

The Impact of Public Relations on Strengthening the Educational Institutions' Reputation: King Khalid University As A Model

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ABSTRACT

This study aimed to explore the role of public relations in enhancing the reputation of Saudi Universities. The study focused on King Khalid University as a model. The study used descriptive methodology and designed a questionnaire as an instrument to collect data from a sample of 88 faculty members from different faculties at the university. The results indicated a relationship between public relations and the dimensions of the organization's reputation (social responsibility, quality of service) and that there is no relationship between public relations and the creative skills dimension. The findings showed an important role for public relations in enhancing the reputation of the organization, and this indicates the necessity of applying public relations activity and taking care of various audiences at the level of educational institutions. The findings also revealed the willingness of universities, especially King Khalid University, to invest in public relations matters to strengthen the reputation of the institutions.

KEYWORDS: academic organizations, creative skills, faculty members, quality of service, reputations, social responsibility, Saudi Universities.

1. Introduction

Public relations have developed rapidly with time to the point that, in our time, they play a major role in determining the fate of institutions. Due to its great importance, public relations has become a profession and a specialized activity in institutions. Successful institutions today find it difficult to abandon public relations because it is part of their organizational structure (Miotto et al., 2020). The success and continuity of the institution are largely related to the institution's strong relationships with its internal and external audiences. Institutions today work for the sake of the public and cannot live without it, and the public is in great need of institutions to satisfy its needs and desires. Institutions today seek to identify the needs and desires of the public to gain its trust and respect (Susilawati et al., 2021).

As for public relations and its role in improving the image of the institution, it is considered the basic tool and device used by institutions of all kinds, whether profitable or service-oriented, to deal with the situations that arise in the institution that fall within the tasks of the administrative units in the institution (Budiharso &

Tarman, 2020). Public relations has established its position in the institution, or more accurately, imposed itself on the administrative structure of the institution and has begun to undertake several tasks that were assigned to the institution. Institutions today have begun to focus on the public, as it is the key and secret of their continuity or demise. The survival of institutions is linked to the maintenance of the relationship between them and different audiences (Benavides et al., 2020). Public relations today are considered a fundamental activity that plays a major role in the growth and development of institutions. From this perspective, they must work to continue to strengthen relations with various audiences, especially the external audience, by realizing their desires and hopes, achieving their trust, and thus gaining their loyalty and satisfaction. The emergence of communications has contributed to major changes in public relations activity and has become one of its pillars (Smith, 2020). Since communication is one of the most important tools that connect institutions with the public, they must use all means of communication to improve and enhance their reputation.

Public relations have become one of the most important administrative functions, and the success of the organization and the achievement of its goals include the success of public relations activity and its positive reputation among various audiences (Gregory, 2020). In this study, we will address three demands, the first of which is the historical development of public relations and general concepts around it, and the second is the principles and means of communication in public relations and the factors for its success. As for the third topic, we discussed general concepts of the organization's reputation and its dimensions.

1.1. Problem Statement

The field of public relations is considered one of the contemporary fields that appeared in clear pictures at the beginning of the twentieth century, as primitive man carried out several activities to achieve understanding and adaptation with others through primitive means of communication, and with the development of time and the expansion of the scope of activities and the abundance and complexity of social practices between individuals and groups, especially those activities carried out in organizational frameworks such as institutions, bodies, and organizations of various types and fields. The expansion of the use of public relations has led to diversification. There are multiple purposes behind its use in various institutions, and this is due to the development taking place in information and communication technology in various societies. The student population in universities is also considered one of the most important audiences with which public relations must be achieved by spreading the spirit of competition and responsibility among students so that they can be the best ambassadors for it wherever they are. Students are the basic building blocks from which universities achieve the desired goal of their establishment, Universities strive through their public relations agencies to attract new students to their programs and to maintain the relationship with students enrolled during the stage of study at the university. This is done by providing various services to deepen the students' sense of belonging to their university and make them proud wherever they are. This is due to the way the public relations apparatus works and how it coordinates and cooperates with the administrative departments of the institution to build a good and ideal image of the university.

1.2. Questions of the study

The main question of the study was, "What is the role of public relations in enhancing the reputation of King Khalid University?"

