

THE ROLE OF DIGITAL PUBLIC RELATIONS IN IMPROVING THE QUALITY OF AIRLINES ORGANIZATIONS SERVICES

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ABSTRACT

This research aimed to examine the relationship between digital public relation (DPR) towards improving the quality in the Aviation sector in Jordan. The researcher examined quality based on the variable of the study. A Descriptive and statistics analyses have been used for this research. The sample of the research included managers from digital public relation departments. The research hypotheses were tested using linear regression. The study concluded that there is a relationship exists between the (DPR) and quality in the airline organizations. As Reliability variable was found the most factor related towards DPR rather than the other response and accessibility. A number of recommendations were mentioned. Airlines organizations should pay attention to the importance if using DPR and to train their employees in order to achieve progress and prosperity.

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1. INTRODUCTION

As a result of the technical and technological developments produced by the Internet in many different fields, public relations emerged, which was represented in the interactive communication processes between the sender and the receiver, as institutions of all kinds realized that it is difficult to achieve their goals and distinction if they did not approach their clients, or ignore the communication processes successful communication based on interactive communication skills, through the use of advanced technical methods, as the means of communication based on only one direction in providing information is no longer appropriate for the digital environment in which the person lives and the many challenges he faces (Mbama, 2018, p. 1). In line with these digital developments, "digital public relations" term has appeared, as this term has been used in many studies in various fields, the most important of which is the airlines organizations (Khudhair et al., 2019; Song, 2019; Alola & Alafeshat, 2021), whose use lies in employing many digital media

in all fields of public relations, in order to improve the quality of airlines organizations services, communicate with and follow-up with clients to reach its desired goals (Lindgren et al., 2019; Khajeheian & Mirahmadi, 2015, p. 86).

As digital public relations are an effective way to improve the quality of airlines organizations services, and work to enhance future visions in the era of digital revolution, and that social media and websites have a prominent role in improving digital public relations, especially its focus on interactive communication between public relations (Andoh-Quainoo & Annor-Antwi, 2015; Mergel et al. 2019) and clients by providing Internet, in order to follow up on clients through digital media, thus digital public relations have become with enormous capabilities as the basis of human relations (Mbama, 2018, p.1).

The Airlines organizations are considered one of the sector that benefit most from digital and communication developments, because their services are based on communication processes permanently, dealing with clients and following them constantly, and they have the

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ability to apply all that is new to develop communication processes with high efficiency (Khajeheian & Mirahmadi, 2015, p.86).

Accordingly, this research was prepared in order to focus on the importance of shifting the concept of public relations to digital public relations in all airlines organizations in order to benefit from this shift in airlines organizations services.

2. PROBLEM STATEMENT

In view of the digital developments brought about by the internet, which were represented by social media in a world full of digital communications, which became the basis for institutions achieving their goals and distinction, including airlines organizations, as they resorted to using these means to improve the quality of airlines organizations services and to communicate with clients through interaction and partnership in all information is on a wide field around the world, as this is due to the reliance of clients of all categories and ages in the current era on digital tools to receive airlines organizations services in a large way, which prompted airlines organizations to pay attention to advanced technologies and use digital public relations as a means to improve the quality of airlines organizations services (Mbama, 2018, p.1).

As the results of Khajeheian and Mirahmadi (2015), Mbama et al. (2018) study confirmed that many airlines organizations still rely on traditional public relations, which weakened the quality of their airlines organizations services. Therefore, they resorted to investing digital public relations in improving the quality of banking services through digital tools used by public relations, including social media that allows flexible banking services for clients.

Many conferences in Nigeria 2015 called for the need to rely on digital public relations to improve the quality of organizations services, and although there are many conferences that focused on the importance of digital transformation in public relations, there is a lack of studies and research that dealt with the subject of digital public relations in the airlines organizations, this confirms that there are no clear plans that show how to implement digital relationships in this sector. Also, there are no clear business plans that show how this shift and its implications for the quality of airlines organizations services (Mbama, 2018, p.250), hence the problem of the current study in measuring the role of using digital public relations tools in improving the quality of banking services. And thus, the main question of the study is: What is the role of digital public relations in improving the quality of airlines organizations services in its dimensions (reliability, responsiveness and accessibility).

