THE ROLE OF PUBLIC RELATIONS IN ENHANCING CUSTOMERS SATISFACTION IN RSTV PORT HARCOURT

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ABSTRACT
This study is aimed at ascertaining the role of public relations in enhancing customers satisfaction with the study anchored on Rivers State Television Authority. Four pertinent research questions were raised to guide the study. Questionnaire was the major instrument adopted to gather relevant data from the respondents. Random sampling method and purposive sampling was meant appropriate for the study. Descriptive statistics that is tables and percentages were used to present and analyze the data generated from the field. It was however found out that public relations enhances customers satisfaction by identifying their core needs providing incentives and providing after-sales services. However, it was also revealed that public relations tools such as advisement periodicals, press agent, and public opinion. Finally it was recommended that organization should adopt effective public tools and strategies to enhance maximum customer’s satisfaction through quality service delivery.

INTRODUCTION
BACKGROUND OF THE STUDY
Public relations has been seen as a vital tool in bridging the organization and its publics. The cordial or mutual understanding between an organization and its customers is better enhanced through public relations strategies programmes and campaigns. Offonny (1985) sees public relations as a management function which attempts to create good will for an organization and its products, services or ideas with groups of people which can affect its present or future welfare. Sam (1989) posits that public relations is the art and science of achieving harmony with the environment through mutual understanding based on truth and full information. The reputation and familiarity of organization among the public is one the greatest assets it could achieve. People are influenced by reputation in choosing everything they buy and in association they make. The prominence of a name is taken as a sign of success because reputation in organization cannot be achieved without true accomplishment. No matter the kind of product a company produces her positive or negative image before the public matter a lot. The prestige of that organization will help to sell its goods attract the best employees, customers backup sales efforts, please the stakeholder and clear the way for introduction of new products.

Messages coming from organizations with positive images are always regarded as effective and factual by their target audience. In this way the organization try as much as possible to make the public be aware of its products and the use of such product. This could be achieved through effective campaign when an organization brings out a new type of product public relations support advertising and marketing of products and services in capturing the attention of the public towards the new or existing product. Clementine and Obiagel (2006), p25-26. However, public relations services as a viable information and communication bridge between the organization and its various internal and external publics. This is very important function of public relation in that it ensures two way communication and feedback between the organization and its public.
The Role of Public Relations in Enhancing Customers Satisfaction in RSTV Port Harcourt

In internal communication public relations officer uses newsletters house orans bulletins posters to relate with the staff members, again the public relations practitioner should relate with the organizations outside publics, for instance shareholders customers through external journal.

STATEMENT OF THE PROBLEM
So many organizations have lost a lot of customers to their competitors on daily basis. Also some organizations are on the verge of collapsing while others have wind up. This is due to poor attention given to the effective practice of public relations strategies and tools, public relation’s has remained a fundamental instrument in building a favorable government and in sustaining goods between an organization and its public. However, this study aimed at ascertaining the extent to which public relation can enhance customer satisfaction, how it can achieve the objectives of an organization.

IMPORTANT OF THIS STUDY
The study would be significant in three dimensions. The outcome of this study would assist corporate organizations to design public relations tools and strategies to effectively earn customers attention and satisfaction, also this study would assist government owned organizations (RSTV) to design programmes and campaign in order to please its customers and earn much patronage from the public. Finally, this study would serve as a resource and references material to study scholars and marketers on how to capture and identify the trends in business environment especially between organization and its public.

LITERATURE REVIEW
INTRODUCTION
Here we try to examine some work of other emanate scholars, concerning the related studies it also review our work on the following sub-heading.

