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

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Abstrak


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, whereas 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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# Table of Contents

Permission to Use........................................................................................................ i
Abstrak......................................................................................................................... ii
Abstract......................................................................................................................... iii
Acknowledgement......................................................................................................... iv
Table of Contents........................................................................................................ vi
List of Tables................................................................................................................ xi
List of Figures................................................................................................................ xiii
List of Appendices........................................................................................................ xiv

## CHAPTER ONE INTRODUCTION........................................................................... 1

1.1 Background........................................................................................................... 1
1.2 Problem Statement............................................................................................... 3
1.3 Research Questions.............................................................................................. 13
1.4 Research Objectives............................................................................................ 13
1.5 Significance of the Study.................................................................................... 14

## CHAPTER TWO LITERATURE REVIEW........................................................... 16

2.1 Introduction.......................................................................................................... 16
2.2 Organization-Public Relationship (O-PR)........................................................... 16
2.3 Dimensions of Organisation-Public Relationship Practices............................... 28
   2.3.1 Practice of Trust in O-PR............................................................................ 28
   2.3.2 Practice of Commitment in O-PR............................................................... 30
   2.3.3 Practice of Community Involvement in O-PR........................................... 32
   2.3.4 Practice of Patient Satisfaction in O-PR................................................... 33
   2.3.5 Practice of Openness in O-PR................................................................. 35
2.4 Types of Relationship Practices.......................................................................... 36
   2.4.1 Professional Relationship.......................................................................... 43
   2.4.2 Personal Relationship................................................................................ 44
   2.4.3 Community Relationship.......................................................................... 45
2.5 Organisational Effectiveness (OE)....................................................................... 47
   2.5.1 Organisation and Public Relation Practices and Image............................ 52
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5.2 Organisation and Public Relation Practices and Identity</td>
<td>54</td>
</tr>
<tr>
<td>2.5.3 Organisation and Public Relation Practices and Reputation</td>
<td>55</td>
</tr>
<tr>
<td>2.6 Relationship Theory in Organisation-Public Relationship</td>
<td>57</td>
</tr>
<tr>
<td>2.7 Theoretical Framework</td>
<td>61</td>
</tr>
<tr>
<td>2.8 Hypothesis and Research Framework</td>
<td>65</td>
</tr>
<tr>
<td>2.9 Organisation-Public Relationship Practices and Types of Relationships</td>
<td>67</td>
</tr>
<tr>
<td>2.10 Types of Relationships on Organisation Image, Identity and Reputation</td>
<td>67</td>
</tr>
<tr>
<td>2.11 Organisation-Public Relationship Positively Influences Organisation Effectiveness</td>
<td>69</td>
</tr>
<tr>
<td>2.12 Types of Relationships Positively Influence Organisation Effectiveness</td>
<td>70</td>
</tr>
<tr>
<td><strong>CHAPTER THREE RESEARCH METHODOLOGY</strong></td>
<td>72</td>
</tr>
<tr>
<td>3.1 Introduction</td>
<td>72</td>
</tr>
<tr>
<td>3.2 Population and Sample</td>
<td>72</td>
</tr>
<tr>
<td>3.2.1 Population</td>
<td>72</td>
</tr>
<tr>
<td>3.2.2 Sample</td>
<td>74</td>
</tr>
<tr>
<td>3.3 Research Design</td>
<td>76</td>
</tr>
<tr>
<td>3.3.1 Data Collection Technique</td>
<td>76</td>
</tr>
<tr>
<td>3.3.2 Data Analysis Technique</td>
<td>79</td>
</tr>
<tr>
<td>3.3.3 Research Hypothesis</td>
<td>80</td>
</tr>
<tr>
<td>3.3.4 Questionnaire Design</td>
<td>82</td>
</tr>
<tr>
<td>3.4 Instruments</td>
<td>82</td>
</tr>
<tr>
<td>3.5 Validity and Reliability</td>
<td>84</td>
</tr>
<tr>
<td>3.6 Operational Definition</td>
<td>86</td>
</tr>
<tr>
<td>3.6.1 Organisation Effectiveness</td>
<td>86</td>
</tr>
<tr>
<td>3.6.1.1 Image</td>
<td>87</td>
</tr>
<tr>
<td>3.6.1.2 Identity</td>
<td>88</td>
</tr>
<tr>
<td>3.6.1.3 Reputation</td>
<td>89</td>
</tr>
<tr>
<td>3.6.2 Organisation-Public Relationships (O-PRs)</td>
<td>91</td>
</tr>
<tr>
<td>3.6.2.1 Trust</td>
<td>91</td>
</tr>
<tr>
<td>3.6.2.2 Community Involvement</td>
<td>93</td>
</tr>
<tr>
<td>3.6.2.3 Commitment</td>
<td>94</td>
</tr>
</tbody>
</table>
3.6.2.4 Openness................................................................. 95
3.6.2.5 Patient Satisfaction.................................................. 97
3.6.3 Types of Relationships.................................................. 98
  3.6.3.1 Professional Relationship........................................... 98
  3.6.3.2 Personal Relationship............................................... 99
  3.6.3.3 Community Relationship........................................... 100
3.7 Data Analysis....................................................................... 101
  3.7.1 Reliability....................................................................... 101
3.8 Summary.............................................................................. 102

