

## Impact of Public Relations on Islamic Banks in Jordan Image from Their Employee's Perspective

Dr. Salameh .S.AL-Nawafah/ Associate professor    Dr. Tareq Ghaleb Abu Orabi/Assistant Professor  
AL-Balqa Applied University / Jordan

Dr. Abood Saleh Aladwan/Assistant Professor  
Princess Sarvath Community College/Jordan

Dr. Atef Saleh ALadwan/Associate Professor  
AL-Balqa .A.University

### Abstract

The study aimed to understand the role of public relations in building the mental image of Islamic banks in Jordan .To achieve the study results, a questionnaire was designed and distributed over a sample amounting 188 individual. All collected questionnaires were analyzed through using the SPSS. The analysis results indicated that Public relations impacts in building Islamic Bank Image. Moreover the activities practiced by public relations affect Islamic bank image .The study suggest that Islamic banks are requested to pay attention to research and field studies and benefit from the scientific research centers to carry out the public relations programs that help the bank in improving its mental image

**Keywords:** public relations, Islamic banks, Islamic Banks Image

### Introduction

Mental image is deemed the primary objective of public relations .Mental image reflects the reality, it conveys the information to human mind, which is not directly face reality, but face it indirectly .Public relations perform a large part of its function through indirect presentation Of reality. Interest in mental image has been increased for individuals, communities and organizations due to the value it performs in forming opinions and creating real impressions towards them and creating positive behavior of individuals towards the institutions .Formation of good image has become a goal for most business organizations who are looking for success and survive. Due to the relation between mental image and the formation of community opinion , organization have to know the prevailing image related to the organization. Banks and in particular Islamic banks are keener to know the mental image regarding their services provided to different customers of different culture in order to place or to set and implement strategies that create positive image

### Research statement is trying to answer him following questions:

- What is the role of public relations in building Islamic Banks image?
- What are the activities practiced by public relations to affect Islamic bank image ?
- What are the public relations functions that impact Islamic banks building Image?

### Research significance

The importance of the research stems from the importance of the topic it deals with represented by investigating the impact of public relations in building Islamic banks images and in the same time improving Islamic banks image .Moreover there are no many research's that handled the image of Islamic banks. The importance of gaining public support by activating the role of public relations activity as a marketing communication function.

### Research objectives

The current study attempts to understand the role of public relations in building the mental image of Islamic banks in Jordan .The research aims to achieve a set of objectives as follows

- 1- To specify public relations dimensions in Islamic banks and its importance
- 2- To describe and analyze the concept of mental image and highlight its importance in banks
- 3- To indicate the role played by public relations in Islamic banks in improving their mental image, and to identify the most important aspects of public relations to promote a good image of Islamic banks.

### Public Relation concept

It is not easy to develop a unique and comprehensive definition for public relations, some define it as it should be while other view that reveals his personal experience, often such experience is limited. There is an argument regarding the concept of public relations from one environment to another or from an institution to another. Although there is a dispute over the definition of public relations, this dispute has begun to fade due to views

exchange through professional bodies.

Baskin defined public relations as "the administrative function that helps institutions in determining their goals, achieve them, determine their philosophy and facilitate change processes within the institution. Public relations men engage in communication processes with all the internal and external audiences that the institution is associated with to develop positive relationships and create a state of compatibility between enterprise goals and customers' expectations"

The difference may justified in the definition of public relations by the following reasons: (Hijab, 2007, p3):

- The rapid development that has taken place in public relations makes it difficult to develop a definition that encompasses all its development stages.
- The definition actually reflects the view point of the owner, whether an individual, group or body, and therefore not expresses the point of view of specialists.
- Despite the many public relations definition, the research review a number of these Definitions in order to arrive at a comprehensive definition.

### **The importance of public relations in banks:**

The importance of public relations in banks in the interpretation the banks policy and explains the bank achievements to serve the community and strengthen national economy.

