the model fit as Standard Beta and t-statistics (Henseler et al., 2015). The statistical rule says that the P-value below 0.05 (Probability of Errors) is statistically acceptable. Thus, the directional relationship between the two variables in the supposed relationship may prove. The statistical rule finds that the Standard Beta shows the directional relationship since a negative sign (-) means an inverse relationship between variables.

Based on the Bootstrapping results 500 times, the P-value determines the acceptance or rejection of the directional relationship between IV and DV in the structural model. The statistical rule decided that the P-value is lower than the margin of error 0.05. It is a prerequisite for accepting the directional relationship between the two variables (Hair et al., 2017). The 500 times repeated PLS Algorithm results in Table No. (4) Have shown that all values of sub-DV and IV variables are less than 5%. This means that the directional statistical relationship between the IV and DV is accepted in the study. The variation between the latent variables according to the Standard Beta. The relationship between the use of artificial intelligence and customer communications in major Saudi companies (0.169) was positive, and the sub-positive relationships between the use of artificial intelligence and customer retention = 0.150, and contact personalization = 0.164) statistically succeeded in the structural model. It found several negative relationships between AI uses and targeting customers (0.09) and customer value (0.007). Previous statistical relationships were at Significant $P0 < 0.01$.

Table 3 illustrates that the use of AI in the marketing communication process is linked to a statistical relationship with sub-variables in customer communications (customer retention, contact personalization). Other statistical relationships between the use of AI in the marketing communication process, both customer value and targeting customers were statistically failed. Based on the value of the impact factor f^2 , the autonomous variable's ability to interpret the dependent variable can be determined. The statistical rule indicates that the value of f^2 between

0.02 and less than 0.15 means that the impact level is weak, and the value between 0.15-0.35 shows that the effect is average, while the value above 0.35 shows a strong effect (Henseler et al., 2015). Therefore, the impact of AI in the marketing communication process on customer communications in major Saudi companies is moderated (0.169). The f^2 (impact factor) shows customer retention = 0.15 and contact personalization = 0.164. Therefore, we accept that the use of AI in the marketing communication process positively moderated impact on customer communications in major Saudi companies at the statistical significance 0.01. Accepting this hypothesis based on customer retention and contact personalization only.

Previous studies show that the new applications and software created diversity and innovation in marketing communication tools and decision-making (Lim et al, 2013). AI enhances meaningful communication according to the customer's preferences and desires (Bezhovski & Hussain, 2016). This, increased levels of satisfaction and loyalty, enhanced customer value and profitability, and customer retention (Shaikh et al., 2023). Artificial intelligence is a tool for building customer relationship marketing strategies (CRM) and an effective way to win these relationships (White & Yanamandram, 2007). The results of the current study are consistent with studies showing the positive impact of AI applications on enterprise goals, competitive position, and sales figures (Boddu et al, 2022). AI applications have planned marketing activity and efficiently and effectively implemented communication processes with target markets (Chung et al, 2022). Besides data mining and social networking analysis (Christian et al, 2023). AI facilitates the active contract within networks (Marr, 2019), and customer relationships with databases (Boddu et al, 2022). These applications segment the targeted markets, measure performance at low cost, and improve targeting due to learning, flexibility, adaptation, and knowledge (Abu-Shanab, 2015).

Despite the above, the results show that AI applications and information technologies are not sufficiently employed in Saudi companies. The study concludes the moderated power in the current study. It has shown that the level of use of AI in customer communications is moderate. The uses of artificial intelligence are still limited to decision-making and smart systems. It is not widespread in the Saudi market and has not achieved the desired benefits. There is a lack of communication and marketing studies that have linked marketing communication to customer relationships based on AI, so this is the result as value added to see how AI affects Saudi companies' communication indicators.

There are studies consistent with current study outcomes. Shaikh et al. (2023) showed that banks have benefited from AI systems in customer relationship management (CRM), especially in tracking and analyzing customer life cycles. It also linked it to the customer's expectations and experiences. The study by Li et al. (2023) added that AI positively affects customer relationship management in 193 e-commerce enterprises in China. The Natarajan study (2022) noted that AI assists automate routine corporate tasks, delivers quick responses to customers, and provides accurate insights to sustain business growth. Ledro, Nosella & Vinelli (2022) found that the three most important fields of artificial intelligence in customer relationship management include big data, databases, and machine learning techniques. Therefore, the impact of AI on customer

relationship management cannot be denied, and the companies adopting these systems possess a competitive advantage by offering personalized, effective, and innovative customer experiences.

Researchers Mishra & Mukherjee (2021) emphasize that AI plays a role in managing customers' relationships with the giant e-commerce industry "Amazon. The customers recognize the AI benefits and how to enhance the user experience. The timing use of the AI system is only affecting the relationship with customers. The study argued that a positive role for AI in developing the customer's experience and relationship with the company. The current evidence worldwide provided compelling arguments and evidence about the importance of investing in AI tools to quickly respond to customer expectations and products.

