Examining the Influence of Social Media Communication Management on Service Quality in the UAE Public Sector

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Article Info

Abstract

This particular study emphasizes the prediction of the service quality based on the social media marketing point of view for the public services, and the need to examine how the social media marketing strategies can impact the client's satisfaction with the Dubai police services after years of implementing those services in Dubai. The framework comprises determinants of social media communication management, which include four variables advertising, promotion, publicity, and public relation. The four identified social media management strategies are hypothesized to have an impact on service quality. The research methodology was designed based on scientific-quantitative methods. The population for this research is all the citizens who live in Dubai and with the age 18 years because they are eligible to use the services of Dubai police. The sample selection used convenience sampling and the data was collected by using an online survey. The valid collected sample had 387 respondents. The results show that three independent variables have a significant influence but one variable does not. Public relation has no significant impact on service quality. For the impacted three variables, the precedence of the impact is Advertising, Publicity, and Promotion with path coefficient values of 0.341, 0.262, and 0.149 respectively. Managers in the Dubai police are advised to welly manage social media because it contributes to the perception of the service quality, especially by focusing on advertising and publicity. Future studies can explain the rejection of the impact of public relations on service quality besides replicating the model in different contexts.

Keywords: Advertising, Promotion, Publicity, Public Relation, Service Quality, Dubai Police

Introduction

The management of social media platforms has become an increasingly crucial mediator between public entities and the general public (Lev-on & Yavetz, 2021). It gives public organizations the ability to swiftly and efficiently communicate and receive information, interact more intimately with individuals and the public, recruit people and resources, and maybe improve decision-making and problem-solving processes (Xu, Li, & Shan, 2021). However, public organizations are notorious for their hierarchical structures that are rigid and their bureaucratic red tape, and they are known less for their excellence in adapting to new media and their use of it in service providing (Hung, 2021). There hasn't been much of an adjustment made in public organizations' methods of connecting with the general public through their official websites, and all of a sudden, the use of social media for the purpose of public communication has become virtually obligatory (Entradas et al., 2020).

When it comes to having a presence on social media, public organizations have worries owing to the harsh criticism, negative publicity, and other factors (Egelhofer, Aaldering, & Lecheler, 2021). Notably differentiates the forms of social media usage that organizations' representation engages in by employing a push approach on various social media channels to inform the public about their procedures and policies (Arshad & Khurram, 2020). Pull technique is used in engagement, which is a form of bilateral interaction between citizens and the government (Yavetz & Aharony, 2020). In contrast to the push strategy, governments provide citizens with information while simultaneously providing them with opportunities to reply. The organization, in addition to delivering information, also uses social media as a source for extracting information from the public (Comfort, 2021). A networking approach centered on listening, with the general public serving as the information source and the government acting as the information collector (Gao & Yu, 2020). Since the police, like other public organizations, have a tendency to closely monitor activities on social media, the police might quickly learn about talks taking place about them in social media forums that are considered to be 'external' (Lev-on & Yavetz, 2021).

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It's possible that the police department's presence on social media is more important than that of other public entities (Dekker, van den Brink, & Meijer, 2020). The police serve as the primary point of interaction between the general public and law enforcement citizens (Ojedokun, Ogunleye, & Aderinto, 2021). The use of social media enables the police to communicate with the public in settings that are less confrontational (Curtice, 2021). It's possible that the interactions built between the institution and the citizens of the community through social media will result in an increase in trust (Khan, Umer, Umer, & Naqvi, 2021). According to a study in 2020, the image of the police and their interaction with the general public may improve if they participated in social media activities successfully. (O'Connor & Zaidi, 2020). Nevertheless, in comparison to those faced by other public institutions, the difficulties faced by the police in developing and maintaining their social media platforms are far larger (Fielding, 2021). The organizational logic and culture of the police force are frequently regarded to be fundamentally different from the logic of social media, which is arguably tied to peer sharing, engagement, and openness (Venohr, 2021).

In particular, several of the respondents mentioned the fact that they believed there was a need for additional police officers and that they should be used more effectively in the process of policing communities (Edwards, 2019). Any activity that is intended or serves the purpose of providing satisfaction to customers is considered to be part of the police service in general. Through this service, customer demands and needs can be satisfied (Goldberg & Warburton, 2021). A comparison between the facts and the expectations of the consumer determines the quality of the service provided; if it turns out that what is received is more than desired, the service provided can be said to be of high quality, and consumers will feel satisfied; however, if the facts are less than expected, the service provided can be declared unqualified (Stetsenko, 2020).

