



## Corporate and Audience Perspectives on Public Relations' Function in Online Reputation Management: Palestinian Telecom Group as a case study

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**Abstract: Objective:** The present study investigates the public relations function in managing the Palestinian Telecommunications Group (PTEG) electronic reputation from corporate and public perspectives. It seeks to assess the efficacy of the use of public relations practice in online reputation construction through website usability, information provision, visitor retention, interactive conversation, and social media engagement, according to dialogic communication theory. Statistical variation in the public responses across demographic variables (gender, level of education, years of work experience) and website/Facebook use is examined in the research. **Method:** Descriptive analytical technique was applied with a quantitative survey questionnaire to a random sample of 384 participants out of 400 forms distributed. The questionnaire, developed on the basis of existing research and theory of dialogic communication, had five dimensions: usability of websites, usefulness of information, retention of visitors, interactive dialogue, and Facebook page features. SPSS software was used to analyze data using descriptive statistics (mean, standard deviation, relative weight) and inferential tests (Independent Sample t-test, One-Way ANOVA) to identify differences among the variables. **Result:** The findings show that PTEG's public relations have their electronic reputation kept well, with website usability being the highest (75.60% relative weight), followed by giving information (74.40%), Facebook page features (73.20%), interactive dialogue (71.00%), and retaining visitors (69.60%). No statistically significant gender differences were established, showing equal treatment to both genders' users. But experience and education levels were also found to play important roles, particularly in social media conversation and interaction, where less educated and less experienced people benefited more from information that was easily accessible. Differences were not observed on website/Facebook, indicating uniform communication strategies. **Conclusion:** Public relations for PTEG were able to effectively apply dialogic communication to construct its online reputation through easy-to-use websites, ease of information accessibility, and interactive communication. Suggestions include refining website details, direct contact with the users, and regular updating on every medium to sustain reputation and satisfaction levels.

**Keywords:** Public Relations, Electronic Reputation, Dialogic Communication Theory, Palestinian Telecommunications Group, Online Reputation Management (ORM)

## وجهات نظر الشركات والجمهور حول وظيفة العلاقات العامة في إدارة السمعة الرقمية: مجموعة الاتصالات الفلسطينية كدراسة حالة

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**المخلص: الهدف:** تتناول هذه الدراسة وظيفة العلاقات العامة في إدارة السمعة الإلكترونية لمجموعة الاتصالات الفلسطينية (PTEG) من وجهتي نظر الشركة والجمهور. وتهدف إلى تقييم فعالية ممارسات العلاقات العامة في بناء السمعة الإلكترونية من خلال قابلية استخدام الموقع الإلكتروني، وتوفير المعلومات، والاحتفاظ بالزوار، والحوار التفاعلي، والتفاعل عبر وسائل التواصل الاجتماعي، وذلك وفقاً لنظرية الاتصال الحواري. كما تبحث الدراسة في الفروقات الإحصائية في استجابات الجمهور بناءً على المتغيرات الديموغرافية (الجنس، مستوى التعليم، سنوات الخبرة العملية) واستخدام الموقع الإلكتروني وصفحة الفيسبوك. **المنهج:** تم استخدام المنهج الوصفي التحليلي مع استبيان كمي وزّع على 384 مشاركاً من أصل 400 نموذج تم توزيعها لتمثل عينة استقصائية. تم تطوير الاستبيان بالاستناد إلى الدراسات السابقة ونظرية الاتصال الحواري، واحتوى على خمسة محاور: قابلية استخدام المواقع الإلكترونية، فائدة المعلومات، الاحتفاظ بالزوار، الحوار التفاعلي، وخصائص صفحة الفيسبوك. تم تحليل البيانات باستخدام برنامج SPSS من خلال الإحصاء الوصفي (المتوسط الحسابي، الانحراف المعياري، الوزن النسبي) واختبارات استدلالية) اختبار T للعينة المستقلة، وتحليل التباين الأحادي (One-Way ANOVA) لتحديد الفروقات بين المتغيرات. **النتائج:** أظهرت النتائج أن العلاقات العامة في مجموعة الاتصالات الفلسطينية تحافظ على سمعتها الإلكترونية بشكل جيد، حيث سجلت أعلى نسبة في قابلية استخدام الموقع (75.60%)، تليها تقديم المعلومات (74.40%)، ثم خصائص صفحة الفيسبوك (73.20%)، والحوار التفاعلي (71.00%)، ثم الاحتفاظ بالزوار (69.60%). لم تُسجل فروقات ذات دلالة إحصائية بين الجنسين، مما يشير إلى المعاملة المتساوية للمستخدمين من كلا الجنسين. إلا أن الخبرة والمستوى التعليمي أظهرتا دوراً مهماً، لا سيما في التفاعل عبر وسائل التواصل الاجتماعي، حيث استفاد الأشخاص الأقل تعليمياً وخبرة من المعلومات المتاحة بسهولة. كما لم تُلاحظ فروقات في استخدام الموقع أو الفيسبوك، مما يشير إلى وجود استراتيجيات تواصل موحدة. **الاستنتاج:** نجحت العلاقات العامة في مجموعة الاتصالات الفلسطينية في تطبيق نظرية الاتصال الحواري بشكل فعال لبناء سمعتها الإلكترونية، من خلال مواقع إلكترونية سهلة الاستخدام، وسهولة الوصول إلى المعلومات، والتواصل التفاعلي. وتشمل التوصيات تحسين تفاصيل الموقع الإلكتروني، وتوفير قنوات اتصال مباشرة مع المستخدمين، وتحديث المحتوى بانتظام على جميع الوسائل للحفاظ على السمعة ورضا الجمهور.