CHAPTER FOUR FINDINGS......................................................... 104
4.1 Introduction......................................................................... 104
4.2 Data Management............................................................. 104
  4.2.1 Missing Data................................................................. 104
  4.2.2 Outliers........................................................................... 105
  4.2.3 Normality......................................................................... 106
4.3 Descriptive Analysis.......................................................... 107
4.4 Profile of Respondents....................................................... 108
4.5 Response Rate...................................................................... 108
  4.5.1 Age of Respondents....................................................... 109
  4.5.2 Gender of Respondents................................................... 110
  4.5.3 Jobs of Respondents....................................................... 110
  4.5.4 Educational Level of Respondents..................................... 111
  4.5.5 Marital Status of Respondents......................................... 111
4.6 Factor Analysis..................................................................... 112
  4.6.1 Factor Analysis on O-PR Practices.................................... 113
  4.6.2 Factor Analysis on Types of Relationships Practices.......... 115
  4.6.3 Factor Analysis on Organisation Effectiveness................... 117
4.7 Reliability Test...................................................................... 122
4.8 Descriptive Analyses of O-PR............................................. 125
  4.8.1 Perceptions toward the Practice of Trust in O-PR................. 125
  4.8.2 Perceptions Toward the Practice of Communication in O-PR.. 127
5.3.3 Relationship between the Practices of Community Involvement in O-PR

5.3.4 Relationship between the Practices of Patient Satisfaction in O-PR

5.3.5 Relationship between the Practices of Openness in O-PR

5.4 Relationship between O-PR Practices and the Types of Relationships

5.5 Relationship and Influence between the O-PR Practices and Organisation Effectiveness

5.6 Influence of the Types of Relationships with Organisation Effectiveness

5.7 Research Implications

5.8 Research Contributions

5.8.1 Theoretical Contribution

5.8.2 Managerial Contribution

5.9 Limitations of the Study

5.10 Conclusion

5.11 Recommendations for Further Research

REFERENCES
List of Tables

Table 3.1: The six biggest hospitals in Jordan.................................................. 73
Table 3.2: Pearson Correlation Coefficient Scale........................................... 80
Table 3.3: Measurement Items......................................................................... 84
Table 3.4: Cronbach’s Alpha for 84 Respondents........................................... 86
Table 3.5: Scale for Image................................................................................ 88
Table 3.6: Scale for Identity.............................................................................. 89
Table 3.7: Scale for Reputation......................................................................... 90
Table 3.8: Scale for Trust................................................................................ 93
Table 3.9: Scale for Community Involvement.................................................. 94
Table 3.10: Scale for Commitment................................................................. 95
Table 3.11: Scale for Openness....................................................................... 96
Table 3.12: Scale for Patien Satisfaction......................................................... 97
Table 3.13: Scale for Professional Relationship.............................................. 99
Table 3.14: Scale for Personal Relationship.................................................. 100
Table 3.15: Scale for Community Relationship............................................. 101
Table 3.16: Reliability Test (n= 569).................................................................. 102
Table 4.1: Outlier List (Case Number and Count of Outliers)......................... 106
Table 4.2: Summary of Response Rates......................................................... 109
Table 4.3: The Frequency of Respondent’s Age (n= 569)............................... 110
Table 4.4: The Frequency of Respondent’s Gender (569)............................... 110
Table 4.5: The Frequency of Respondent’s Job (n= 569)................................. 111
Table 4.6: The Frequency of Respondent’s Educational Level (n= 569)......... 111
Table 4.7: The Frequency of Respondent’s Marital Status (n= 569)............. 112
Table 4.8: Summary of Factors and Reliability Analysis on O-PR Practices.... 114
Table 4.9: KMO and Bartlett’s Test (O-PR Practices)....................................... 115
Table 4.10: Summary of Factors and Reliability Analysis on Types of Relationship Practice................................................................. 116
Table 4.11: KMO and Bartlett’s Test (Types of Relationship Practices)......... 117
Table 4.12: Summary of Factors and Reliability Analysis on Organisational
Effectiveness