This study emphasis on prediction of service quality based on the social media marketing point of view for the public services, and on the need to examine how the social media marketing strategies can impact the service quality of the Dubai police services after years of implementing those services in Dubai. Therefore, this research aims to examine the influence of social media marketing (advertising, promotion, publicity, and public relation) on the service quality among the residents in Dubai who use the Dubai police services.

LITERATURE REVIEW

Conceptual Framework

The underpinning theory is the relationship marketing theory (RMT) for Möller and Halinen (2000); the theory provides the support that the proposed four independent variables is a marketing strategies that used in the customers attraction. The proposed conceptual framework has four independent variables that belongs to social media communicating management and named advertising, promotion, publicity, and public relation. The dependent variables is the service quality, which is the quality of the services offered by the Dubai police. Figure 1 shows the conceptual framework of this study and the following is the four hypotheses.

- Hypothesis 1: Advertising in the social media has a significant influence on the quality of the services offered by Dubai police.
- Hypothesis 2: Promotion in the social media has a significant influence on the quality of the services offered by Dubai police.
- Hypothesis 3: Publicity in the social media has a significant influence on the quality of the services offered by Dubai police.
- Hypothesis 4: Public relation in the social media has a significant influence on the quality of the services offered by Dubai police.
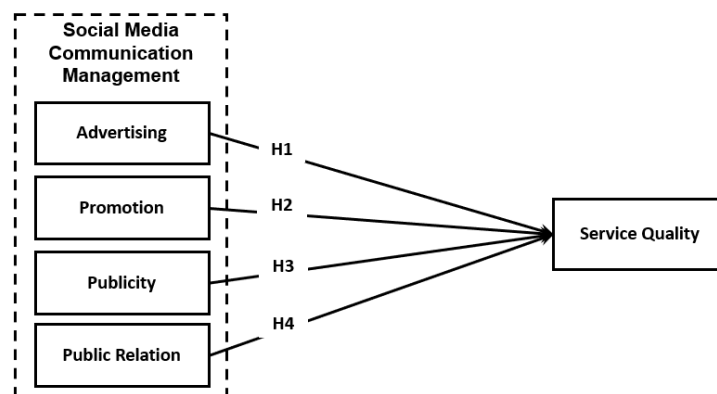

Fig. 1. Conceptual Framework

Service Quality

Service quality is naturally viewed attribution in view of the customer's experience concerning the company that the consumer identified via the service rendezvous (Voorhees et al., 2017). On the various other hand, identified solution was actually the end results of consumer's understanding through many sizes of solutions which feature technical and operational aspects integrated in company (Behdioğlu et al., 2019). Good assumption of service quality will certainly be assessed by the consumer if the service experience was satisfied or above the service requirements (Ribeiro & Prayag, 2019). Many intellectuals have been actually unsure concerning whether the five SERVQUAL measurements including its components are actually applicable and authentic when analyzing service quality in different solution sectors (Strand et al., 2019).

Advertising

According to Lovari & Valentini (2020) pointed out that advertising and marketing in the in clients' satisfaction in social media quite crucial purpose. Advertising located to become the greatest overall forecaster of clients' satisfaction in social media (Lin & Kim, 2016). The Advertisement dramatically affect brand recognition reinforces the connection between advertising campaign information and assurance (Karim, (2019). even more the beneficial to all those who are actually attached by one and the other techniques coming from social media marketing and agree to expand their companies through on the web advertisements (Appel et al., 2020). The importance to boost the understanding and understanding about the social media tasks while determining the consumer unconfined degree (Dedeoğlu et al., 2020). In addition, the knowledge of the communication marketing tactics and remedies to reduce with the determined concerns through social media specifically (Triantafillidou & Yannas, 2020).

Promotion

Depending on to Konyimbih & Mbura (2019) revealed that purchases promotion is tactical marketing procedures with usually short- phrase rewards, which are actually to include market value to the service or product, to accomplish details sales or even advertising objectives. Additionally, (Konyimbih & Mbura, 2019), mentions that it possesses two distinct top qualities, to start with, it provides a "deal opportunity" because numerous purchases promo devices possess an interest acquiring high quality that interacts a deal that although they entice a wide variety of shoppers, a lot of clients usually tend to be a lot less brand dedicated down the road. Depending on to Konyimbih & Mbura, (2019) Secondly, if sales promos are utilized also regularly and carelessly, it can trigger insecure customers, asking yourself whether the companies are trusted or even reasonably valued.

Publicity

According to Horan (2019), Publicity is the activity of info to the standard community coming from the media. Attention is acquiring public exposure or even understanding for a product, service or even the company using the media (Diakpomrere, 2019). The Publicity may be actually made use of to predict clients' satisfaction (Xie & Xiaowen, 2019). Attention in its most basic kind is the ways of conveying relevant information to the basic people by means of the media (Reddi, 2019. One necessary factor to take into consideration in promotion is your target audience (Min et al., 2019). Depending on the type of item or company being publicized, certain groups of people might be the aim at viewers (Tunçel & Yılmaz, 2020).