The study comes its importance from its scientific topic as well as its practical application, where the importance of this study derives from the effort to supplement the

studies and research conducted in the field of quality of airline organizations services and digital public relations which are a few, to a assured level, as a result of their sophistication and variety. The importance of this study also derives from the study and research of an important section of the public, which is the aviation sector. Therefore, it can be said that this study is considered one of the few studies, conducted on airlines organizations. The study also draws on the importance of its scientific subject, which can contribute to illustrate the concepts of the quality of aviation services and digital public relations and clarifying the relationship between them in light of the providing suitable online services. It can also help airlines organizations to adapt and react to quick environmental changes to meet their customer satisfaction.

3. LITERATURE REVIEW

3.1 Digital Public Relations

Public relations is considered one of the ancient activities, as humans started practicing it from the earliest times as a method for achieving reciprocal cooperation between members of society, and with the passage of time, organizations have realized the importance of influencing the public by convincing them of their opinions (Petrovici, 2014, p. 81). This aspect was emerged in the United States of America in the early twentieth century, so was invented by (Ive Lee), (Mbama, 2018, p.1). Public relations allow the defining and constant, precise application of a communication or information policy, in the service of an enterprise, administration, collectivity or any other entity, related to its internal or external audience or interlocutors, also public relations are a vital tool of adjustment, interpretation, and integration between individuals, groups, and society (Barricelli, 2019; Gong, & Ribiere, 2021). Public understanding and support is basic to existence in our competitive system, to know how to get along with the public is important for everyone (Petrovici, 2014, p.80). And because public relations are the link between the organization and the public, organizations may work at the present time to make all its efforts in order to build a good reputation for it among its audience and to gain their satisfaction, follow-up and cooperation with it, as it is the way to the internal and external masses of many organizations with different goals and aspirations through Keeping up with recent technological changes and in line with digital developments (Mbama, 2018, p. 2). In line with digital developments, the concept of "digital public relations" emerged, where the basic idea of digital public relations emerged about how to use digital means and modern technologies, such as the Internet, computers, and smart phones, to carry out their work efficiently, quickly and at a lower cost, especially in light of a world full of globalization, competition and research. Always on Excellence, in addition to its ability to use the news and

media releases that it issues over the Internet, in order to provide its services, inform the public and follow it up with everything that is new and new in it in various organizations and institutions, as well as banking services (Petrovici, 2014, p.80). As digital public relations are an effective way to improve the quality of banking services, and work to enhance future visions in the era of digital revolution, and that social media and websites have a prominent role in improving digital public relations, especially its focus on interactive communication between public relations and clients by providing Internet, in order to follow up on clients through digital media, thus digital public relations have become with enormous capabilities as the basis of human relations (Mbama, 2018, p.1).

3.2 Quality for Airlines organizations

Organizations' are keen to keep up-to-date of the quick changes so as to achieve an improved grade of services to meet the difficulties and the rapid changes they face particularly in light of the rising wants of customers. The quality of services is an advantage to be used to improve the organizations position in the market. The quick changes in the financial markets have transformed the actuality of an organization environment more than what is predictable. Fast technological development and deregulation have led to progressively competitive pressures between financial and non-financial sectors.

As a result it is the necessity focus on the quality of services to improve the performance. Since the beginning of the 21st century, the world has observed several technological changes that have a straight influence on dynamic and service projects. In light of these changes, several countries are facing the difficulties of steadfastness in the face of strong struggle, which shows the need to focus on the quality of banking services as one way to complete existence and continuity (Zulfadli et al, 2019, p. 2; Al-Habil et al., 2017, p.200). There are ten elementary dimensions of quality that determine the quality of service according to the insight of the customers as follows: (reliability, responsiveness, accessibility, efficiency and capacity of service providers, courtesy, communication, credibility, Security, Attention, care and upkeep, and tangible physical and human aspects), and the following is the concept of each dimension of the quality of banking services separately:

Reliability: is a degree of consistency in service performance and submission of the first time properly.
 Response: is the degree of the speed of response of service providers to the demands and customers wants.
 Accessibility: is the easy access to the service providers and interact with them when essential. In this research the researches aimed to study the variables which are (Reliability, Response, and Accessibility).

