

**INFLUENCE OF ORGANIZATION-PUBLIC RELATIONSHIP
PRACTICES ON ORGANIZATION EFFECTIVENESS IN
JORDANIAN PUBLIC HOSPITALS**

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Abstrak

Masa kini, perhubungan awam dilihat sebagai satu aspek yang penting dalam membantu organisasi menjalin hubungan dengan publik persekitarannya. Kebanyakan kajian-kajian terdahulu melihat jalinan hubungan organisasi-publik (O-PR) dari perspektif organisasi, manakala kajian ini pula melihat dari perspektif pelanggan. Dapatan dari kajian lepas, khususnya dari dunia barat menunjukkan amalan jalinan hubungan bersifat percaya, komitmen, penglibatan komuniti, keterbukaan dan kepuasan pelanggan adalah penyumbang utama jenis amalan O-PR (peribadi, professional dan komuniti). Kajian-kajian terdahulu juga menyarankan supaya kajian lanjut dibuat terhadap amalan jalinan hubungan ini dari perspektif masyarakat Arab. Justeru, tujuan kajian ini adalah untuk melihat kepentingan amalan serta sifat-sifat jalinan hubungan O-PR dan jenis-jenis hubungan yang diamalkan dan kesannya terhadap imej, identiti dan reputasi organisasi. Daripada 600 soal selidik yang diedarkan dalam kalangan pesakit di sebuah hospital utama di Jordan, kadar maklum balas adalah sebanyak 94.8%. Dapatan kajian menunjukkan bahawa terdapat hubungan yang signifikan antara amalan jalinan hubungan organisasi dengan publik, jenis-jenis jalinan hubungan dengan keberkesanan organisasi. Dalam meramalkan amalan terbaik dalam O-PR, kajian ini mendapati amalan sifat komitmen dan kepuasan pesakit adalah penyumbang utama terhadap O-PR, ini berbeza dengan dapatan dari hasil penyelidikan dunia barat. Berdasarkan jenis jalinan hubungan, kajian ini menunjukkan amalan jenis jalinan hubungan peribadi oleh organisasi mempunyai hubungan pengaruh yang kuat terhadap imej, identiti dan reputasi organisasi. Kajian ini membantu pengamal perhubungan awam dalam merencanakan amalan perhubungan awam strategik antara organisasi dengan publik, khususnya dalam sifat amalan jalinan hubungan yang menekankan kepuasan pelanggan dan komitmen. Rumusannya kajian memperkukuhkan kepentingan pengurusan jalinan hubungan organisasi-publik serta cadangan-cadangan untuk penyelidikan dinyatakan.

Kata kunci: Perhubungan awam, Jalinan hubungan Organisasi-Publik, Imej, Identiti dan Reputasi.

Abstract

Nowadays, public relations is seen as an important part which helps an organization in bridging the gap with its public so that the mutual relationship is established. Most previous research on Organization-Public Relationship (O-PR) investigate the relationship from an organizational perspective, where as this research investigate from the customers' perspectives. Previous research done in the western world show that the practices of trust, commitment, community involvement, openness, and customers' satisfaction are attributes towards types of O-PR practice (personal, professional and community). However, literature seems to suggest that much research work is needed to better understand such attributes especially from the public relations practices in Arab country. This study is pursued to elicit the importance of O-PR and it type of practices towards organizational effectiveness in sustaining organizational image, identity, and reputation. The questionnaires were distributed to 600 patients at a major hospital in Jordan with 94.8% response rate. The research findings show significant relationships between O-PR practices and type of relationships with organizational effectiveness (image, identity and reputation). In predicting best practice of O-PR, the study elicited that commitment and patient satisfaction were shown to have the strongest contributions in O-PR as compared to previous research in western countries. Based on the type of relationships practices, personal relationship practice provides the strongest contribution towards organizational image, identity and reputation. The finding of this research will help public relation practitioners in the planning of strategic relationship management in developing best practices of O-PR. The need for improvement in this area requires serious attention especially the practices of commitment and satisfying customer satisfaction. Conclusions as to the impact of public relations as relationship management of organisation-public are offered, as well as suggestions for future areas of research.

Keywords: Public relations, Organisation-Public Relationship, Image, Identity and Reputation.

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CHAPTER ONE

INTRODUCTION

1.1 Background

Communication as a tool for the practice of public relations is central to the administration of all organisations. Through communication, public relations define the kind of relationship that exists between an organisation and its publics. Watzlawick, Beavin, and Jackson (1967) argued that individuals are constantly involved in a communication system that indulges them in transmitting information and receiving responses from each other. This statement underscores the importance of communication in human society or in an organisation. In building an organisation-public relationship (O-PR), public relations professionals must evolve a participatory communication scheme in which the internal and external publics of the organisation recognise input and create a multi-dimensional flow of information to keep a balance between partners.

This research investigates the predictors of O-PR practices toward organisational effectiveness. Public relations should not be limited to top-down approaches in organisations, but must, as a matter of necessity, pay particular attention to down-top flow, with input from all strata of the organisation and sharing organisational events with concerned customers. From the customer perspective, relationships should function positively to get customer satisfaction in using the provided services (Wise, 2001). Public relations is an interactive form of communication in which the target audiences yield information and are not merely information consumers. Succinctly, the Public Relations Society of America (PRSA) in its official statement describes public relations as helping the complex and pluralistic society to have more

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