

Measuring the Impact of Public Relations Function on the Performance of the Jordanian Hotels

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ABSTRACT: A public relation is the essence of the elements of the promotional mix actors between individuals and groups in business organizations and their audience. Therefore, the evolution of public relations services sector in the hotel is the most prominent organizations that have characterized the current contributions to the gross national production [6]. The use of public relations function gives the beginning of the most powerful capabilities of competitive advantages in the performance of Jordanian hotels for increasing the satisfaction and dissatisfaction among customers. Thus; the understanding and knowledge of public relations services in the future with special needs are useful lead to more loyalty, improve performance and achieve goals in the homogeneity of these organizations Jordanian hotel.

This study is to measure the impact of the public relations function on the performance of the Jordanian hotels. Thus, it accomplished through the practical application of the methods and concrete adopted in building relationships with high contact between customers and hotels. That is leading to the services it provides to these hotels and their customers [1]. Accordingly; managers at the hotels in the Jordanian five-star are realized that the importance of public relations, especially with the expansion of space competitiveness in global markets. Also, the contribution of public relations strategy is to build loyalty to the customers surveyed and the hotels.

The study is recommended that the public relations impact on the performance of the Jordanian hotels category (5 stars). Thus, it is through the personal characteristics of the workers in providing outstanding service to customers of these hotels. Therefore, the application of public relations strategy with stakeholder efforts of the Organization of hotel business is that created motivation for customers to build relationships with them. Also, the contribution of public relations strategy is to build loyalty to the customers surveyed and the hotels.

KEYWORDS: public relations, Jordanian hotels, performance, customers, Jordan

I. INTRODUCTION

Human resources and ways of their managing became the most important competitive advantages during the years of the past few decades [30], [27]. However, the increased importance of the human element is considered as a competitive advantage for organizations in the light of the shift in the age of knowledge, which will become the most important human resources and assets of the organization [25]. This is because of the decline in the relative importance of the traditional competitive advantage. But organizations need and want workers who without additional behaviors that are not included in the specifications of their business [15]. Therefore, the evidence suggests for those organizations that have such workers have been able to accomplish higher performance than organizations that do not have like them [10].

The factors that affecting the job performance are: first by the employee's knowledge of what is owned by a special skill to work [19] Second job: This is characterized by the requirements and challenges and offer opportunities for work enjoyable. Third position: This is characterized by the regulatory environment, which includes the business climate,

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supervision, organizational structure, administrative regulations and abundance of resources [33]. Therefore, the employee's work efficient is able to perform his duties in accordance with the rules and regulations set of the most important resources on which they depend organizations in achieving their goals. It is the most important inputs of workers in institutions who should be known for their behavioral patterns and the level of outstanding performance compatible [31], [32]. Also, it is consistent with the goals that the organization aspires to achieve them. Thus, it must be a concern that their expectations and interactions of other inputs are consistent with the goals of the institution. This leads to the availability of compatibility and equilibrium between all the functions and responsibilities of workers. Thus, they realized output, which seeks to achieve its objectives in terms of quality and efficiency [5]. However, Definition can evaluate the performance of workers through their cooperation with their colleagues and superiors. As well as their behavior towards the process of dealing with them measures their performance in the work they do. Also, the availability of the necessary capacity is to fill the top jobs of future in hotels [8]. The performance of staff is usually assessed by direct president because he is the most capable direct knowledge of the working conditions and working environment. In order to review this assessment, is up to the process of evaluating the performance of employees on a regular basis over a certain period of time by Supreme Head to the Direct President and then direct subordinates workers [12]. In order to measure the performance of employees individual and collective, that the rule on how to achieve the goals envisaged attainable [39]. It will be linked to the capabilities of skilled staff and workers on the one hand, and the nature of performance measurement standards on the other. So the individual worker should work right thing right from the first glance. Also, employees feel that the administrative decisions related to them, such as promotion or rewards are not only on the basis of efficiency and effort in carrying out the work [22], [23]. However, the conclusion leads us to that the evaluation of the performance of employees in creating confidence among subordinates to the leaders [38]. Also, the emergence of the relationship is based on the basis of understanding between management and workers, which guides to strengthen and boost the morale within their facility [21]. It aims to assess the performance of employees being a tool for the management objective in making administrative decisions relating to the following areas [39]: promotion, appointment, transfer, discipline, detection of training needs, determine incentives and granting bonuses.