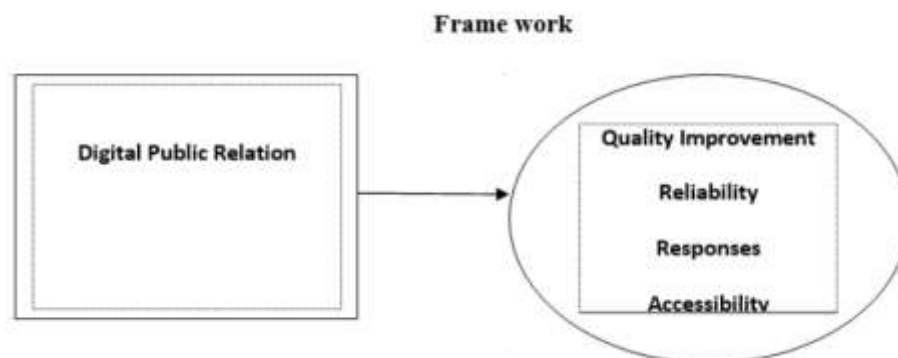


Figure 1. Quality framework

4. METHODOLOGY

The researches aimed to examine this study on the airlines organizations in Jordan. Recently, for the last ten years in Jordan all the Aviation business aspects witnessed very fast expansion including passenger and cargo transport. As a result, this progress in the airline sector has led to an increase in the demand for other aviation services, and thus, it was needed to support these changes or the expansion to operate successfully. One of these essential services that are required is the digital service .By that the researchers will distribute a questionnaire included questions about the study on the study sample which is a purposive sample including

Managers who are working in the digital public relation department. And they were (60) public relation managers in the airlines organizations.

5. RESULTS

5.1 Descriptive Analyses

Demographic variables for the study sample. It appears from the table above that the "male" category in the gender variable got the largest number of answers from the study sample, as it got "35" samples from the total sample of "60" samples with a percentage of "58%", while the "female" category got the lowest number Of

the answers of the study sample, which got "25" samples, "42%".

Also it appears from the table above that the category "from 5 - less than 10 years" in the years of experience variable obtained the largest number of answers from the study sample as it obtained "28" samples from the total sample of "60" samples with a percentage of "47%" while The "less than 5 years" category came with the lowest number of responses from the study sample, which received "11" samples, at a rate of 18%.

It appears from the table above that the "Bachelor" category in the variable of academic qualification obtained the largest number of answers from the study sample, as it got "32" samples from the total sample of "60" samples with a percentage of "53%", while the "PhD" category came with the lowest A number of answers from the study sample, which got "5", a sample of "8%".

Cronbach Alpha ranged between (75-91.6), while the overall stability factor was (89.7), which are high values indicating that the study is acceptable for the purposes of scientific research.

- First question Descriptive analyses Result:

What is the role of digital public relations in improving airlines organizations reliability, The arithmetic mean of the field of the role of digital public relations in improving reliability in airline organizations was low, and tool areas were also low-grade, which got "2.18" and a standard deviation of "0.31". As for the items of the study, their arithmetic averages ranged between "2.20-2.16" and a standard deviation of "0.31 – 1.21" compared with the general arithmetic mean.

- Second question Descriptive analyses Result:

What is the role of digital public relations in improving response in the airlines organizations, that the arithmetic mean of the field of the role of digital public relations in improving the response in airlines organizations' was low (2.17), and tool areas were also low-grade, which

got "2.17" and a standard deviation of "0.38", as for the items of the study, their arithmetic averages ranged between "2.15-2.19" and a deviation Standard "0.48 – 1.05" compared with the general moving average.

- Third question Descriptive analyses Result:

What is the role of digital public relations in improving accessibility in the airlines organizations, that the arithmetic mean of the field of the role of digital public relations in improving accessibility in airlines organizations was of a high degree, which got "2.16" and a standard deviation of "0.45", As for the study items, their arithmetic averages ranged between "2.14-2.18" and a standard deviation of "0.51 – 1.25" compared to the general arithmetic mean.

5.2 Study Hypothesis

Are there statistically significant differences in the role of digital public relations in improving the quality of airlines organizations services due to the following variables: "gender, years of experience, educational qualification"?

To answer the hypothesis of the study, a t-test was performed for the variables that contain two levels, while one-way analysis of variance was performed for the variables containing three levels or more, as shown below.

First: gender variable Tests were performed to find the differences between the arithmetic means of the study sample answers to the variable of the place of residence, as shown in the table (1).

It is evident from the table (1) that there are no statistically significant differences in all fields of study according to the gender variable, as the significance level value for all fields was higher than ($\alpha = 0.05$).