**الكلمات المفتاحية:** العلاقات العامة، السمعة الإلكترونية، نظرية الاتصال الحواري، مجموعة الاتصالات الفلسطينية، إدارة السمعة الإلكترونية.

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## Introduction

In the recent era, "corporate reputation (CR) has garnered significant attention as an intangible asset (Abbas, 2020; Lin, 2024). It is referred to as the comprehensive perception of the company by its stakeholders (Kucharska, 2020). Corporate philanthropy is an indispensable element of corporate social responsibility (CSR) (Suleiman & Hassan, 2016; Ahsan et al., 2020). Corporate Social Responsibility is the term used to describe the voluntary integration of environmental and social initiatives into companies' business activities and operations" (Abbas, 2020; Lin, 2024).

The public relations function has become more important as virtual reality has grown in popularity (Makanai et al., 2022). As a result, these institutions are faced with a novel communication scenario that brings both opportunities and challenges for managing their reputation effectively. Its lack of direct control over its reputation highlights the significance of research demonstrating the importance of institutions' reputations, whether traditional or electronic, and the need to utilize online resources to build a strong reputation among target and non-target audiences, as well as among competing businesses (Smith, 2020; Bustos, 2021; Verhoest et al., 2023).

By shifting our focus from the idea of an organization's electronic reputation management to its philosophy and management practices, we can better understand the industry's significance in both the public and private sectors, as well as about para-government agencies. Research on electronic reputation management in Palestine is lacking. Public relations and image management are crucial for organizations, but the Arab world, particularly Palestine, still has a long way to go before its citizens fully appreciate their significance. Using the telecom company as a case study. Therefore, this research aims to assess the efficacy of public relations in establishing and maintaining an organization's online reputation in the context of rapidly evolving communication technologies.

### Study Problem

The researcher identified the study's issue as the following: The main question from the public's perspective is, **what is the function of public relations in the management of electronic reputation in Palestine?**

The researcher recommended that the Palestinian Telecom Group (PTEG) be the primary focus, as it is the largest investor in the telecommunications and information technology sector in Palestine and has the highest market value on the stock exchange (Armeline & Glasberg, 2024). The group is comprised of four conglomerates, each of which has its own public relations department: Paltel, Jawal, Hadara, and Reach.

The **subsequent sub-questions** were generated by the central inquiry question:

**Are there statistically significant discrepancies in the role of public relations in the management of the electronic reputation of the Palestinian Telecommunications Group?** as a result of the following variables: (the website's user-friendliness, the provision of valuable information to the public through the website, the retention of visitors and the encouragement of their return, the establishment of an interactive dialogue with the site's pioneers, and the features of the Facebook page).

**Are there statistically significant discrepancies between the average public responses regarding the role of public relations in the management of the electronic reputation of the Palestinian Telecommunications Group?** because of the demographic variables listed below: (gender, educational background, age, occupation, and number of years associated with one of the group's companies).

### Study objectives and Importance

Identifying the function of public relations in managing the electronic reputation of the Palestine Telecommunications Group from the perspective of the public and the company. To identify the statistical differences in the role of public relations in managing the electronic reputation of the Palestinian Telecommunications Group because of the following variables: (ease of use of the website, providing valuable information to the public through the website, retaining visitors and encouraging them to return, creating an interactive dialogue with website visitors, and the features of the Facebook page). To identify the statistical differences between the average public responses about the role of public relations in managing the electronic reputation of the Palestine Telecommunications Group because of the following demographic variables: (gender, educational background, and number of years of dealing with one of the group's companies).

### Study Significance

The importance of the current study is as follows:

This study explores the role of public relations in building and managing the electronic reputation of Telecommunications Group. It is a qualitative, modern scientific study that contributes to the academic aspect of electronic reputation management. The study highlights the benefits of communication technology in improving a company's reputation and the importance of effective communication in the electronic age.

## Theoretical framework and previous studies

### Theoretical framework

Academics and professionals in public relations have consistently sought a benchmark for "ethical and effective communication". The notion of conversation, or dialogic communication, has garnered significant interest from multiple fields, including philosophy, rhetoric, psychology, and relational communication (Ao and Huang, 2020; Watson, 2024).