Jacqmin stresses the importance of the PR manager's contact with heads of different departments

In the bank, since this close contact with those who work in the face and practice of the public that ensures actual implementation of plans and policies of the bank efficiently. Banks are becoming particularly interested in society and the existing legislative and executive bodies in the community, with a special section in the Department of Public Relations

Planning and implementing programs aimed at serving the community and contributing to projects that achieve prosperity and the well-being of the outside audience.

### **Functions of Public Relations**

Public relations Department perform the following functions: (Ioana, 2017)

- 1-Maintaining relations with press or mediating these relations: public relations provide, create and places valuable information in the press for the purpose of attracting individual's attention towards a product or service.
- 2-promotion in favor of products: the public relations use the public communication tools for the purpose of promotion firm's products.
- 3-Public business: public relations build relations with the community either local or national community
- 4-Lobbying activities: public relations create and maintain relations with lawmakers and governmental officials for the purpose of influence legislation and regulations.
- 5-Relations with investors: public relations maintain relations with shareholders and stakeholders and others who are interested in the organization.
- 6-Promoting public development: it creates public relations with nonprofit organizations members for the purpose of obtaining financial support.
- 7-The public relations activity is used for promoting a variety of matters: This includes products, people, places, ideas, activities and organizations. Companies use public relations activities for the purpose of building good relations with many parties such as consumers, investors, mass communication means and communities they operate with.

### **Mental Image Definition**

Mental image is defined as the actual image formed in people's minds regarding different organizations. This image may consist of direct or indirect experience and may be rational or irrational. It may rely on evidence, documents, rumors, and unrecorded statements, but in the end it represents a true reality for those who carry it. In their heads (Ali, 2003).

It is defined as "the total subjective impressions of the public about the institution, which are intangible mental impressions that differ from one individual to another, it is the feelings created by the institution in the masses by the impact of its products, its interactions with the public, its relations with society and its investments .Social and administrative appearance, and integrate these individual impressions and unite to form the total mental image of the institution.(Kriman, and Ali, 2005)

According IoIoana (2017) image is defined as "the representation of certain attitudes, opinions or prejudices concerning a person, a group of persons or the public opinion concerning an institution ."

It is the map through which one can understand, understand and interpret things that "the mental image is the idea that the individual has about a particular subject and the consequent negative or positive actions that are usually based on the direct or on the centered and structured inspiration so that they form Through the behavior of different individuals, and from the point of view of Holst ": it is a set of knowledge and ideas and beliefs that

the individual is in the past, present and future and maintains a certain system of itself and the world in which he lives and the individual arranged these ideas and beliefs retain their most important characteristics or their features are highlighted when needed, and intervene in the formation of previous direct and indirect experiences to which the individual this image

### **Characteristics of mental image**

#### **Mental image has many traits as follows:**

- 1.The mental image of the organization is a subjective mental impression that is formed in the minds of individuals or groups and constitutes their attitudes, and their judgments towards the organization
- 2.The organization mental image is characterized by dynamism, changeability, and continuous interaction with the subjective variables of individuals, those of the organization itself, or of competing organizations, as well as interacting with different societal variables.
3. The organization mental image represents a mental assessment of everything related to the organization to the public whether this evaluation is partial to some elements of organization (management image, image of brand image or products projects) or estimation of total elements of organization in all its components and dimensions.
4. The organization mental image is deliberate and carefully planned. It differs from stereotype of individuals based on false information (whatever their source) and relies on well-studied information programs.
- 5-The organization mental image can be measured by using scientific research methods, and it is possible to identify the nature of the image formed by the public, and identify any changes that occur whether negative or positive. (Ali, 2003)

### **Public Relation Role in Improving Company's Image**

The creation of an organization's image can be realized by applying a certain policy which depends on the managerial style of the organization's leader, one the one hand, and on the activity of the employees, on the other hand. This policy is translated in practice by a series of public relations activities that are temporally arranged and which have the aim of forming, changing or maintaining an institution's image