To address and analyze this problem and to reach an understanding of it, the following questions were asked:

- What is the impact of public relations on the social responsibility dimension of enhancing the university's reputation?
- What is the impact of public relations on the dimension of service quality in enhancing the university's reputation?
- What is the impact of public relations on the dimension of creative skills in enhancing the university's reputation?

1.3. Significance of the study

The importance of this study lies in the positive role played by the public relations apparatus in improving the university's image and determining its form, path, and relationship with other institutions. Public relations also have a large and important role in meeting the desires and needs of the internal public (students) from various aspects and creating a positive and prestigious mental image of the university. The importance of the public relations apparatus at the university is also highlighted through the many responsibilities it provides to individuals, and hence the importance of good public relations between the university and its public (students) ensures that the public's confidence is supported by informing it of the facts, objectives of the institution, its policies and programmes, and making it convinced of the importance of the efforts made by the institution to serve its publics and the role that employees play in managing the public relations apparatus within the institution.

1.4. Delimitations

- Objective limits: This study focused, in its objective aspect, on demonstrating the role of public relations in enhancing the reputation of King Khalid University.

Time limits: the study was implemented in 2024.

- Spatial boundaries: a field study of King Khalid University faculty members.

2. Literature review

Public relations appeared in the twentieth century, despite the alignment between the term institution and its influential audiences. However, historians have found that since ancient times, humans have been practicing public relations (Antonopoulou et al., 2021). Humans, by nature, cannot live alone. Without relationships, human groups cannot be formed. A relationship begins with a person, his family, then the community surrounding him, then expanding to the scope of the tribe. Social relations increase as the scope of society expands. To create a good internal relationship with the members of the tribe, the head of the tribe would attend to all the members of his tribe and participate in all the different social events (Perkmann

et al., 2021). It is believed that the tribes had a major media role, as they spread the virtues of the tribe and its effects. With the existence of man himself, the function of public relations was created, and its origins were gradually increased and assigned to a person: good at expression, the power of persuasion, and influencing others (Moslehpour et al., 2020).

The definitions given to the concept of public relations vary, and this is due to the great expansion of public relations and the great difference in the philosophies from which thinkers start defining public relations, so a comprehensive definition for it has not been reached (Khoshtaria et al., 2020). The International Public Relations Society defines public relations as the continuous and planned management function by which public and private institutions and organizations seek to gain understanding, sympathy, and support by measuring the direction of public opinion to ensure that it is compatible as much as possible with their policy and activities, and to achieve more cooperation and effective performance of shared interests using comprehensive and planned media (Kaushal & Ali, 2020). Public relations are defined as a group of activities carried out by a body, union, government, or any organization in the social structure to create good, kind, and sound relations with the various publics that it deals with, such as the consumer public, shareholders, as well as the public in general, to explain itself to society to gain its satisfaction. The most important thing indicated by this definition is that the role of public relations is not limited to a specific type of institution or agency or a specific type of profession (Singh & Jasial, 2021). Rather, it made it clear that relations are practiced in all different institutions and agencies, whether governmental, industrial, or otherwise.

Preparing public opinion to accept new ideas and opinions and creating an audience that supports and supports bodies and organizations in overcoming obstacles that prevent the achievement of development and stability in society (Marcinkowski et al., 2020). Public relations work to instill and support social responsibility among the public, and this helps society and organizations to overcome the obstacles that prevent achieving development and stability in society. Public relations provide various humanitarian services to the internal public of institutions in a way that benefits them and ensures that they achieve social care and full justice and provides the means for a decent life for employees of the institutions (Foroudi et al., 2020). Thus, this helps spread a spirit of reassurance in their souls. The importance of public relations appears to be that the institution always seeks to develop communications and form opinions about the goods produced by the institution (Ali, 2021). If the public relations department in industrial institutions does not at a scientific level of experience and competence, there is no doubt that its relationship with its internal and external audiences will be affected by this.