Table 1. T-test to find the differences between the arithmetic means of the study sample answers to the variable of residence

Field	Variable classes	Average	standard deviation	Degree of freedom	T value	Significant level
the role of digital public relations in improving reliability in airlines organizations	Male	3.89	.31	59	0.221	0.832
	Female	3.86	.32			
the role of digital public relations in improving response in airlines organizations	Male	3.95	.38	59	2.051	0.085
	Female	3.64	.35			
the role of digital public relations in improving accessibility in airlines organizations	Male	4.79	.47	59	1.802	0.123
	Female	4.38	.53			

Second: years of experience variable One-way analysis of variance was performed to find the differences between the arithmetic means of the study sample

responses to the years of experience variable, as shown in Table (2).

Table 2.One-way analysis of variance to find the differences between the arithmetic means of the study sample responses to the years of experience variable

Field	Contrast source	Sum of squares	freedom Degree	Squares Average	F value	Significant level
the role of digital public relations in improving reliability in airlines organizations'	Between groups	.468	2	.234	2.756	.031
	Within groups	4.839	57	.0849		
	Total	5.307	59			
the role of digital public relations in improving response in airlines organizations'	Between groups	.206	2	.103	0.617	.610
	Within groups	9.518	57	0.167		
	Total	9.724	59			
the role of digital public relations in improving accessibility in airlines organizations'	Between groups	.425	2	.212	0.785	.525
	Within groups	15.416	57	.270		
	Total	15.840	59			

Table 3.Scheff'e Test for differences between averages

Field	Category		Less than 5 years old	From 5-10 years	More than 10 years
		Average	3.45	3.59	3.69
the role of digital public relations in improving reliability in banks	Less than 5 years old	3.45		0.311	*0.011
	From 5-10 years	3.59			0.189
	More than 10 years	3.69			

It is evident from the table (2) that there are no statistically significant differences in the second and third areas, as the value of the significance level for these two fields is higher than ($= 0.5$), while there is a statistical indication in the first domain, "The role of

digital public relations in improving reliability in banks" Where the value of the significance level was less than ($0.5 = \&$), and to find out in favor of whom those differences were, a Scheff'e test was performed, as shown in the table below.

Table 4.One-way analysis of variance to find the differences between the arithmetic means of the study sample responses to the educational qualification variable

Field	contrast source	Sum of squares	freedom Degree	squares Average	F value	significant level
the role of digital public relations in improving reliability in airlines organizations'	Between groups	2.249	2	.750	0.730	.526
	Within groups	58.573	57	1.028		
	Total	60.822	59			
the role of digital public relations in improving response in airlines organizations'	Between groups	2.092	2	.697	.889	.420
	Within groups	44.668	57	.784		
	Total	46.760	59			
the role of digital public relations in improving accessibility in airlines organizations'	Between groups	2.087	2	1.045	1.077	.109
	Within groups	55.303	57	.970		
	Total	58.590	59			

It is evident from the above table (3) that there are statistically significant differences between the "less than 5 years" category and the "more than 10 years" category due to the "role of digital public relations in improving reliability in banks" and with reference to the values of the arithmetic averages we find that the differences were in favor of the "more than 10 years" category, which got an arithmetic mean of "3.69", while the "less than 5 years" category got an arithmetic mean of "3.45"

Third: educational qualification variable A one-way analysis of variance was performed to find the differences between the arithmetic averages of the study sample answers for the scientific qualification variable, as shown in the table (4).

It is evident from the table (4) that there are no statistically significant differences in all fields of study depending on the educational qualification variable, as the significance level value for all fields was higher than (0.5 = &).

6. DISCUSSION

This chapter deals with a discussion of the results that were reached, and the recommendations that emerged from those results, and the following is a review of that:

What is the role of digital public relations in improving airline organizations' reliability; The results of the study showed that the mean of the field of the role of digital public relations in improving reliability in the airlines' organizations was low, and tool areas were also low-grade. This indicates a clear weakness in this aspect, and the researcher returns this result to that there is a weakness in the effectiveness of the level of digital public relations activities in achieving the reliability of the bank, as there may be a weakness in recruiting qualified personnel to practice digital public relations activities, and there may be a weakness in the administration department in following up and following the progress of digital public relations activities. Beside the researches explained this result based on the obtained mean (2.16) that the airlines organizations do not pay attention in updating their activities and information to meet their clients' needs. And thus, the result differed with Mahboub (2018) study, which concluded that the research indicated a positive significant impact of SMU on financial and non-financial performance in MENA countries in terms of profitability, growth and environmental performance. While This result is consistent with the Khajeheian and Mirahmadi (2015) study, which concluded that traditional media still play a dominant role in media consumption of public relations, while new Web2.0 media consist of Mobile communications and Social networks, have never ranked better than fifth from eight. Some reasons have been argues in conclusion.