Conversely, some studies have rejected the importance of AI in customer communications. Scharre's study (2021) showed a weakness in recognizing the AI importance by marketing managers in their organizations despite its advantages. The practices are still linked to concepts of unsafe or unrealistic learning environments. This study underestimates linking AI types (biased, interpretable, and controllable) with various customer communication strategies. Jarek & Mazurek (2019) endorsed that AI is widely used in marketing. At the operational level, the desired affectation is still below which generates uncertainty about the future of AI.

From a sub-indicator perspective in customer relationship management, AI retains customer relationships according to the statistical significance (0.001), and the use of AI affects personal communication with customers of major Saudi companies. The factor of determination R^2 determines the power of IV to explain variation in the DV (Hair et al., 2017). The statistical rule says that the values below 0.12 indicate weak power to explain the variance, while the value between 0.12 and 0.26 shows moderate power, and the value above 0.26 indicates a higher power (Hair et al., 2017). Therefore, AI in marketing communication processes has a strong power to explain the variation in maintaining customer relationships (0.64), and in personalizing the contact (0.57). The results confirmed a high explanatory power to use AI in the marketing communication process on customer communications in major Saudi companies (0.41).

The study of Bachir (2021) endorsed the result that there is evidence that supports the impact of eCRM in banks by reducing routine work, storage of customer data, facilitating digital assistance, and assessing customer needs. Previous evidence is also characterized by appropriate interaction, rapid response, time and cost savings, improved security, and a trustworthy relationship with the Bank. The Cannella Study (2018) added that AI has enormous potential to change ways of communicating with customers, improve existing marketing methods interestingly, and discover new ways of creating and distributing value to customers. The study finds that automated advertising and marketing via social media allow a more holistic view of customer behaviors, provide deeper insights into integration with customer relationships, provide new marketing tools such as audio, address user interfaces, which will maintain customer relationships, personalizing contact, and provide values for brands and consumers alike.

Those results have a role in determining the power of the regression model to predict the behavior of the IV and DV. Therefore, the statistical rule says that a Q^2 coefficient greater than 0.00 means a predictive capability of the model (Cohen, 2013). Table 3 indicates that Q^2 is above

0.00 for AI uses in the marketing communication process. Last, to evaluate the fit of the regression model. It used Goodness of Fit as an indicator for measuring the quality of the structural model (Xinzi et al., 2005). The statistical rule said that the GOF value above 0.36 indicates that the regression model is highly appropriate (Hair et al., 2017). Based on the GOF in Table (4), the regression model used is highly suitable for the nature of latent variables in this study.

Table 3: Direct Effect

Hypothesis	Relationship	Std. Beta	Std. Dev.	T-Value	P-Value	Decision	f ²	R ²	GoF	Q ²
H ₁₁	AI → Customer Retention	0.150	0.115	3.302	0.001	Weak Positive Effect	0.15	0.64	0.278	0.211
H ₁₂	AI → Targeting Customer	-0.090	0.138	-0.653	0.514	No supported Effect	0.090	0.031		0.110
H ₁₃	AI → Customer Value	0.007	0.143	0.052	0.958	No Supported Effect	0.007	0.003		0.213
H ₁₄	AI → Personalizing Contact	0.134	0.140	4.957	0.003	Weak Positive Effect	0.164	0.57		0.145
H ₁₂	AI → Customer Communications	0.139	0.068	2.028	0.003	Weak Positive Effect	0.169	0.41		0.216

Significant at P₀* < 0.01. Significant at P₀** < 0.05.

Significant at P₀* < 0.01. Significant at P₀** < 0.05.

9. Conclusion:

In the current era, technology has become an integral part of business operations. AI has become one of the most important innovations that have radically transformed the company into efficient customer relationships. AI has improved and developed these relationships through its multiple uses. Better understanding of customers and fulfilling their needs more effectively. The reason is that AI depends on data and accurate insights about consumers' behavior. Machine learning techniques allow companies to predict the future needs of customers. It can be used to make customized recommendations according to previous buying patterns. It enhances the customer's experience and ways to fulfill customers' requirements. The Saudi business sector faces weaknesses in AI systems, analyzing customer data, delivering personalized content, and designing fit promotional messages. We add that Saudi companies face many obstacles in customizing communications messages, enhancing the relationships between customers and the company, and the need to develop a business model for Saudi customers. AI-based marketing processes by sending personalized emails, designing online advertising campaigns, and managing social media provide a better understanding of the Saudi customer and accurate marketing messages, targeting the right customer at the right time. Saudi companies may benefit from analyzing buying data, encouraging interaction and diagnosis with brands, and diversifying customer experiences.

10. Future Research:

For researchers, future research in AI applications can be developed in new sectors such as health, media, and tourism. New disciplines like public relations and advertising. It is possible to draw attention to AI research and its relationship with new communication variables such as

customer satisfaction and loyalty, customer experience, and entertainment. Other research based on a qualitative approach is needed, and other research tools like observation may use.

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