The role of public relations begins with the beginning of thinking in a way that shapes the image with the public .It follows its path along with every step of building the image and reinforcing it in people minds. People, public relations are able to plan for mental image programs through research's and the analytical functions exercised by the Public Relations Department as well as the implementation of these plans through a set of communication activities practiced by public relations at an advanced level .Communication with others, which in its turn facilitates the mechanism of public relations work with the company's public by following up and analyzing the trends of others and based on its results the f public relations adopts decisions since it is responsible to create a state of understanding and mutual exchange for all parties in the organization. It is clear to us that all parties in the company are very confident that Public relations play a central role in building and developing the mental image.to win people confidence (Al-Shaikh, 2006)

The strategy of public relations in development of the image of companies needs to involve the following four-phase process as follows (Jamal, 2017)

#### **1-Defining the problems or possibilities**

In this phase the following are examined: knowledge, opinions, attitudes and behavior through procedures policies of the company. This phase is deemed as the foundation of all other phases for the purpose of solving image developing issue

#### **2- Planning and programming**

The collected information in the previous phase is used for decision making regarding stakeholders, specific goals, moves and communication strategies, tactics and general goals. This means that first phase results are incorporated into the company's policies and programs.

#### **3-Taking actions and communicating**

The action program and communication is implemented

#### **4-Programmer Evaluation**

Preparation, implementation and programmer results are evaluated.

### **Previous studies**

Unal, (2017) study discussed how public relations affect organization image .The study used in depth interviews The study concluded that public relations affect corporate image in positive frame.Ioana (2017) aimed to discuss the importance of using public relations in assisting the organization to have a positive image.. Practice has proved that organizations image have patrimonial value and sometimes it is essential in raising their credibility. Anas and Batool (2016) study aimed to clarify the role of Public Relations on Company Image and to find out the moderating role of Social Media between Public Relations and Company Image. The research sample consisted of (100) subjects. The results indicated that there was an impact of the Public Relations on Company

## Image

Senija (2015) study aimed to focus on the role and basic steps of public relations strategy in creation of high-quality corporate image of the construction companies. The study examined managers the awareness of these companies. The study results indicate the need for their increasing awareness about the necessity of a strategic approach to corporate public relations and image as a factor of business success. Jamal (2013) Study aimed to show the public relations role in improving mental image of service organizations since public relations is communication activity that ensures activity communicative. The study concluded that the institution is interested with public relations activity and public relation programs have a positive image on institution mental image.

Kingsley, et al (2015) identified the tools used by public relations units of private universities in building relationships with its publics in Ghana. The research used personal interviews to collect data from public relations officers and staff and concluded that there was minimal use of community relations activities by the private universities to build healthy relationships

## Methodology:

The research will use the deductive approach by applying both quantitative (to obtain figures), and qualitative methods (to obtain information), for the purpose of determining the impact of promotional mix on corporate images.

## Data Collection Method:

Two types of data collection will be applied; secondary and primary data sources. Secondary data can be used to provide enough information to actually resolve the problem being investigated, it can be a valuable source of new ideas, it will be of use in the collection of primary data, helps to define the population, select the sample and define the parameters of primary research, it can also serve as reference base against which to compare the validity or accuracy of primary data. The main sources of secondary data that will be used in this research are: Books, Journals, periodicals and computer databases. Primary data will be collected through self administered questionnaire.

## Research Instrument.

The research will use the questionnaire as research instrument. The questionnaire will be designed according to the study objectives for the purpose of collecting primary data. The questionnaire will include two parts:

First part: it will cover the demographic information.

Second part: will cover the related statements that measure the customer satisfaction, Likert five point scales ranging from strongly dissatisfied (1) to strongly satisfied (5) will be used.

## Population and Sampling

The research population consists of all marketing managers in Jordan pharmaceuticals companies, whom will be deemed as research sample...

## Data analysis

The SPSS (Social statistical packaging system) will be used to analyse all gathered data.