### Public relations and dialogue communication theory

The "dialogue theory Communication relies on enhancing public relations investments for websites and other innovations, which are interactive and facilitate the exchange of opinions, proposals, and visions between organizations and their audiences, benefiting both parties. According to public relations experts and researchers like Kent, Pearson, and Taylor, the Internet provides companies the opportunity to cultivate media discourse with their audience" (Ao and Huang, 2020). Furthermore, the terms "dialogue" and "dialogism" have gained prominence in articulating these interactions. Practical "and ethical communication in academics and economics, as a public relations theory, advances towards a bidirectional communication paradigm" (Kent and Lane 2021; Watson, 2024).

Both "the institution and its audience" are involved in the two-way communication that occurs in the dialogue strategy (Khlouf, 2024). Since the Foundation encourages public participation and dialogue in its policymaking, members of the public have a voice in the final decisions (Coelho et al., 2022; Trowbridge, 2024). The current study leverages this theory by investigating the extent to which public relations circles in the Philippines employ the principles of dialogical communication theory to establish their reputation, encourage visitors to return to the site, and establish an interactive relationship with them.

Ao and Huang (2020) proposed "five principles for dialogic potential as a means of evaluating the dialogic communication inside an organization". This is an issue since the research failed to quantify the actual discourse that took place in the digital medium; instead, they measured the affordances for dialogue within the medium. One way that researchers have tried to gauge the quality of communication between organizations and their audiences is by counting the amount of social media comments and answers (Chen et al., 2020; Utomo et al., 2023).

Dialogue theory is based on five pillars. In the first, "reciprocity," the "importance of the organization's relationship with its audience and the impact that audience has on the company's reputation is acknowledged and valued" (Lane, 2020). "The second is communication, which brings together the company's audience with internal public relations via the use of communication technology and its applications and involves ongoing dialogue with the public. The third is reincarnation, which puts the public's needs first, strives to meet those needs, and uses feedback from customers to enhance the quality of services and products offered via an organization's online presence (e.g., website and social media). The fourth factor is risk, which indicates the organization's openness to collaborating with other groups to improve its public image". The fifth factor is commitment, which measures the organization's dedication to engaging its audience in conversation, providing them with information, and fostering their interest and support using contemporary communication channels (Zhou and Xu, 2021; Vetrivel et al., 2024).

### **Public Relations Trends in (2020)**

An "organization's public relations department performs a crucial function. According to Mahendra (2020), all forms of communication between organizations and the public are encompassed under public relations. The public relations play several important roles in any given organization (Hamouda, 2022). These include overseeing and contributing to both the strategic and operational aspects of the organization's communication with the public, assisting with problem and issue management, keeping management informed of public opinion, defining and emphasizing management's duty to serve the public interest, and assisting management in effectively anticipating and responding to changes in the market. Public relations should conduct research and prioritize constructive communication to fulfill this position" (Permatasari et al., 2021).

A media development professional, who is researching the PR sector in 2020, identifies five emerging themes, each of which is illustrated by the following: Pay attention to targeted public relations; data is your best friend. The new field of public relations is an integral aspect of strategic marketing strategies that target emotions, social media, and digital footprints (SMT Studies Center). There has been a transition from the analog to the digital age in public relations as well. As we move from the 1.0 to the 4.0 age, the responsibilities, functions, and tasks of public relations transform (Arief, 2019; Bharadiya et al., 2023).

### **The emergence of electronic reputation**

Since "the advent of online transactions in the past 20 years, the Internet has grown in significance to the point that all industries, including marketing, have had to implement e-commerce strategies to stay up with the times. In 1979, Michael Aldrich was the pioneer who took on the second challenge. "E-commerce" refers to the ability to sell goods and services via an online network. A new kind of consumer known as the "E-consumer" has emerged as a result of this shift in purchasing habits. Having said that, it is crucial to acknowledge the importance of electronic reputation in purchasing decisions. Customers often research the company or brand before making a final choice" (Gomes et al., 2022; Wang & Xia, 2023).

The prevailing public opinion regarding the technical and social evaluation of an organization, group, individual, as well as societies, cultural entities, and civilizations (McGuinness and Schank, 2021). Starting in July 1997 and continuing into the 1990s, the phrase "corporate reputation" began to appear in management science literature as a replacement for the pre-Internet brand notion and to describe a new way of regulating the spread of news and rumors (Gomez-Trujillo et al., 2020).

ORM stands for "Online Reputation Management," which means managing one's online reputation to safeguard one's brand in the digital sphere. This is crucial because many different types of businesses now rely heavily on their online reputations. Governments, SMEs, and businesses particularly service providers are all impacted by electronic reputation (Cillo et al., 2021; Ratnayaka et al., 2024).

### **Importance of e-reputation management**

Corporate e-reputation management has several advantages; it is founded on three pillars that apply across all industries and fields of influence: social, political, and commercial (Dacko-Pikiewicz, 2022; Elmada et al., 2022; Elaihar et al., 2024).