Organizing public relations means identifying which activities are necessary for which purpose and arranging these activities into groups that can be assigned to individuals. Richard Johnson defines organization as an organizational structure that allows coordination of efforts, that is, an arrangement of overlapping functions required to perform a complex task in a unified system of activities with interrelated relationships (Susilawati et al., 2021). It is necessary to point out that no form of organization can be called optimal because it varies according to the goal, size, and extent of those in charge of management's understanding of public relations work, in

addition to the ability of the individuals included in the organization, their competence and degree of availability, and the capabilities available to them in implementing these works (Haverila et al., 2020). It can also be said that organization is not considered a goal in itself, but rather a means to achieve the goals of the institution (university) (Miotto et al., 2020). Therefore, we find that the number of specialists in each department of the public relations department is necessarily proportional to the size of the institution. All public relations work may be carried out by one or a limited number of Individuals in an organization. In conclusion, the primary goal of organizing public relations is to assign its tasks and functions to specialists and experts to paint a good image for the institution (university) in which they work (Susilawati et al., 2021). The organization represents the structure and processes that link the components of the institution. The public relations function is part of this whole, which is subject to organizational foundations in conducting its activity.

The public relations department has several responsibilities, such as ensuring the management of the professional path of university employees while respecting the powers of the college and institute, preparing the university's draft budget, and following up on its implementation. It ensures follow-up funding for laboratory and research unit activities and the good conduct of the common interests of the university (Benavides et al., 2020). It also establishes and promotes the university's cultural and sports activities. This department should also ensure follow-up and coordination of management plans and the management and preservation of archives and documentation for the university directorate. Public Relations provides many scholarships in various fields to obtain academic degrees (Smith, 2020). These scholarships are provided by Arab and foreign institutions and universities, some of which have cooperative relations with the university and some of which are interested in the field of science and research.

Public Relations circulates these scholarships to deans of colleges, directors of administrative departments, and students through the presidency of the university choose the appropriate person to nominate for this award according to the conditions required for it (Gregory, 2020). Public relations at the university is the body responsible for receiving university guests, preparing special visiting programs, accompanying them during visits to the university and outside it, providing them with the necessary services, and arranging communication with the relevant authorities (Antonopoulou et al., 2021). One of the tasks of public relations is to coordinate with the media and create a good relationship with all print, audio, and visual media, which is represented by inviting all journalists to attend the events and seminars held at the university. Public Relations seeks to deepen cooperation with many universities and sign agreements in the fields of scientific research. The University's Public Relations Department seeks, through its extensive relationship, to promote and market the university's projects, and to find funding sources for them, both externally and locally (Moslehpour et al., 2020).

Previous studies

Meng and Berger. (2019) evaluated the potential mediating effects of work engagement and trust on the relationship between essential organizational variables

(organizational culture and great leader performance) and the overall job satisfaction of public relations professionals. The linkages in a suggested conceptual model were tested using empirical data derived from a nationwide online survey of 838 public relations professionals from different organizations. The findings demonstrated that public relations professionals' trust, engagement, and job satisfaction may be significantly affected by organizational culture and the effectiveness of leaders. Even more crucially, when a supportive company culture and outstanding leadership performance were attained, the findings showed that engagement and trust had substantial joint mediating impacts on professionals' work satisfaction. Implications for future research and practice round out the study.

Bardhan and Gower (2020) conducted qualitative research on leadership, diversity and inclusion, and PR. Its emphasis is on public relations training rather than business management. Faculty and educators mold students into the industry's future leaders. This research aims to illuminate the connection between the industry's D&I issue and the present, inadequate flow of diversity and inclusion from schools to businesses. Extensive interviews with students and teachers who are exceptional in their D&I leadership and commitment showed that both groups had a realistic vision of the diversity and inclusion issue in the business world and the classroom. They provide constructive criticism and have a firm grasp of leadership responsibilities. We present some specific recommendations for change based on the insights of these educational experts and use their perspectives to show how the education-industry D&I continuum might profit from their expertise.