-Descriptive statistics will be used to describe the sample; it will be used in order to obtain frequencies, percentage, to describe the demographic data in addition to Means and standard deviations of questionnaire statements to measure the attitude of the sample that will be calculated for all responses of questionnaire statements to measure the attitude of the sample.

T- Test will be used to test the hypothesis to find the relation between two variables (dependent & independent)

ANOVA (one way test) will also be used to test the research hypothesis, in order to find the relation between more than two variables.

## Sample's Demographics Data

The samples demographics consisted of 4 dimensions (Gender, Age, and Education)

**Table (1) Describing the sample's personal and demographic variables**

Variable	Option	Frequency	%
Gender	Male	85	48.0
	Female	103	52.0
Age	Less than 30	90	45.5
	30-less than 40	75	37.9
	40-less than 50	21	10.6
	50 and more	12	6.0
Educational level	High school	26	13.1
	Diploma degree	35	17.7
	Bachelor's degree	109	55.1
	High education	28	14.1

**Descriptive Analysis**

**Q1-What is the impact of public relations in building Islamic Banks image?**

Means and standard deviation, for the impact of public relations in building Islamic banks image. The overall mean was (3.50) expressing a high level of agreement by the respondents. Table (2) indicates the testing of this question

**Table (2) the impact of public relations in building Islamic Bank Image**

	R	R <sup>2</sup>	F	Sig(f)	T	Sig(t)
Impact of Public Relations	0.442	0.196	82.31	0.000	9.11	0.000

Table (2) indicates the impact of public relations in building Islamic Bank. F value = (82.31) is significant since  $\alpha$  value is =0.000 which is less than 0.05. . R<sup>2</sup> value = is 0.196. this means that changes in the independent variable means change in the dependent variable amounting 19.6%, T value =9.11 is significant this means thatpublic relations impacts in building Islamic Bank Image

**Q 2-How media content affect Islamic bank image?**

And standard deviation, for the impact of media content on Islamic bank. The overall mean was (3.90) expressing a high level of agreement by the respondents. Table (3) indicates the testing of this question

**Table (3) the impact me discontent on Islamic bank Image**

Variable	R	R <sup>2</sup>	F	Sig(f)	T	Sig(t)
Media content	0.366	0.134	49.50	0.000	7.20	0.000

Table (3) indicates the impact media content in building Islamic Bank. F value = (49.50) is significant since  $\alpha$  value is =0.000 which is less than 0.05. . R<sup>2</sup> value = is 0.134. this means that changes in the independent variable means change in the dependent variable amounting 13.4%, T value =7.20 is significant this means thatmedia content impacts in building Islamic Bank Image.

**Q-3 what are the activities practiced by public relations to affect Islamic bank image**

The overall mean of statements that measure the activities practiced by public relations to affect Islamic bank image was (3.95) expressing a high level of agreement by the respondents. The following indicates the question testing

**Table (4) the activities practiced by public relations to affect Islamic bank image**

Impact direction	R	R <sup>2</sup>	F	Sig(f)	T	Sig(t)
Activities practiced	0.362	0.131	49.25	0.000	8.091	0.000

Table (4) indicates the impact of activities practiced in building Islamic Bank. F value = (49.25) is significant since  $\alpha$  value is =0.000 which is less than 0.05. . R<sup>2</sup> value = is 0.131. this means that changes in the independent variable means change in the dependent variable amounting 13.1%, T value =8.091 is significant this means thatactivities practiced impact building Islamic Bank Image

**Q 4-What are the public relations functions that impact Islamic building Image**

The overall mean of statements that measure public relations function was (3.90) expressing a high level of agreement by the respondents.