Companies and organizations strive for public satisfaction through the services they provide and the people they aim to reach; this, in turn, can affect employee job satisfaction, provided that the internal and external environments of these entities interact with one another. Reporting on business and social interactions while elevating the profile of local businesses, nonprofits, and other organizations (Husaeni et al., 2023).

### **Advantages of electronic reputation management**

Numerous benefits are linked to the management of corporate electronic reputations, as outlined below (Hamad and Cek, 2020; Kunz & Wirtz, 2024): enhancing customer satisfaction, augmenting brand comprehension and awareness, preserving shareholder capital, executing more efficient public relations, fostering understanding, and implementing "early PR warning" systems to serve as a proactive defense mechanism for the company's protection. Minimizing marketing expenditures, decreasing internal expenses, and assisting in the identification of deficiencies.

### **Electronic Reputation Management's Programs**

There are two categories of software pertinent to electronic reputation management: one encompasses tools for monitoring, follow-up, and surveillance, while the other pertains to applications for electronic capacitance management (AlHamad et al., 2022; Farid et al., 2023).

**Firstly: Monitoring and tracking software:** these applications are predominantly free and user-friendly, with email notifications dispatched immediately upon the mention of specified keywords in the monitoring program.

**Secondly: Monitor "Public relations and electronic reputation management":** The primary objective of "the public relations communication function is to oversee the institution's reputation, as reputation management has become the public relations philosophy of the majority of organizations. This is because their reputation management activities are multifaceted, which makes it challenging to establish a precise definition".

The following steps should be taken by "public relations practitioners to manage their electronic reputation: implementing a push strategy, a removal strategy, a corporate reputation defense strategy, enhancing corporate search engines and social media, creating and overseeing corporate electronic social accounts, auditing and managing the content of websites and social media channels, as well as their visual media; monitoring online conversations about the company or brand; and finally, building relationships by responding to positive comments and addressing negative ones" (Aula and Mantere, 2020; Laskin, 2024).

Using "the Measure technique and making consistent progress, you can increase your visibility to influential people in your field and the public. Current state Education, enticement, facilitation, persuasion, collaboration, publicity, community service, and marketing communication are the public relations functions that make up electronic reputation management" (Vogler and Eisenegger, 2021; Podobed, 2024).

**Palestinian Telecom Group:** The Palestinian Telecom Group Paltel is the leader of the telecommunications sector in Palestine, as it leads the provision of the latest services and technology by global standards and standards in the Palestinian market. The group was established in 1995 as a public joint-stock company, to provide fixed, cellular, and internet services, as well as adapting the latest technological developments and applications to build a technological future in Palestine. The Palestinian Telecommunications Group (PTS) is the first establishment in Palestine in terms of employment capacity in the Palestinian private sector.

#### Previous studies

**Rumman and Alzeyadat's study (2021)** The study examines the impact of the Public Relations and Media Department on crisis management in Greater Salt Municipality, using questionnaires and statistical analysis.

**Abusafaqa et al. (2023)** Digital media has revolutionized public relations, enhanced public-private partnerships and streamlining information transmission. This study examines the impact of incorporating digital media in official institutions in Tulkarm.

**Farhi et al. study (2023)** The study found a significant correlation between accessibility and social media marketing, cost-effectiveness, and customer loyalty, while excluding connectivity and public relations' mediating function. Social media primarily replaces traditional channels.

**The study by Ukka (2024)** The study examines the impact of digital public relations on crisis management by the Palestinian Director of Education, finding a positive correlation between pedagogical approaches and mitigation techniques, but a negative correlation with Adoptive and Modification methods.

**The study by Fakhr (2020)** The study sample included the official Facebook pages of the Palestinian telecommunications companies Jawwal and Ooredoo, and their content was analyzed using a conversational communication measurement form. The results showed that both companies utilize Facebook extensively for reputation management, but their implementation of conversational communication principles is weak, particularly at Jawwal. This calls for adopting a balanced bilateral communication model and improving engagement with followers.

The present research distinguishes itself from previous studies due to critical key elements. Rumman and Alzeyadat (2021) studied public relations in crisis management of governmental institutions while Ukka (2024) studied educational institutions. Abusafaqa et al. (2023) only examined digital media impacts on public relations but did not directly address reputation management. Farhi et al. (2023) failed to integrate public relations as an intermediary variable in their research. Fakhr's (2020) research approaches a similar topic to this study because it analyzed Facebook usage by Jawal and Ooredoo through conversational communication measurement. This study stands out by analyzing public and institutional viewpoints about online corporate reputation management through public relations functions while previous research failed to link these approaches in such an integrated way.