CONCEPTION OF PUBLIC RELATIONS
Public relations has been defined in many ways by various SCHOLARS PHILIP LESLY (1979). A honorable chairman national bank of Chicago and public relation expert in his book on public relations handbook defined public relations as helping an organization and its other. This definition conveys the vital fact that the essence of public relation is mutual accommodation rather than one sided imposition of a view point. Chief Kanu Offonny (1985) a public relations giant in his book crude to public relations practice in Nigeria defined public relations as: A management function which attempts to create goodwill for an organization and its product services or ideas with groups of people which can affect its present or future welfare. Professor San Black (1989) a communication analyst in his book to public relation to him he saw the subject matter as a practice or an art and science of achieving harmony with the environment through mutual understanding based on truth and information. The institution of public relations which was formed in the United Kingdom in 1948 adopted a definition of public relations practice. The institute’s definition in public relations practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and public. This definition laid much emphasis on planned public relations and on two way understanding. Mutual understanding meat – is when two or more groups understand each other by listening and informing each other about their opinions and attitudes. Frank Jefkins in his book introduction to marketing advertising and public relations defined public ration, therefore consists of all forms of planned communication outward and inward between on organization and its public for the purpose of achieving specific objectives concerning mutual understanding. Professor Ikechukwu Nwos in his book public relations speech media writings and copy (1992) described public relations common sensual as simply guided in out in our action by the biblical injunction of doing unto others as injunction of doing others as we would have others to do unto us.
They also emphasise that public interest work in and being guided by public interest considerations or being society responsible in order to be socially acceptable. A very interesting modern definition is the Mexican statement which was the product of an international conference of public relations institutions held in Mexico City in 1978. It reads public relations practice is the art and social science of analyzing trends, predicting their consequences counseling organization leaders and planned programmes of action which will serve both the organization and the public. The definition introduces the need for research to assess the current situation and to what is discovered implication of what is discovered. This definition also stresses the advisory role and management function of public relations. It emphasis that a public relation is programme must be planned, be socially responsible and must be of benefit to its sponsors.

**PUBLIC RELATIONS OBJECTIVE**

There are many objectives that may be achieved through expert public relations activity. According to Philip Lesly (1978) any one of them, any group of them, or all of them may be the basis for the organization of public relations programme. Public relations practitioner working in an organization may have the following as his objectives depending on the interest of that organization.

**FOSTERING THE GOODWILL OF HOST COMMUNITIES**

The attitude of the host community frequently determines the attitude of the workers toward the company. The organization should show some sense of social responsibility to the community that harbors it.

**POSITIVE IMAGE AND ITS BENEFITS**

The reputation and familiarity of an organization among public is one of the greatest assets it could achieve. People influenced by reputation in choosing everything they buy and in every association they make. The prominence of a name is taken as a sign of success because reputation in organization not be achieved without true accomplishment. No matter the kind of product a company produces her positive or negative image before the public matters a lot. The prestige of the organization will help to sell its goods, attract the best employees, back up sales efforts. Please the stakeholder and clear the way for introduction of new product. Messages coming from organization with positive image are always regarded as effective and factful by their target audience.

**GOODWILL OF THE EMPLOYEES CUSTOMERS AND SOLUTION OF LABOUR PROBLEMS**

Most of the time workers feel that they are important parts of company’s activity; therefore those who identify themselves with the creation of good things for others and who understand and are proud of the workings of their company are likely to be satisfied employees. The public relations practitioner should ensure that such workers are given a sense of belonging by identifying and satisfying them which is the means towards employee good will.
The Role of Public Relations in Enhancing Customers Satisfaction in RSTV Port Harcourt

This could simply be done by publishing their names in the company’s, in the house, presentation of awards for service and achievement and presentation of educational materials for the outstanding workers. The organization through the public relations manager should endeavour to establish good report between the customers of company and the company itself. The manner in which the purchaser is treated the services and information made available to him and the way his complaints are handled will determine his satisfaction with the product public relations helps to find solution to labour problem through the kind of employee relations activity established.

ABILITY TO ATTRACT THE BEST PERSONNEL
One of the most important objectives of a public relations practitioner is the ability to attract the best executives for the organization. According to research Young school leaver who have outstanding performance in their educational records tend to look for companies whose standing with the business world and the public are highest. Therefore making a company known and respect important to ensure its healthy development.

ATTITUDE OF THE PUBLIC TOWARD THE COMPANY
Company policies are formulated by the organization itself. The policy of any company has great influence on the employee consumer’s stock holders, the community and the general public at large. It may create a positive or a negative impact on any of public relations to ensure that those policies are taken in the light of their public relations.
Implications considering the various public, one can see that today’s public relations is a highly skilled field before a public relations practitioner could succeed in his job he should acquaint himself with all these objectives.