**Table (5) the public relations functions that impact Islamic building Image**

Impact direction	R	R <sup>2</sup>	F	Sig(f)	t	Sig(t)
Functions	0.508	0.258	115.21	0.000	11.80	0.000

Table (5) indicates the impact of public relations functions that affect building Islamic Bank. F value = (115.21) is significant since  $\alpha$  value is =0.000 which is less than 0.05. . R<sup>2</sup> value = is 0.258. this means that changes in the independent variable means change in the dependent variable amounting 25.8%, T value =11.80 is significant this means thatpublic functions impact building Islamic Bank Image

## Results

The research concluded the following results:

-Public relations impacts in building Islamic Bank Image

-Means and standard deviation, for the impact of media content on Islamic bank. The overall mean was (3.90) expressing a high level of agreement by the respondents. Media content impacts in building Islamic Bank Image

Mean of statements that measure the activities practiced by public relations to affect Islamic bank image was (3.95). The activities practiced impact building Islamic Bank Image

Means of statements that measure public relations function was (3.90 and. public functions impact building Islamic Bank Image

## Recommendation

Base on the above mentioned results, the study suggest the following recommendation:

1- Islamic banks are requested to pay attention to research and field studies and benefit from the scientific research centers to carry out the public relations programs that help the bank in improving its mental image.

2-. There is a bad need recruit qualified staff to work in the public relations department to carry out the tasks entrusted to public relations department.

3. Public relations department in the bank has to explain the concept and functions of public relations in the bank.

4. To eliminate obstacles to implementation of public relations activities and programs, Islamic banks in Jordan are requested to support the public relations department by all means witch it needs to facilitate it's duties.

## References

ÜnalÇimçek, Selin (2017) Public Relations in Service Sector and Corporate Image Management: A Research in Transportation Sector, **European Scientific Journal**, 248

Anas Y. Alhadid and BatoolAhmmadQaddomi(2016) The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Case Study atthe Applied Science Private University at Jordan, **International Journal of Academic Research in Business and Social Sciences** Vol. 6, No. 4

Jamal, I., (2013 ) the **Role of Public Relations Marketing to Improve the Mental Image of Service EnterprisesCase**, of Algeria Telecom Company

Al-Shaikh Saleh, (2006) **Formation of the Corporate Image and the Role of Public Relations**, High Diploma in Syrian Academic Public Relations International,

IoanaOlariu (2017) **The Use Of Public Relations in projectingan Organizations's Positive Image Studies and Scientific Researches**. Economics Edition, No 25

SenijaŠehanović (2015), **the Rule of Public Relations Strategy in Creating Corporate Image of Band H construction companies**9th Research/Expert Conference with International Participations

Anas Y. ALADI and BatoolAhmmadQaddomi(2016) The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Case Study at the Applied Science Private University at Jordan, **International Journal of Academic Research in Business and Social Sciences** Vol. 6, No. 4

Jamal, I., ( 2013 ) **The Role of Public Relations Marketing to Improve The Mental Image of Service Enterprises Case** , of Algeria Telecom Company

Saleh Al-Shaikh, (2006) **Formation of the Corporate Image and the Role of Public Relations**, High Diploma in Syrian Academic Public Relations International, 2006, p.

Kingsley Agyapong,M. K. Twum-Ampomah, and Augustine Acheampong (2015 ) Using Public Relations Tools to Build Image of Tertiary Institutions, **Interational Research Journal of Marketing Economics**, Vol22, Issue 5

IoanaOlariu (2017) The Use Of Public Relations in projecting an Organizations 's Positive Image Studies and Scientific Researches. **Economics Edition**, No 25

Mohamed Mounir Hijab, (2007(**Public Relations in Modern Institutions**, Dar Al Fajr Publishing and Distribution, Egypt

Rasem Mohamed El-Gammal, Khairat Moawad Ayyad,(2005)**Public Relations Department Strategic Approach**, , The Egyptian Lebanese Library, Cairo,

Ali Ajwa (2003) **Public relations and mental image, the world of books for publication, distribution and printing**, Cairo,

Kriman Farid, Ali Ajwa, ( 2005)**Public Relations Department of Strategic Management and Crisis Management**, 1, World Books for Publishing and Distribution, Cairo,

Barayseh (2015) investigated the role of public relations in the Formation of Images of Arab Orient insurance company – modelThe study found that the strategies pursued by the public relations department to improve the image of the company was highly evaluated,