#### Methodology

The researcher used the descriptive analytical approach in quantitative aspects. The researcher considered the use of the descriptive analytical approach because it meets the research needs of the study, and the data were collected from secondary and primary sources as follows:

#### Sample study

The researcher used the simple random sample method through the questionnaire, defining **the survey sample** as one of the simplest and most widespread methods of sampling methods, which is characterized by the fact that it gives each of the inspection units in the community equal opportunities or possibilities to choose or appear in the sample (Mahmood et al., 2022). The sample size was 384 participants according to Thompson's equation. 400 forms were distributed to participants; 384 valid forms were retrieved for analysis.

#### Study tool

Questionnaire: After reviewing previous studies and the theoretical framework, questionnaires and interviews, the questionnaire was developed in its initial form as a tool for collecting the necessary data on the study.

**Table (1):** Resolution axes and number of phrases.

Number of phrases	Axis
16	Website usability
10	Providing information useful to the public via the website
14	Maintain site visitors and encourage them to return
9	Create an interactive dialogue with the users
10	Features of the corporate social networking page



### The validity and reliability of the questionnaire

Stability by Alpha-Cronbach method: It turns out that the general stability coefficient is high, reaching (0.987), and this indicates that the resolution has a high degree of stability that can be dimmed.

### Statistical methods

The researcher completed and analyzed the questionnaire using the Statistical Package for the Social Sciences (SPSS) statistical analysis program. The following statistical methods were used: descriptive statistics including percentage, arithmetic mean, and standard deviation.

### Data analysis and testing and discussion of study hypotheses

#### Study's sample characteristics

**Table (2):** Study's sample characteristics.

Variable	Class	N	%
Gender	Male	245	63.8%
	Female	139	36.2%
Education Level	Diploma or less	60	%15.6
	Bachelor's	205	%53.4
	Master's	97	%25.3
	PhD	22	%5.7
Years of Experience	Less than 1 year	25	%6.5
	From 1 year to less than 5 years	193	%50.3
	From 5-10 years	0	%0
	More than 10 years	166	%43.2

Distribution of the study sample by gender indicates that (63.8%) of the study sample are males, while females constituted (36.2%) of the study sample (Table 2). According to the educational level, the results showed that (15.6%) have a diploma or less, 53.4% have a bachelor's degree, while 25.3% have a master's degree, while 5.7% have a doctorate. The distribution of the study sample members according to the number of years of dealing with one of the companies of the Telecommunications Group is represented by (6.5%) less than a year, (30%) from one year to less than 5 years, and (43.2%) have more than 10 years of dealing with the Telecommunications Group company.

#### Analysis of the study axes

**Table (3):** Descriptive analysis of the study axes.

Axis	Number of phrases	Mean	Standard Deviation	Relative Weight
Website usability	16	3.78	0.621	75.60
Providing information useful to the public via the website	10	3.72	0.663	74.40
Maintain site visitors and encourage them to return	14	3.48	0.783	69.60
Create an interactive dialogue with the users	9	3.55	0.780	71.00
Features of the corporate social networking page	10	3.66	0.746	73.20

In Table (3), the study found that the members of the sample agree on the website's usability, providing useful information to the public, and retaining and encouraging site visitors. They also agree on the interactive dialogue relationship with site visitors. The company's Facebook page features were also highly agreed upon by the members, with a high relative weight of 73.2%. The arithmetic mean, standard deviation, and relative weight for all paragraphs were 3.55, 0.780, and 0.746, respectively. Overall, the study highlights the importance of user experience and interaction in website design.

#### Statistical Differences by variables

##### A. Differences by gender's variable

To find out whether there were statistically significant differences in the responses of the study individuals according to the difference in the gender variable, the "Independent Sample - test" was conducted to clarify the significance of the differences in the responses of the study individuals according to the difference in the gender variable, and the results came as shown in the following table:

**Table (4):** Results of the Independent Sample test for differences in the responses of study individuals according to gender.

Axis	Gender	Count	Mean	Standard Deviation	T Value	Significance
Website usability	Male	245	3.81	1.249	0.591	Not Significant
	Female	139	3.72	0.67		
Providing information useful to the public via the website	Male	245	3.71	0.74	-0.33	Not Significant
	Female	139	3.73	0.69		
Maintain site visitors and encourage them to return	Male	245	3.48	0.92	0.092	Not Significant
	Female	139	3.47	0.783		
Create an interactive dialogue with the users	Male	245	3.56	0.71	0.367	Not Significant
	Female	139	3.53	0.837		
Features of the corporate social networking page	Male	245	3.66	0.733	-0.085	Not Significant
	Female	139	3.67	0.773		

The results shown in Table (4) show that there are no statistically significant differences at the level of (0.05) or less in the trends of the study individuals regarding the ease of using the website, providing useful information to the public through the website, retaining the website visitors and encouraging them to return, establishing an interactive dialogue relationship with the site visitors, and the advantages of the company's page on the social networking site Facebook, depending on the gender variable. The researcher believes that the reason for this result is that the company works with all social groups and their differences in the same manner and treatment, so that all users receive the same treatment equally without discrimination, as they receive good treatment, whether in the ease of using the website and

providing them with useful information, as well as encouraging them to return and communicate with them again and establishing dialogue relationships with its visitors, as well as the availability of private information through its Facebook page.

