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## **Factors affecting in the effectiveness of the professional performance of public relations and customer service staff in banks**

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### **Abstract**

The study aimed to identify the factors affecting on the effectiveness of the professional performance of the public relations and customer service staff in the banks through the viewpoint of public relations and customer service employees in the banks under study (Rajhi, Riyadh, Arabi, Fransi, Enmaa, First Bank "Dutch Bank previously" in terms of: (identifying the administrative and regulatory factors affecting on the professional performance, Such as their relationship with their manager, the evaluation system, incentives and rewards, and other administrative and regulatory factors. And knowing the role of the personal factors (gender, academic specialization, experience years) on their professional performance. Thus; the study reaches to some proposals to develop their professional performance.

The researcher used the descriptive methodology and relied on the available sample method from the public relations and customer service staff in the banks, (87) Persons, and the questionnaire was used as a tool for collecting study data.

The study consists of: The theoretical and methodological framework of the study, which deals with: " The concept of professional performance, the elements of professional performance, the factors affecting professional performance, the professional performance of public relations in banks, the obstacles to the professional performance of public relations in banks " , While the second: presentation and discussion of the results of the study, the most important proposals.

**The main findings of the study are as following:** The study concluded that nature of relationship of the study sample with their work managers was good in a large percent reach (75.9%), it was also found that the academic specialization of the majority of the sample of their was not in the field of public relations (86.2%) compared to a simple percentage (13.8%) of specialists. The most important suggestions of the study sample to improve their professional performance were increasing motivation and material. The study also examined two basic hypotheses, the results were as following: the first hypothesis was not

proven in terms of the effectiveness of the professional performance of public relations practitioners according to the variables (gender, academic specialization, experience years), while the second hypothesis was partially proven. There was a positive correlative relationship between the level of effectiveness of the professional performance of public relations practitioners and the variable of level of the bank's management estimation of their role, while it was not clear that there was a positive correlation between the level of effectiveness of the professional performance of public relations practitioners and the variable of number of training courses. A positive correlation relationship between the level of effectiveness of the professional performance of public relations practitioners and the variable of number of training courses.

**The researcher also presented several proposals, the most important of which were:** The need to employ academic specialists in the field of public relations and media in the Department of Public Relations and customer service in the banks, the researcher recommended the management of the bank to increase the material and moral incentives for its employees.

**Keywords:** Factors affecting, professional performance, public relations, customer service staff, the banks.