Abdullah and Ahmad (2022) explored how undergraduate PR programs in Saudi Arabia are doing right now. The study used an in-depth interview approach based on a qualitative research methodology. Saudi Arabian public relations professors and practitioners served as research informants. Undergraduate public relations programs are therefore precariously balanced, as universities are ill-equipped to provide students with the knowledge and skills demanded by the country's job market. The curriculum, publications, and learning tools all show a lack of common progress in public relations education. Poor course material, an absence of practical components, and irrelevant courses were among the serious problems with public relations education that the research uncovered. At the end of the day, the research offered several critical suggestions to enhance Saudi Arabia's undergraduate public relations curriculum. From both a theoretical and practical perspective, future research may delve more into certain institution-related factors that impact graduates' employment preparedness.

Al Islaam and Husnan (2023) detailed the planning, implementation, and evaluation of a public relations management program. Interviews, participant observation, and written records are all part of the phenomenological research style that this study employs. Gathering data, organizing it, presenting it, generating findings, and checking them all constitute data analysis in this research. Using data and source triangulation methods, we can guarantee that the data is genuine. At the start of each year, HUMAS management meets for planning purposes, during which they consider the outcomes of the previous year's HUMAS work review. To maximize the impact of the school website, public relations management is implemented online. Offline, regular events attended by student parents are also organized. HUMAS management

is evaluated at the end of the year or during incidental evaluations of HUMAS activities.

Lo et al. (2019) investigated views on the function of public relations departments within Taiwanese academic organizations in conveying scientific information. Based on the results of eleven semi-structured interviews with public relations officers, it seems that academic organizations in Taiwan only partially contribute to the communication of science via their public relations departments. Public relations in Taiwan continue to rely significantly on journalism, which is unprofessional when it comes to communicating scientific findings, which is an intriguing result in this age of social media research. We propose that academic organizations take more responsibility for informing the public about research and scientific knowledge, rather than only using this platform for commercial or self-promotional purposes.

3. Methodology

Since the method leads to revealing the truth and helps to accurately and correctly identify various problems, this study will rely on the survey method. It is one of the forms of analytical and organized scientific change to describe a specific phenomenon or problem and depict it quantitatively by collecting specific data and information about the phenomenon or problem, classifying it, analyzing it, and subjecting it to careful study.

3.1. Sample

The random sampling method was used to select the study sample, which had a size of 100 members. The research form was distributed to the university faculty members. 88 forms were retrieved, with a recovery rate of 88%. After examining the forms, none of them were excluded from the conditions required to answer the form. The ethical approval for conducting the study was obtained from the administration of the university. The participants were asked to provide their consent before taking part in the study. The following table presents the data on the participants.

Table 1. Information on the participants

Variable	Category	Frequency	Percentage %
Gender	Male	49	55
	Female	39	44.3
Academic rank	Lecturer	16	18.1
	Assistant professor	52	59
	Associate professor	20	22.7
Years of experience	1-5 years	7	7.9
	6-10 years	54	61.3
	More than 10 years	27	30.6
Total		88	100

3.2. Instrument

The researcher relied on the questionnaire as an instrument for collecting data for the study and tried as much as possible to make the questions clear and uncomplicated, covering the theoretical aspects and hypotheses. The questionnaire included several questions, including open questions and closed questions. The questionnaire included two parts. The first part was related to personal data (gender, academic ranks, number of years of service). Personal variables are considered of great importance in identifying the characteristics of the sample and determining the extent of their impact on the results of the study. The second part included the 27 statements that make up the questionnaire, divided as follows: The first dimension was public relations (15 statements). The second dimension was the organization's reputation (12 statements) divided into social responsibility (4 phrases), quality of service (4 phrases), and creative skills (4 phrases).

A panel of expert judges consisting of university professors with backgrounds in education

administration in Saudi Arabia reviewed the researcher's questionnaire to confirm its apparent authenticity. The judges were asked to provide their thoughts on the reliability of the survey questions and their connection to the subject. The paragraphs that obtained a consensus among the arbitrators were authorized after considering their ideas and comments. Other paragraphs had their language changed, others were added, and some were eliminated.

To establish the reliability and validity of the instrument in measuring the target variable, the Cronbach Alpha coefficient was computed. For the humanities, values are considered acceptable if the alpha values are at least 60%. The Cronbach alpha values for each questionnaire dimension are in Table 1.