#### B. Differences by education level's variable:

**Table (5):** Results of One-Way ANOVA test for differences in the responses of study individuals according to education level.

Axis	Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Sign.	Comment
Website usability	Between Groups	145.531	3	0.079	0.875	0.383	Not Significant
	Within Groups	148.156	380				
	Total	164.334	383				
Providing information useful to the public via the website	Between Groups	231.705	3	2.284	1.408	0.432	Not Significant
	Within Groups	168.559	380				
	Total	234.919	383				
Maintain site visitors and encourage them to return	Between Groups	1.071	3	0.61	3.213	0.155	Not Significant
	Within Groups	233.414	380				
	Total	228.324	383				
Create an interactive dialogue with the users	Between Groups	1.829	3	0.548	5.487	0.019	Significant
	Within Groups	208.077	380				
	Total	213.564	383				
Features of the corporate social networking page	Between Groups	3.34	3	0.548	5.487	0.019	Significant
	Within Groups	208.077	380				
	Total	213.564	383				

It is clear from the results shown in Table (5) that there are no statistically significant differences at the level of (0.05) or less in the attitudes of the study members regarding the ease of using the website, retaining the site visitors and encouraging them to return, while it is clear that there are statistically significant differences in the attitudes of the study members regarding providing useful information to the public via the website, establishing an interactive dialogue relationship with the site visitors, and the features of the company's page on the social networking site Facebook, depending on the variable of educational level.

#### C. Differences by years of experience's variable:

**Table (6):** Results of One-Way ANOVA test for differences in the responses of individuals according to years of experience.

Axis	Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Sign.	Comment
Website usability	Between Groups	0.772	2	0.386	0.998	0.37	Not Significant
	Within Groups	147.384	381				
	Total	148.156	383				
Providing information useful to the public via the website	Between Groups	2.022	2	1.011	2.313	0.1	Not Significant
	Within Groups	166.538	381				
	Total	168.559	383				
Create an interactive dialogue with the users	Between Groups	5.698	2	2.849	4.735	0.009 **	Significant
	Within Groups	229.221	381				
	Total	234.919	383				
Establishing a Dialogical Relationship with Website Visitors	Between Groups	3.175	2	1.587	2.875	0.058	Not Significant
	Within Groups	226.409	381				
	Total	233.414	383				
Features of the corporate social networking page	Between Groups	7.006	2	3.503	5.895	0.003 **	Significant
	Within Groups	210.389	381				
	Total	213.564	383				

It is clear from the results shown in Table (6) that there are no statistically significant differences at the level of (0.05) or less in the attitudes of the study members regarding the ease of using the website, providing useful information to the public via the website, and the features of the company's page on the social networking site Facebook, while it is clear that there are statistically significant differences in the attitudes of the study members regarding retaining site visitors and encouraging them to return, and establishing an interactive dialogue relationship with site visitors, depending on the variable of the number of years of dealing with one of the companies of the communications group.

#### D. Differences according to the variable of following the website, and Facebook of the company

To find out whether there are statistically significant differences in the responses of the study individuals according to the difference in the variable of following the website, and Facebook of the company, one-way ANOVA was used to clarify the significance of the differences in the responses of the study individuals according to the difference in the variable of following the website, and Facebook of the company, and the results came as shown in the following table:

**Table (7):** Results of the one-way ANOVA for the differences in the responses of the study individuals according to the difference in following the website, and Facebook of the company.

Axis	Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Sign.	Comment
Website usability	Between Groups	0.792	3	0.264	0.92	0.49	Not Significant
	Within Groups	147.235	380	0.387			
	Total	148.156	383				
Providing information useful to the public via the website	Between Groups	0.705	3	0.235	0.532	0.66	Not Significant
	Within Groups	167.854	380	0.442			
	Total	168.559	383				
	Between Groups	0.944	3	0.315	0.616	0.67	

Maintain site visitors and encourage them to return	Within Groups	233.975	380	0.616			Not Significant
	Total	234.919	383				
Create an interactive dialogue with the users	Between Groups	1.08	3	0.36	0.658	0.35	Not Significant
	Within Groups	231.441	380	0.609			
	Total	233.414	383				
Features of the corporate social networking page	Between Groups	1.973	3	0.658	1.166	0.35	Not Significant
	Within Groups	212.398	380	0.559			
	Total	213.564	383				

The results shown in Table (7) show that there are no statistically significant differences at the level of (0.05) or less in the attitudes of the study individuals regarding the ease of using the website, providing useful information to the public through the website, retaining website visitors and encouraging them to return, establishing an interactive dialogue relationship with website visitors, and the advantages of the company's page on the social networking site Facebook, depending on the variable I follow the website, and Facebook for the company. The researcher attributes this result to the fact that the company takes care of all its websites, whether electronic or through its social networking sites such as Facebook, in a way that it cares for all its beneficiaries and provides them with important information, as well as establishing dialogue relationships and easy access to information through its sites and encouraging them to revisit those sites.