Results related to the second question: What is the role of digital public relations in improving response in airlines organizations; The results of the study showed

that the mean of the field of the role of digital public relations in improving the response in airline organizations was low. As the mean is 2.15 and tool areas were also low-grade. This indicates a clear weakness in this area, and the researcher returns this result to that there is a weakness in the effectiveness of the level of digital public relations activities in achieving the response, as there may be weakness in the human resources management, as employees with competencies are not employed to practice digital public relations activities, and there may be a weakness in employing and following-up modern technologies within the airlines organizations by the airlines' administration department.

Results related to the third question: What is the role of digital public relations in improving accessibility in airlines organizations; The results of the study showed that the arithmetic mean of the field of the role of digital public relations in improving accessibility in banks was of a low 2.16, and tool areas were also low-grade. This indicates a clear weakness in this area, and the researcher returns this result to that there is a weakness in the effectiveness of the level of digital public relations activities in improving the accessibility of the airlines organizations', as there may be a weakness in recruiting employees who are able to deal with modern technologies, and there may be a weakness in the banking administration in terms of employing and managing modern technologies within the airlines organizations', and perhaps. The researchers explained this result due to the lack of financial resources available in providing these modern technologies, and it may also be due to the lack of awareness of the correct practices for digital public relations within the bank. As digital public relation provide a service that allow employees / users in the organizations to have easily access this also can provide a quick response.

Results related to the Study hypothesis:

Are there statistically significant differences in the role of digital public relations in improving the quality of airlines organizations' due to the following variables: "gender, years of experience, educational qualification"?

First: gender variable: The results of the study showed that that there are no statistically significant differences in all fields of study according to the gender variable, and the researcher returns this result to that the study sample, regardless of their gender, have the same ideas regarding the role of digital public relations in improving the quality of airlines' services, so it was not found that there are differences in all areas attributable to the variable of gender Second: years of experience variable The results of the study showed that there are no statistically significant differences in the second and third areas, while there is a statistical indication in the first domain, "The role of digital public relations in improving reliability in banks" in favor of the "more than 10 years" category, and the researcher returns this result to that the field of improving reliability in airlines organizations may require that there be sufficient and

long experience in the field of public relations compared with other fields, so it was found that there are differences attributed to years of experience in the field of the role of digital public relations in improving reliability in airlines organizations', in favor of those with years of experience. From 10 years "while the other areas, which are accessibility and responsiveness, did not have differences attributable to the years of experience variable. Third: educational qualification variable The results of the study showed that there are no statistically significant differences in all fields of study depending on the educational qualification variable in airlines organizations', and the researchers returns this result to that the study sample, regardless of their academic qualifications, had the same ideas regarding the role of digital public relations in improving the quality of airlines organizations' services. Therefore, it was not found that there are differences in all areas due to the variable of scientific qualification.

Recommendations and proposals

Based on the results of the research, the researcher suggests a number of recommendations for applying digital public relations in airlines organizations', as follows:

1. The necessity of presenting and preparing workshops for the managers who are responsible for the digital public relations departments in airlines organizations', in order to prepare them to effectively practice digital public relations activities.
2. The necessity for airlines organizations' managers to enhance their organizations' services by employing modern technologies and managing them effectively.
3. Ensure that employees are trained on the necessary skills to effectively practice digital public relations activities.
4. The necessity of conducting more research and studies regarding the role of digital public relations in improving airlines organizations' services, in order to identify future proposals.
5. Obtaining the necessary skills to practice digital public relations in banks.
6. Increasing awareness of the importance and role of organizing events in public relations, its methods, objectives, functions and mechanisms to benefit from them in making a bright image for airlines organizations'.
7. Providing the participants with the necessary skills for bank marketing, and introducing the participants to the role of social media in making the airlines organizations' reputation.
8. Empowering employees with effective communication skills and competencies and building mental image through means Social Media.

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