PUBLIC RELATIONS TOOLS
There are several tools a public relations practitioner could employ in order to achieve his aims. A public relations practitioner employs the services of these tools whoever his organization wants to improve on quantity of its product thereby attaining high heights organizing special events a like seminars press conferences conventions anniversaries crisis situations etc.
He could use one tool or more at a time to achieve his objective. The tools are: public relations, propaganda, advertisement, periodical film, special events effective, and communication.

THE PRESS PUBLICITY
It has often been said that press relations is only a part of public relations. This is of course entirely true; However it is a comment which has become distorted over the years to the point where there is almost a sense of shame on the part of the public relations man whose main preoccupation is dealing with the press. As a medium of communication in public relations, new papers have certain advantages.

PRESS CONFERENCES
There are few occasions on which an organization may legitimately wish to invite the press to send representative to hear an important announcement or be interview by an important person. The main advantages of a press conference from a news paper’s paint of view (which is all that should be considered) are that it permits each publication to develop an individual story, facilities questioning, and release a new opportunity to all at the same time. It is customary to prepare complete press kits for every one to save time. For the inauguration of a new chairman of a company for instance such a kit would probably include his biography, his picture, prepared statement facts about any other staff changes and perhaps materials upon the retiring chairman of the company as a whole.
THEORETICAL FRAME WORK
The theoretical frame work that appropriately anchors this study is the RACE model. It was propounded by John Martson in (1963) it becomes important that the organization through its public relations to identify the various public and customers. Also to carry out plans and activities that will make the customers feel happy motivated to buy or patronize its product or services the organization in the same way adopts several communication changes to reach the various public and to assess the results of public relation efforts by revealing the level of success recorded after implementing a particular program. Public relation remains a fundamental tool in enhancing customer’s satisfaction. It is a planned and deliberated effort which a sustain mutual understanding between an organization and its public. No meaningful progress and development can exist in the absence of effective public relations strategies and tools. At this point public relation helps and helps an organization to listen to its publics monitor trends in the environment and be able to evaluate the extent of its performance of its responsibilities and production of goods and services.

METHODOLOGY
In this chapter, we are to examine the statistical method used to collect our data and analyze them.

RESEARCH DESIGN
The research design adopted for this work is survey design which was suitable for this work based on the viewers’ opinion or perceptions of the subject matter. The survey method was used specially to determine and elicit responses from the people towards the role of public relation in enhancing customer’s satisfaction.

SAMPLE AND SAMPLING TECHNIQUES
Samples of 220 subjects were randomly drawn from the population of study to ensure them equal chance. Also simple random sampling techniques and purposive sampling method were adopted to reach the respondents.

INSTRUMENT FOR COLLECTION
Questionnaire constituted the main source of instrument that was used to gain and gather relevant information from the respondents structured into section A and B. section A was used to elicit responses from respondents in their personal data while section B was used to also obtain responses from them with respect to the research question.

POPULATION OF STUDY
The population of this study involve the resident of Port Harcourt where RSTV is situated.

VALIDATION OF INSTRUMENT
The face and content validation of instrument was done by the superior who modify and redirect as well as effect corrections in the body of the work to make it fit and better.

METHOD OF DATA ANALYSIS
The data collected or fathered from the respondents was analysis and presented in percentage and tables.

DATA PRESENTATION AND ANALYSIS
INTRODUCTION
This chapter presents and analyses the data and research questions posed and postulated in the study. 220 served as the sample size for the study. Also tables and percentage were used to interpret the data.
The Role of Public Relations in Enhancing Customers Satisfaction in RSTV Port Harcourt

ANALYSIS OF RESEARCH QUESTION, WHAT IS THE ROLE OF PUBLIC RELATIONS IN ENHANCING CUSTOMERS SATISFACTION?
The Role of Public Relations In Enhancing Customers Satisfaction

<table>
<thead>
<tr>
<th>S/N</th>
<th>NATURE OF RESPONSE</th>
<th>NO OF RESPONSE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>identifying their need</td>
<td>120</td>
<td>54.4</td>
</tr>
<tr>
<td>2</td>
<td>giving them incentive</td>
<td>80</td>
<td>36.4</td>
</tr>
<tr>
<td>3</td>
<td>providing after sales services</td>
<td>20</td>
<td>9.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>220</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Survey data 2017

From the table above it is obvious that 120 or 54.5 percentage of the respondents stated that public relations enhance customers satisfaction by identifying the core needs of the customers and responding to making them available to them, 80 accounting for 36.4 percentage of them posited that public relations gives incentive to customer through bonuses, discounts and promotion while 20 representing 9.1 percentage of the respondents said that public relation provides after sales services to customer who patronized organization’s products services.