## Discussion

The main question of study was answered by analyzing the results of the questionnaire designed for this purpose, and by covering the sub-questions as follows:

The Palestinian Telecommunications Group's electronic reputation is managed through public relations, including website ease of use, useful information, visitor retention, and interactive dialogue. The website's design and user acceptance have enhanced its reputation, demonstrated the importance of dialogical communication theory and promoted reciprocity, communication, and rapprochement between public and public relations.

The Palestinian Telecommunications Group's website received a 74.40% weight due to its flexibility and accessibility. The group's public relations efforts ensure easy access to basic information, increasing subscribers' satisfaction and interest. The website's flexibility allows for quick communication with service providers. The group's communication strategy, including risk and impersonation, supports audience goals by collaborating, maintaining a common mentality, and taking risks. This aligns with Fakhr El-Din's 2020 study on providing useful information through social media networks.

Retaining site visitors and encouraging them to return received a relative weight of 69.60%, and the researcher believes that reaching this result is due to the role of public relations and their skill in highlighting the good reputation and service providers and those interested in subscribers, so that they strive to design the website in a way that meets the needs of subscribers and provide icons within the website in which the subscriber finds all the information he needs, so that it is easy for them to access and find the information they want, and also the website is full of all new and important information for subscribers so that they can download it and benefit from it. This shows the effectiveness of those in charge of the site in recycling it, taming it and providing it with all new and new information in terms of the connection of this result to the results of previous studies, as it was consistent with the result of Fakhr El-Din (2020) in terms of the presence of links to social media and links to the electronic website that are easy to access, which helps visitors browse the site and benefit from it.

Establishing an interactive dialogue relationship with site visitors: It received a relative weight of 71.00%. This result comes from the depth of the dialogue relationships between the group's website and its followers, which affects the souls of followers through caring for them and responding to their questions quickly with prior knowledge of all the questions presented and highlighting the company's interest and care for site visitors and providing them with full services. This has a positive impact on their acceptance again and a good impact on the group's reputation, which is the major goal that public relations seeks to achieve through its dialogue relationships with subscribers, as well as due to the depth of the mutual dialogue between subscribers and management, as there may be some questions that the technical support department can answer, and in the event of complaints and major problems that require a radical solution and immediate intervention by the group. The connection of this principle with one of the features of the dialogue communication theory has appeared, which is commitment, through the extent of the organization's commitment to dialogue, interpretation and understanding with the masses, or the degree to which the organization gives space and time for dialogue or interpretation and understanding in its interaction with the public. Even if someone does not agree with the opinions of others, one must acknowledge the point of view as correct and try to find common ground. This result is consistent with the study of Fakhr El-Din (2020), in enhancing the second two-way communication between the public and telecommunications companies and building good relationships with the media and those in charge of them.

Features of the group page on the social networking site Facebook: It received a relative weight of 73.20%. The researcher believes that the reason for this result is the group's endeavor to focus on all axes, especially through its social networking sites, in providing contact and communication information and important data about the group, which allows visitors to easily find this information to communicate with them, as Facebook is considered one of the most used sites by beneficiaries. Therefore, the group pays attention to the group's private page on Facebook, which reflects the good reputation of the group with its features and achievements.

The previous results show that the Palestinian Telecommunications Group applied the dialogue communication theory to build its electronic reputation and achieve its goals, as the group relied on interactive dialogue communication by employing communication technology to build an interactive dialogue relationship between the organization and the public and build a two-way communication in which the two parties to the communication, the Palestinian Telecommunications Group and its subscribers, are similar to each other to exchange information, opinions and ideas. The results clearly show the group's application of the dialogue communication theory features represented in reciprocity, and this appeared from the relationship between the Palestinian Telecommunications Group and its subscribers and their role in improving and building the group's reputation. Through communication, the results showed the continuity of communication with the group's subscribers through communication technology and its applications and linking the group's audience with public relations in the group itself. Among the features of the dialogue communication theory is empathy. The analysis of the results showed the interest of the Telecommunications Group in the interests of its subscribers and their advancement and in the service and product provided through the group's website and social media platforms, and the group's interest in the social responsibility clause and the fourth risk, as there was a great interaction between the group and its subscribers to win them over and improve its reputation. Among the features is commitment,

as the results of the study showed the group's commitment to dialogue, interpretation and understanding with its subscribers, supporting them and showing the group's interest in them through interaction. And communicating with subscribers through communication channels via modern communication technology. Second: The role of public relations in managing the electronic reputation of the Palestinian Telecommunications Group, attributed to the following demographic variables: gender, educational level, age, work, number of years of dealing with one of the group's companies).