Public Relation

According to Bruning et al., (2004) indicated the spirit of public relation is to care for the nature and premium of the relationship between the company and its various publics, and to produce a mutual understanding in clients' satisfaction. Moreover, Public relation deal with a stable of tasks, as an example the development and servicing of corporate identity and photo; charitable participation, such as sponsorship, and neighborhood efforts; media relation for the dispersing of excellent news in addition to for crisis management, including damage restriction (Gericke, 2019). In addition, an organization can join exchange exhibits to produce stronger relationships with crucial distributors and consumers as well as improving the company " s presence and reputation within the marketplace (Johnston, 2019).

METHODOLOGY

This research is structured as a scientific process, in which the study has a series of systematic steps that began with identifying and defining a problem and formulating a tentative hypothesis, and ends with evaluation of the hypothesis alongside the results interpretation and conclusion (Ghauri, Grønhaug, & Strange, 2020). The research utilized quantitative approaches in order to prove the hypotheses in a numerical manner. The majority of research that take a

deductive approach make use of quantitative tools in order to get reliable conclusions regarding the hypothesis being investigated (Patten & Newhart, 2017). The data that was used in this study was primary data that was collected specifically for this research by using a well-structured questionnaire to survey the perception of selected samples drawn from the entire population of citizens in Dubai. The data that was used in this study was then used in this research. In the statistical analysis, a methodology known as partial least equation modelling (PLS) was utilized. This approach is a part of structural equation modelling (SEM), which is a method that is utilized in the produced and predicted models (Sarstedt, Ringle, & Hair, 2021)

The population for this research is all the citizens who live in Dubai and with age of 18 years. According to administrative records, the actual number of the population of the UAE has reached 9.5 million, while in the emirates of Dubai and Abu Dhabi they have reached 6 million. Statistics showed that the population of Dubai reached 3.137 million, while the population of adults reached 2.6 million. The sample size is estimated based on the Krejcie and Morgan (1970) formula and the suitable sample size is 384. The samples were collected online via the google forum service and the sampling technique is convivence.

The main tool for data collection is an adapted questionnaire that have five scales for the different variables and used the Likert-5 scale for estimating the respondents' perceptions. The items of advertising are seven and adapted from previous studies of (Kalomoiris, 2020; Seukindo, 2017). The items of promotion are five and adapted from previous studies of (Fadli, Heriyanto, & Othman, 2021; Seukindo, 2017). The items of publicity are six and adapted from previous study of (Seukindo, 2017). The items of public relation are five and adapted from previous study of (Trinh & Nguyen, 2017). The items of service quality are seven and adapted from previous study of (Tsafarakis, Kokotas, & Pantouvakis, 2018).

FINDINGS AND DISCUSSIONS

The population of this study is the residents in Dubai who can benefit from the services offered by Dubai police. The total cases collected online successfully with complete answers are 455 and the final valid dataset for analysis has 387 cases (85.05%).

The demographic profile of the respondents revealed that 60.5% are males, 62% aged between 30 and 50 years, 61.8% have a bachelor degree, 58.9% earned 10k to 15k Emirate Dirham, and 54.3% are married. Table 1 shows the distribution of the different demographic characteristics.

The findings of the outer loading reliability are presented in Table 2. Every item needs to have an adequate loading within the variable that it is related with. According to the rule of thumb, any loading that is above the threshold of 0.708 is sufficient, any loading that is below the threshold of 0.4 is inadequate, and any loading that falls within the range of 0.4 and 0.7 is suspicious and can be deleted or kept depending on the specific conditions of each study (Sarstedt et al., 2021). The primary questionnaire has a total of 30 questions, and the findings indicate that three of those questions have inadequate loadings of less than 0.708. The remaining 27 items, in addition to the three items that were removed (AD7, PU6, and SEQ7), have sufficient outside loading in the variables with which they are connected.

