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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
 Egyptian Public Relations Association
 (ENSTINET)

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Deposit Number: 24380 /2019

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Address:

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

Egyptian Public Relations Association

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit Number: 24380 /2019

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The Journal is indexed within the following international digital databases:



Job Satisfaction among Public Relations Practitioners in Healthcare Institutions in the Kingdom of Saudi Arabia, Hospitals in the City of Jeddah as a Model: A Field Study

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Abstract

The aim of the current study was to explore the level of job satisfaction among public relations practitioners in healthcare institutions in Jeddah, Saudi Arabia, as a model. The researcher sought to identify the factors influencing the satisfaction of the study sample, consisting of public relations practitioners in Saudi hospitals in Jeddah, with their jobs, as well as evaluate their future vision for achieving the initiatives of Saudi Arabia's Vision 2030 in healthcare institutions for further job satisfaction. Additionally, the study aimed to gather the participants' suggestions for enhancing job satisfaction and understanding their perspectives on the obstacles and difficulties in achieving job satisfaction among public relations practitioners in healthcare institutions in Jeddah.

The study falls within the field of descriptive studies using the survey method. The survey method was employed on comprehensive survey of 110 public relations practitioners from government and private hospitals in Jeddah to assess the suitability of their work to their current situations and their future vision for developing the healthcare sector and achieving job satisfaction.

The study's results showed a high level of satisfaction with the nature of public relations work in Saudi hospitals in Jeddah, with 70.9% of the study sample expressing satisfaction. In contrast, 29.1% of the study sample had an average level of satisfaction with their job nature. This indicates that the overall evaluation of the study sample towards the nature of public relations work is high and positive.

The study also revealed a difference in job satisfaction among public relations practitioners in government and private hospitals, with higher satisfaction reported among practitioners working in government hospitals compared to those working in private hospitals.

Keywords: Job Satisfaction, Public Relations, Public Relations Practitioner, Healthcare Institution.

(*) The Paper was received on April 18, 2024, and was accepted for publication on May 28, 2024. It was extracted from the Master's dissertation for the purpose of completing the requirements of scientific discussion.