Second: The role of public relations in managing the electronic reputation of the Palestinian Telecommunications Group is attributed to the following demographic variables: gender, educational level, and years of dealing with one of the group's companies). In terms of the gender variable: There are no statistical differences between males and females. The researcher attributes this result to the fact that the group, through public relations and its role in improving electronic reputation, works with all social groups and their differences in the same manner and treatment, so that all subscribers receive the same treatment equally without discrimination, as they are treated well, whether in the ease of using the website and providing them with useful information, as well as encouraging them to return and communicate with them again and establish dialogue relationships with its visitors, as well as providing private information through its Facebook page. While Daoud's study (2020) showed statistical differences in the gender variable in the role of public relations in managing its reputation and mental image among An-Najah University students, due to the greater number of female students than males at the university.

In terms of the difference in the educational level variable: There are statistically significant differences at the different educational levels included in the questionnaire. The researcher explains this result by saying that those with a diploma level find it easy to provide useful information to them, due to their lack of experience and information, which is considered something new that is added to their cognitive side, as when they browse the website, they can benefit from this information. The same applies to those with a diploma level or less, as a result of their lack of experience in dealing with the telecommunications company and the lack of demand for it, which makes them need to clarify the nature of the group's work and its services, which opens the way for creating a mutual dialogue with public relations and management to be able to comprehend, in addition to the management's ability to deal better and more effectively with those with a diploma level or less. Likewise, those with a diploma level or less see that browsing the group's website via its Facebook page provides them with services and advantages about the group's work and their benefit from the information on their page.

In terms of the variable of the number of years of dealing with one of the companies of the Telecommunications Group: There are statistically significant differences at the level of (0.05) or less between the study individuals in terms of their years of dealing with one of the Telecommunications Group. The researcher attributes this result to the importance of interest in individuals who deal with the group for less than a year, which is natural in an attempt to attract them and show the extent of interest in them, which means their acceptance again of the Telecommunications Group by attracting them to the site through public relations strategies to improve the group's reputation electronically and encourage them to return to use it, which guarantees attracting other customers as a result of the amount of interest in them.

Differences according to the variable of following the website and Facebook the study proved that there are no differences between the following of the subscribers of the Palestinian Telecommunications Group to the website or the Facebook site. The researcher believes that this result indicates that the public relations departments of the Palestinian Telecommunications Group take care of all means of communication technology to improve its electronic reputation, whether its websites or through its social networking sites such as Facebook, so that it cares about all its subscribers and provides them with important information, as well as establishing dialogue relationships and easy access to information through its sites and encouraging them to revisit those sites.

## Findings

- Public relations manage Palestinian Telecommunications Group's electronic reputation through website ease, useful information, visitor retention, interactive dialogue, and Facebook page features, based on dialogic communication theory.
- The website received a 75.60% weight due to its design and ease of use, demonstrating the importance of public relations in promoting the group's image and reputation.
- The study found that Palestinian Telecommunications Group's website provides useful information to the public, gaining 74.40% of the relative weight. This is due to the group's prudence in public relations, flexibility, and risk-taking approach.
- The researcher found that retaining and encouraging site visitors is crucial for public relations, as they highlight good reputation and service providers. Website design, easy access, and new information are key factors in retaining visitors and promoting their return.
- The study found that establishing interactive dialogue relationships with site visitors positively impacts the company's reputation and acceptance. This is supported by the depth of communication between the website and followers, as well as the commitment of the organization to dialogue and understanding.
- The group's Facebook page, ranked 73.20%, provides contact and communication information, reflecting its good reputation. Online reputation management is crucial for reducing brand distance and enhancing user experience.
- The Palestinian Telecommunications Group's electronic reputation is managed through public relations, addressing demographic variables like gender, education, and years of dealing with the company. No statistical differences exist between males and females.
- The researcher found significant differences in educational levels in questionnaire responses. Diploma level individuals found useful information easily, while those with less experience found it helpful. Both groups found browsing the group's Facebook page beneficial for their understanding.
- Significant differences in years of dealing with Telecommunications Group companies were observed among study participants, attributed to the importance of interest in attracting and retaining customers through public relations strategies.
- The study found no differences in subscribers' following of the Palestinian Telecommunications Group's website or Facebook site, indicating their effective use of communication technology to improve their electronic reputation.

## Recommendations

According to the above-mentioned results, the following recommendations can be given:



- Enhancing the aspects of the website with all the necessary data for the site visitors to make it easier for the visitors to communicate with them.
- It is necessary for the company's management to engage in dialogue with its leaders, which gives them a good impression of the company's interest in them.
- Allow the company leaders to easily reach the direct manager whether there are major problems.
- Work on updating the group's website and pay attention to updating it at the same level as the Facebook page.

### Disclosure Statements

- **Availability of data and materials:** The data and related materials used in the current study is available from the corresponding author on reasonable request.
- **Author contribution:** The author independently designed, planned, and conducted the study. All stages of the research, including the development of the theoretical framework, data collection, statistical analysis, interpretation of the results, and manuscript preparation, were carried out solely by the author.
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