WHAT EXTENT DOSE PUBLIC RELATION ENHANCES CUSTOMER SATISFACTION, PUBLIC RELATIONS IN CUSTOMERS SATISFACTION.

<table>
<thead>
<tr>
<th>S/N</th>
<th>NATURE OF RESPONSE</th>
<th>NO OF RESPONSE</th>
<th>PERCENTAGE</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>it enhances quality product</td>
<td>140</td>
<td>63.6</td>
</tr>
<tr>
<td>2</td>
<td>it enhance more customers</td>
<td>80</td>
<td>36.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>220</td>
<td>100</td>
</tr>
</tbody>
</table>

Source survey data 2017

From the table above, it is obvious that 140 or of the respondents stated that public relations enhance quality products while 80 representing 36.4 of them said that public relations yields more customers.

WHAT ARE THE PUBLIC RELATION TOOLS AND STRATEGIES MOSTLY USED BY RSTV

PUBLIC RELATION TOOLS AND STRATEGIES MOSTLY USED BY RSTV

<table>
<thead>
<tr>
<th>S/N</th>
<th>NATURE OF RESPONSE</th>
<th>NO OF RESPONSE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>public opinion</td>
<td>80</td>
<td>36.4</td>
</tr>
<tr>
<td>2</td>
<td>advertisement</td>
<td>60</td>
<td>27.3</td>
</tr>
<tr>
<td>3</td>
<td>periodicals</td>
<td>50</td>
<td>22.7</td>
</tr>
<tr>
<td>4</td>
<td>special events</td>
<td>30</td>
<td>13.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>220</td>
<td>100</td>
</tr>
</tbody>
</table>

Source survey data 2017

From table above it is evident that 80 or 36.4 percentage of the respondents stated that RSTV used public opinion to gain people’s satisfaction while 13.6 or 30 respondent asserted that special events was adopted by RSTV to enhance its customers satisfaction.

160
TO WHAT EXTENT DOES CUSTOMER PERCEIVE THE QUALITY OF PRODUCT OR SERVICE DELIVERED?
CUSTOMER PERCEPTION ON QUALITY OF PRODUCT OR SERVICE DELIVERED.

<table>
<thead>
<tr>
<th>S/N</th>
<th>NATURE OF RESPONSE</th>
<th>NO OF RESPONSE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good</td>
<td>80</td>
<td>36.4</td>
</tr>
<tr>
<td>2</td>
<td>Fair</td>
<td>60</td>
<td>27.3</td>
</tr>
<tr>
<td>3</td>
<td>Bad</td>
<td>50</td>
<td>22.7</td>
</tr>
<tr>
<td>4</td>
<td>Neutral</td>
<td>30</td>
<td>13.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>220</td>
<td>100</td>
</tr>
</tbody>
</table>

Source survey data 2017
It is clear that 80 or 36.4 percentage of the respondents agreed that the customers perceive the quality of product or services as good mode to effect public relations program while 60 or 27.3 respondent of them considered it fairly method to be used and the rest of the customers see the quality of product or service delivered as bad while 30 or 13.6 respondent asserted that customers perceived that they don’t know anything about it.

DISCUSSION OF FINDING
From the findings it was formed that public relation enhanced customer’s satisfaction by identifying their core needs, given incentives to customer, after sale services were offered to them. Also it was found that public relations effectively enhance quality food products and services and yield more customers. The study further revealed that RSTV utilized and adopted sound public relations tools which included public opinions advertisement and periodicals. Finally it was however found that customers perceive that quality of the product or services as food due to the effective public relations strategies and tools.

RECOMMENDATIONS
From the findings, I thereby raised these recommendations:
- Corporate organization should use television to reach their customers in order to enhance their maximum satisfaction.
- Government owned organization should encourage them to employ sound public relations tools in order to enhance the customers’ satisfaction.
- Organization should identify core needs of its customers and respond toward meeting them.
- RSTV should adopt sound public relations tools to advertise its services.
The Role of Public Relations in Enhancing Customers Satisfaction in RSTV Port Harcourt

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162