Table 1. The Cronbach alpha coefficients for the questionnaire

Dimension	Number of items	Cronbach alpha coefficients
public relations	15	81.3
organization's reputation	12	82.0
Total	27	81.6

4. Results and discussion

The following section presents the various results of descriptive statistics by determining the attitudes in the answers of the sample members based on the mean scores and standard deviation. Table 3 presents the results for the first dimension.

Table 3. The mean scores and standard deviations for the responses of the participants to the first dimension of the questionnaire

No.	Statement	Mean score	Standard deviation	Level

01	Public relations contribute to making the relationship between management and employees.	4,11	0,454	Strongly agree
02	The programs and events organized by public relations for employees positively affect performance.	4,52	0,781	Strongly agree
03	Public relations help the organization serve individuals	4,20	0,646	Strongly agree
04	Public relations contribute to eliminating the organization's internal and external problems.	4,38	0,545	Strongly agree
05	Public Relations issues a periodic internal bulletin covering the news and activities of the public.	4,38	0,545	Strongly agree
06	Public relations tracks complaints and criticism that the public may express about the university being established and processed.	4,37	0,811	Strongly agree
07	Public relations activities contribute to drawing a good image of the university.	4,44	0,554	Strongly agree
08	There is continuous communication between employees and public relations	4,43	0,725	Strongly agree
09	The university's public relations are characterized by constant movement and activity with its audiences.	4,41	0,745	Strongly agree
10	The Public Relations Department participates in organizing visits, delegations, and attending conferences.	4,38	0,647	Strongly agree
11	Public relations make direct contact with employees	4,41	0,647	Strongly agree
12	Public relations uses experienced employees to develop its plans and design its most active programs.	4,64	0,645	Strongly agree
13	Public relations invites and involves employees when opening a new project for the university.	3,86	0,436	Agree
14	Public Relations takes an active role in receiving and guiding new employees in terms of their knowledge, facilities, and benefits	4,35	0,626	Strongly agree
15	Public relations maintain stability and positive communication between employees in the university.	4,37	0,564	Strongly agree
	Total	3.83	0.55	Strongly agree

We note from the table above that the value of the general mean score for public relations expressions reached 3.83, and the phrase “public relations activities contribute to drawing a good image of the company” and the phrase “public relations use experienced employees to develop its plans and design its programs and activities” came in first place with an arithmetic average. It was estimated at 4.54 with a degree of strongly agree, and the statement, “Public relations invite and involves employees when opening a new project for the company.” It ranked last with an average score of 3,86.

To understand the impact of public relations on the variables of the second dimension of the study, the responses of the participants were included in the following table.

Table 4. The mean scores and standard deviations for the study variables

Statement		Mean score	Standard deviation	Level
Variables	Social responsibility	4,40	0,471	Strongly agree
	Quality of service	4,39	0,409	Strongly agree
	Creative skills	3,34	0,427	Strongly agree
Organization’s reputation		4,41	0,357	Strongly agree
Public relations		3.83	0.55	Strongly agree

Based on the results presented in the table, the dimensions of the organization’s reputation can be arranged in descending order, according to the mean score. The social responsibility dimension of the organization’s reputation came in first place with an average of (4.40), then the quality of service of, the organization’s reputation (4.39), followed by the creative skills of the organization’s reputation (3.34).

The impact of sound public relations was also measured on the variables of the study as the following table shows.

Table 5. The results of a simple regression of the extent of the role of public relations on the social responsibility dimension

Statistical criteria					Capacity parameters	
Regression factor	R	F	Beta	Sig.	Independent variable	b1
R ²						
0,276	0,525	11,826	0,525	0,002	1,835	0,585

Through the results of the table above, we find that the significance of the model is low, as we note that the calculated level of significance (0.002) is less than the level of significance (0.05). This demonstrates a relationship between the two variables, public relations, and the social responsibility dimension. The results indicate a moderate correlation between public relations and the social responsibility dimension, with a value of 0.05 and a Pearson correlation coefficient of 52.5%. The value of 0.585 shows the strength of the influence of the independent variable on the dependent variable. The higher the public relations element by one unit, the higher the value of the social responsibility dimension by 0.585 units.