II. RELATED WORK

Scholars of administrative thought differ on the definition of public relations so as to reflect them all concepts and ideas in the explanation of the subject matter [9]. There are those who care about the legal aspect or the social or economic or administrative [39], [37]. Thus, the basis of public relations in the values is that guides the work of government and makes it more responsive to the requirements, needs and aspirations of the public [29]. According to [26] the organization's work management, which affects the views of its audience, is the public relations. Also, public relations are considered as an important function of the administration demands, which analyze the behavior of the public [28]. To see trends in this behavior must work to develop programs that are consistent with the public interest in an interview to meet these needs [37].

These definitions are summarized that the focus points in the three cases are reflected in terms of the importance of the substance to the direct public relations. That is within the elements mentioned by these author's definitions, which are to:

- 1 - the administrative work of the organization,
- 2 - the impact of the public's views on the organization,
- 3 - values that guide government action,
- 4 - state Administration response to the public's needs and requirements,
- 5 - public relations as a function of the important functions of administration,
- 6 - put the departments of public relations programs that are consistent with the public interest.

The British Institute is defined the public relations [40]: (as efforts planned and drawn by public relations is intended to establish a mutual understanding continuous between the organization and their audiences). However, this general definition does not address the nature of those efforts in the enterprise that it is situated its responsibilities as he does not clarify the intended audiences [37], [38]. Consequently, the public relations are known as efforts intended

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persistent planned by the management of the institution in order to reach a mutual understanding and healthy relationships between the organization and among their audiences [17], [18]. Also, these fans are dealing with inside and outside through the publishing, media and personal contact is achieved so that in the end the compatibility between the institution and the public opinion.

Therefore, public relations are included three important aspects [2]:

1. Estimate the value of public opinion and to measure and clarify the parameters of the public inside and outside the organization, and compatibility with him.
2. Developing programs suitable for the evaluation of this purpose.
3. Use effective means to influence public opinion

The task of public relations is related to the flags and the dissemination of correct information about the organization to the public in order to win the affection [14]. Thus, it is used to disseminate news, images and radio data, applications, showing films, coordinating exhibitions and seminars [36]. Also, they used methods of publicity when its emotional impact is influenced on the audience and the media resort to its means of cost [16]. This may involve public relations activity on some aspects of the educational and intellectuality to the public institution from the inside or the outside in the audience.

Nevertheless, public relations in all organizations have one main goal, is to achieve the goals of the organization itself [20]. The picture is different in terms that reflect their public relations in various organizations about their goals, as different vocalizations used in this expression [34], [35]. This is the main objective, in order to accomplish this goal; there is a group of sub-conductive targets to achieve, namely are to [3]:

1. Know the trends in public opinion toward the real activity of the organization in order to examine the importance and usefulness for achieving the objectives of the organization.
2. Inform the public actively organization's programs and goals down to convince the public that, to gain confidence and cooperation.

Under these two objectives of public relations, the study of the masses should be studied deeply. Moreover, in order to be sound judgments and useful knowledge for the public opinion trends, and their ability to inform the public [24]. . It is already clear to us that public relations are seeking to achieve understanding and consensus between the organization and its audiences. Thus, it reconciles the interests of the public interest and social harmony [13]. For public relations to achieve these goals the philosophy of humane social recognizes the value of the individual and the group is working for them. So public relations are attained social value in this way, which must be exercised through straight ethics and behaviors intact [4], [7].

III. RESEARCH METHODOLOGY

Data analysis and hypothesis testing that include: First, the analysis of the characteristics of the research community samples, which are:

- 1- to find community consists of Jordanian-rated hotels (5-star).
 - 2- the number of 20 hotels in various parts of the Kingdom.
 - 3- the research sample is represented distribute a questionnaire to 50 managers and staff of the Jordanian hotels in Amman Governorate and the 12 Hotel (five-star).
- B - the sources of data collection are:

- 1- **Primary sources:** It is distributed Esteban for the study sample and then statistically analyzed down to the desired results.
- 2- **Secondary sources:** are derived from the research, periodicals, books and references relevant to the study required.