Table 4.13: KMO and Bartlett’s Test (Organisational Effectiveness) ........................................ 118
Table 4.14: Items Dropped After Exploratory Factor Analysis .................................................. 119
Table 4.15: Exploratory Factor Loading .................................................................................... 121
Table 4.16: Reliability Coefficients for all Variables ................................................................. 123
Table 4.17: Reliability Coefficients for the New Set of Variables ........................................... 124
Table 4.18: Patients Perceptions of Trusting Hospital (n= 569) .............................................. 127
Table 4.19: Patients Perceptions of Hospital Commitment (n= 569) ....................................... 128
Table 4.20: Patients Perceptions of the Hospital Involved in Community (n= 569) .............. 130
Table 4.21: Patients Perceptions of being Open with Hospital (n= 569) ............................... 131
Table 4.22: Patients Satisfaction Perceptions toward Hospital (n= 569) ............................... 132
Table 4.23: Patients Perceptions of Professional Relationship (n= 569) ............................... 133
Table 4.24: Patients Perceptions of Personal Relationship (n= 569) ...................................... 135
Table 4.25: Patients Perceptions of Community Relationship (n= 569) ............................... 137
Table 4.26: Patients Perceptions of Hospital Image (n= 569) ................................................. 138
Table 4.27: Patients Perceptions of Identity (n= 569) ............................................................. 139
Table 4.28: Patients Perceptions of Reputation (n= 569) ....................................................... 141
Table 4.29: Pearson Correlation of (H1 a) (n= 569) ............................................................ 142
Table 4.30: Pearson Correlation of (H1 b) (n= 569) ............................................................ 143
Table 4.31: Pearson Correlation of (H1 c) (n= 569) ............................................................ 144
Table 4.32: Pearson Correlation of (H2 a) (n= 569) ............................................................ 145
Table 4.33: Pearson Correlation of (H2 b) (n= 569) ............................................................ 146
Table 4.34: Pearson Correlation of (H2 c) (n= 569) ............................................................ 147
Table 4.35: Pearson Correlation of (H3 a) (n= 569) ............................................................ 148
Table 4.36: Pearson Correlation of (H3 b) (n= 569) ............................................................ 148
Table 4.37: Pearson Correlation of (H3 c) (n= 569) ............................................................ 150
Table 4.38: The Result of Regression between O-PR Practices and Organisational Effectiveness ................................................................................................................. 151
Table 4.39: The Result of Regression between Types of Relationships and Organisational Effectiveness (n= 569) .................................................................................................. 152
List of Figures

Figure 2.1: Theoretical Framework................................................................. 65
Figure 2.2: Hypothesis and Theoretical Framework Development....................... 71
# List of Appendices

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A</td>
<td>Research Questionnaire (English Version)</td>
<td>193</td>
</tr>
<tr>
<td>Appendix B</td>
<td>Research Questionnaire (Arabic Version)</td>
<td>197</td>
</tr>
<tr>
<td>Appendix C</td>
<td>Letters</td>
<td>202</td>
</tr>
<tr>
<td>Appendix D</td>
<td>Population of Jordan Based on Regions</td>
<td>204</td>
</tr>
</tbody>
</table>
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 to 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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186