To test the extent of the role of public relations on the service quality dimension in enhancing the organization’s reputation, a simple linear regression was calculated as follows:

Table 6. The results of a simple regression of the extent of the role of public relations on the service quality dimension

Statistical criteria					Capacity parameters	
Regression factor	R	F	Beta	Sig.	Independent variable	b1
R ²						
0,139	0,373	5,013	0,373	0,032	2,810	0,361

Through the table above results, we note that the calculated level of significance (0.032) is less than the level of significance (0.05), demonstrating a relationship between the two variables, public relations, and the service quality dimension. The results indicate a weak correlation between public relations and the quality of service dimension, as the value of the Pearson correlation coefficient reached 37.3%, which is not statistically significant. We also note that its value is 13.9% of the variance in the variable, which amounted to 0.361, which shows the strength of the effect of the dependent variable. As for the value of the independent variable on the dependent variable, the higher the public relations element by one unit, the higher the value of the service quality dimension.

To test the extent of the role of public relations on the creative skills dimension in enhancing the organization's reputation, a simple linear regression was calculated as follows:

Table 7. The results of a simple regression of the extent of the role of public relations on the creative skills dimension

Statistical criteria					Capacity parameters	
Regression factor	R	F	Beta	Sig.	Independent variable	b1
R ²						
0,049	0,222	1,604	0,222	0,215	2,359	0,224

The results indicate that there is a very weak correlation between public relations and the creative skills dimension, with a value of 0.05 (and we note that its value is $\geq \alpha$) and a Pearson correlation coefficient of 22.2%, which is statistically significant at the level of significance, which accounts for 4.9% of the variance in the variable. The dependent factor (the creative skills dimension) is explained by the public relations variable. The value of 0.224 demonstrates the strength of the influence of the independent variable on the dependent variable. The higher the public relations component by one unit, the higher the value of the creative skills dimension by 0.224 units.

To test the main question of the study, which was to measure the role of public relations in enhancing the reputation of King Khalid University the Fisher test was implemented as presented in the following table.

Table 8. Results of Fisher's test for the role of public relations in enhancing the organization's reputation

Source of variance	Sum of squares	Freedom Value	Eta square	F	Sig.
Regression	1,285	1	1,285	12,103	0,002
Error	3,292	31	0,106	-	-

Total	4,577	32	-	-	-
R=0.530			R-deux=0,281		

Through the results of the Fisher test, we find out the significance of the model parameters, as we notice that the calculated level of significance (0.002) is less than the level of significance (0.05). This shows that there is a relationship between the independent variable, public relations, and the dependent variable, the reputation of the organization, meaning that the model is statistically valid to explain the change that occurred. The results also indicate that there is a moderate correlation between public relations and the dimensions of the organization’s reputation, as the value of the Pearson coefficients reached 53%, which is statistically significant. We also note that the value of 28.1 of the variances in the dependent variable is explained by the public relations variable.

5. Conclusion

The role of public relations in enhancing the reputation of King Khalid University was reviewed, based on the dimensions of the organization’s reputation (social responsibility, quality of service, and creative skills). The methods and means of collecting data were highlighted, in addition to analyzing and interpreting the results obtained. It was found that there is a relationship between public relations and the dimensions of the organization’s reputation (social responsibility, quality of service) and that there is no relationship between public relations and the creative skills dimension, and it was also confirmed. The answers of the sample members regarding the dimension of service quality showed closeness to the answers of the sample members, because its total standard deviation amounted to 0.409, less than one, and the sample members agreed on this dimension, and the evidence for that is valuable, as the mean was estimated at 4.54. There is a role for public relations in enhancing the reputation of the organization, and this indicates the necessity of applying public relations activity and taking care of various audiences at the level of educational organizations to survive and withstand competitors.

6. Recommendations

Institutions should pay attention to public relations because of their positive role in enhancing the institution’s reputation. The institution’s senior management must pay attention to the public relations apparatus and the programs and activities it carries out. Institutions must select and qualify an elite group of public relations professionals and train them continuously to develop their performance skills. Institutions must build good relationships with different audiences and maintain and preserve those relationships. Institutions must pay attention to the dimensions of the organization’s reputation because of their importance in enhancing the organization’s reputation.

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