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Table 1
Number of employees

The Number of Employees inHotels	Repetition	Percentage
Less than 100 employee	15	30%
101-150 employee	11	22%
151-200 employee	21	42%
201 workers or more	3	6%
Total	50	100%

Table 2
Number of Rooms

The Number of Rooms inHotels	Repetition	Percentage
Less than 100 room	18	36%
101-150 room	17	34%
151-200 room	8	16%
201 room or more	7	14%
Total	50	100%

Table 3
Repetition and the Percentages of the Level of Scientific

The Scientific Level of Redundancy	Repetition	Percentage
Secondary	11	22%
Diploma	13	26%
Bachelor	15	30%
Graduate	11	22%
Total	50	100

Table 4
Repetition and Ratios of C to the Number of Years of Experience

The Number of Years of Experience	Repetition	Percentage
4 Years or Less	8	16%
5-8 Years	4	8%
9-12 Years	31	62%
13 Year	7	14%
Total	50	100

Table 5
Repetition and Ratios to Allocate a Percentage of the Scientific

Scientific Specialization	Repetition	Percentage
Marketing 1326%	8	16%
Business Administration 1428%	4	8%
Hotel Management 2346%	31	62%
Not so - -	7	14%
Total	50	100

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Table 6
Repetition and percentages of monthly income

Monthly income	Repetition	Percentage
Less than 500 JD	4	8%
500-less than 1,000 JD	7	14%
1000-less than 1,500 JD	31	62%
1,500 JD and more	8	16%
Total	50	100%

These sources of data collection are shown in 1- 6 tables. As such, Table (1) is described the number of employees, while Table (2) is shown the number of rooms in the hotels. Also, table (3) is illustrated the scientific level of redundancy. However, table (4) has revealed the number of years of experience, while table (5) is exposed repetition and ratios to allocate a percentage of the scientific, and finally, table (6) has been made known repetition and percentages of monthly income.

IV. EXPERIMENTAL RESULTS

Statistical methods are used descriptive statistics to extract the arithmetic mean and standard deviation. Thus, the questionnaire was analyzed using a range of statistical analysis packages (spss) collected from a sample of the study, as follows:

1. Frequencies and percentages, which represents the number of occurrences of the answer to one question about the study sample and then a percentage.
2. Find the standard deviation and the arithmetic mean, which represents the standard deviation values greater or less than the number 3. Thus, this standard specifies a negative or positive question asked in the questionnaire compared to the hypothesis.
3. T-test analysis is for hypothesis.

Table 7
The Arithmetic Mean and Standard Deviation
Variables Concerning the Function of Public Relations

Item No	Variables	Arithmetic Mean	Standard Deviation
1.	The customer is the foundation of a process of evolution for good services	3.98	0.891
2.	The needs of the customer are to be followed-up by all means available	3.96	1.02
3.	The management takes care of customer's proposals, complaints and works to resolve	3.63	1.20
4.	In order to deal with the guests properly, it must be well qualified by training workers to provide outstanding service.	3.68	1.07
5.	Marketing activities with the effects of long-term work to bring permanent customers.	3.66	1.09
6.	Prospective customers can be contacted through communication channels pre-planned.	4.10	.9690
7.	The reaction of customers will be after providing service to them	3:58	1:10
8.	The department of marketing at the hotel is studied the proposals and complaints for customer reaction.	3.60	1.03
9.	The hotel's senior management confirms on the importance of establishing positive relationships with customers	3.72	0.969

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10.	Payoff will build relationships with customers that verifying the homogeneity of the goals for all	3.62	1.19
11.	Building relationships is to accomplish the reputation of the hotel, which would receive a permanent	3.64	1.022
12.	Customer's feeling of confidence during his residency is a good target for the senior management	3.68	1.07
13.	It is a must to follow up the needs and desires of the client personally	3.66	1.09
14.	Contact with customers is to seize the opportunities to enhance mutual trust	4.14	0.969
15.	Residents of the hotel's clients receive tangible service attractive to repeat the visit	3.58	1.10
16.	Prevailing competition is pushing for the adoption of approaches that could lead to building a special relationship with the customers	3.60	1.03
17.	It is necessary to develop programs to establish relations with the customers permanently	3.72	0.969
18.	By using methods of media (print media, visual and audible) will strengthen relationships with customers	3.62	1.19
19.	Heading towards activating the integration with the community is to consolidate its relations	3.50	1.18

Table 7 is shown that trends in the research sample was positive all the questions about the study, because the arithmetic averages greater than the average measurement tool 3. Also, the variables are ranked between a low average of 3.50 (*Heading towards activating the integration with the community is to consolidate its relations*) to a high mean of 4.14 (*Contact with customers is to seize the opportunities to enhance mutual trust*).

The degree of Reliability

In this context test was used (Cronbach's alpha) to measure the stability of the measurement tool, as the value of (alpha) 87%, which is very good being higher than the rate at which an acceptable return of 60%.

Table 8
The Arithmetic Mean and Standard Deviation
Variables Related to the Level of Performance of Hotel Services

Item No	Variables	Arithmetic Mean	Standard Deviation
1.	Distinguished performance of the service puts the hotel in a better competitive position	3.68	1.07
2.	Premium Service is contributing to the growth and development of the hotel	3.66	1.09
3.	Good service is contributed in better decisions	4.14	0.969
4.	The good performance of these variables the directing collective effort towards the desired results	3.58	1.10
5.	Good hotel management can benefit from external opportunities	3.60	1.03
6.	Qualified training for workers helps in providing human resources at the right time	3.62	1.19
7.	Good performance hotel provides money by best conditions	3.72	.9690
8.	Performance of sections in the hotel brings his customers to it	3:64	1:22
9.	Improved the performance of individuals in the hotel gives it a competitive advantage	3.69	1.08
10.	The hotel's senior management confirms on the performance of	3.72	0.969

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	establishing positive relationships with customers		
11.	Performance of good management helps to produce and deliver new services	3.62	1.19

It is noted from Table 8 above that those trends in the research sample were positive to all the questions about the study, because the arithmetic averages is greater than the average measurement tool 3.

Table 9
Regression Testing of the Hypothesis

Item. No	Regression testing	Ruslts
1.	The level of significance	0.026
2.	Coefficient selection of R2	0.378
3.	RConnectivity	0.615
4.	FFavoritis	2.371
5.	FTabulated	1.879
6.	As a result of hypothesis nihilism	Rejection

Therefore, the results of statistical analysis in table 9 showed that the presence of a statistically significant effect. Therefore, that the correlation coefficient R is (0.615), while the coefficient of determination R2 reached (0.378). Thus, this effect is enhanced significantly up the value of f favoritism, which amounted to (2.371), the largest of tabulated value (1.879). Statistically significant at the level of (0.0269) which is less than the specified value of 0.05. Thus, the alternative hypothesis accepts and rejects the hypothesis nihilism. This means that there is the impact of the function of public relations on the performance of the Jordanian hotels category (5) star.

VI. CONCLUSION

This study has been able to draw the following:

1. There is trace of the function of public relations on the performance of the Jordanian hotel category (5 stars).
2. There is no trace of the personal characteristics of the workers in the hotels on the application of the concept of public relations.
3. Motives for their customers were positive to build relationships with the institutions of the Jordanian hotels category (5 stars).
4. Public relations function is contributed in building loyalty for customers' respondents.
5. The management of the Jordanian hotels is considered that the customer is a base in the process of the evolution of any new services.
6. Administration of Jordanian hotels is trying to contact potential customers through communication channels that initial planned in advance.
7. The strategy of the Jordanian hotels relies on distinctive quality in building relationships with customers, even if the costs were high.
8. Prevailing competition stimulate Jordanian hotels towards the adoption of curricula lead to build a special relationship with customers.
9. Jordan hotels used better methods such as means of printed, visual and audible to consolidate its relations with customers.
10. The function of public relations in Jordan Hotels is accomplished its targets, which are to:
 - develop a competitive advantage in the Jordanian hotels sites.
 - assist in the growth and development of the Jordanian hotels.
 - contribute in making better decisions.
 - go a collective effort towards the desired results.

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- work by providing human resources in a timely manner.
- improved performance of the individuals in Jordanian hotels.
- contribute also to the production and delivery of new services.

This study has come to the following recommendations:

1. The responsibility of building and maintaining relationships is located on customer service in hotels as organizations of all sections of the hotel, especially the front offices that can contribute to strengthen and promote the building of these relationships. Thus, it is persuaded and trains all parties to achieve the targets of relationship marketing.
2. The building relationships with customers is considered from the jurisdiction of the strategic marketing departments in the hotel, which needs to be long-term planning.
3. Hotel service departments realize that the importance of the trend towards the use of the media and non-traditional approaches in dealing with customers. This leads to the conclusion that they are receiving services is greater than the value they paid.
4. The administration's proposals and complaints from customers are to be developed by effective solutions. Thus, they have to be carried out by the process of concrete specialist team to submit its recommendations to the decision-makers to take what they see fit.
5. The development of the performance of employees has been in providing outstanding service to communicate directly with customers, through training sessions with them as a dimension of the founders in all sections of the hotel.
6. Current information system development is the foundation of building a database of customers and constantly updated to develop relationships with them and keep them.
7. The information system is to strengthen the research and studies pertaining for customers, products, services and how to develop their markets and the state of competition in it.

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