Table 1. Demographic Analysis

Characteristic		Frequency	Percent	Cumulative Percent
Gender	Male	234	60.5	60.5
	Female	153	39.5	100.0
Age	18-25 Years	79	20.4	20.4
	31-40 Years	118	30.5	50.9
	41-50 Years	122	31.5	82.4
	Above 50 Years	68	17.6	100.0
Qualification	School	35	9.0	9.0
	Diploma	63	16.3	25.3
	Bachelor	239	61.8	87.1
	Post Graduate	31	8.0	95.1
	Other	19	4.9	100.0
Income	Less than 5000 DA	52	13.4	13.4
	5000 – 10000 DA	53	13.7	27.1
	10000 – 15000 DA	228	58.9	86.0
	15000 – 20000 DA	32	8.3	94.3
	Above 20000 DA	22	5.7	100.0
Marital Status	Single	130	33.6	33.6
	Married	210	54.3	87.9
	Divorced	18	4.7	92.5

Characteristic		Frequency	Percent	Cumulative Percent
	Widowed	29	7.5	100.0
Total		387	100%	

Table 2. Indicator Outer Loading Assessment

Variable	Item	Before Outer Loading Clean	After Outer Loading Clean
Advertising	AD1	0.901	0.920
	AD2	0.811	0.832
	AD3	0.842	0.857
	AD4	0.803	0.824
	AD5	0.838	0.856
	AD6	0.773	0.753
	AD7	0.545	
Promotion	PR1	0.798	0.798
	PR2	0.752	0.751
	PR3	0.856	0.856
	PR4	0.811	0.811
	PR5	0.791	0.792
Publicity	PU1	0.886	0.897
	PU2	0.864	0.873
	PU3	0.841	0.857
	PU4	0.767	0.774
	PU5	0.906	0.899
	PU6	0.558	
Public Relation	PUR1	0.859	0.859
	PUR2	0.803	0.803
	PUR3	0.880	0.880
	PUR4	0.852	0.851
	PUR5	0.865	0.865
Service Quality	SEQ1	0.760	0.769
	SEQ2	0.781	0.792
	SEQ3	0.758	0.766
	SEQ4	0.799	0.812
	SEQ5	0.839	0.848
	SEQ6	0.828	0.839
	SEQ7	0.632	

Table 3 shows the Cronbach's alpha and composite reliability that used to make sure and ensure the internal consistency of the research variables. The rule of thumb stated that any value above 0.7 is acceptable (Joe F Hair, Page, & Brunsveld, 2019). The results in the table shows the results of all the five variables, in which all variables have scores above 0.7 for both composite reliability and Cronbach's alpha, which means that the proposed variables in the model have adequate internal consistency. Therefore, the dataset is reliable and can be proceeded for additional tests.

Table 3. Internal Consistency Assessments of Research Variables

	Cronbach's Alpha	Composite Reliability
Advertising (AD)	0.917	0.936
Promotion (PR)	0.862	0.900
Publicity (PU)	0.913	0.935
Public Relation (PUR)	0.906	0.930
Service Quality (SEQ)	0.891	0.917

Table 4 presents the findings of the convergent validity analysis, which was conducted using the value of the extracted average variance (AVE). According to the general rule of thumb, an AVE number that is more than 0.5 is considered acceptable (Joseph F Hair et al., 2021). The table provides a summary of the AVE values for all of the constructions, and each value falls somewhere in the range of 0.644 to 0.742. The dataset is free from convergent problems because all of the AVE values are more than 0.5; hence, it is valid for moving on to the subsequent analysis.

Table 4. Convergent Validity Assessment of Research Variables

	Average Variance Extracted (AVE)
Advertising (AD)	0.709
Promotion (PR)	0.644

Publicity (PU)	0.742
Public Relation (PUR)	0.726
Service Quality (SEQ)	0.648

In order to demonstrate discriminate validity, need to demonstrate that there is sufficient separation between the various variables. Several methodologies, including the Fornell & Larcker criteria matrix, are utilized in order to provide an assessment of the validity of the findings. A comparison was made between the matrix of correlations between latent variables and the related AVE value. According to the rule of thumb, the values on the diagonal are the square root of AVE and they have to be greater than all of the other latent variable correlations in the crossing column or row (Joseph F Hair et al., 2021). The Fornell and Larcker criteria matrix was depicted in Table 5, and it demonstrated that the aforementioned rule of thumb was satisfied.

Table 5. Discriminant Validity Assessment of Research Variables

	AD	PR	PU	PUR	SEQ
Advertising (AD)	0.842				
Promotion (PR)	0.237	0.802			
Publicity (PU)	0.273	0.201	0.861		
Public Relation (PUR)	-0.018	0.190	0.049	0.852	
Service Quality (SEQ)	0.447	0.293	0.386	0.088	0.805

The results of the variance inflation factor (VIF) test, which was used to determine whether or not there was a significant correlation between the latent variables and the dependent variables, are presented in Table 6. According to the general rule of thumb, a VIF number that falls anywhere in the range of 0.2 to 5 is considered satisfactory (Wong, 2013). According to the findings, the VIF level is at its lowest point between PUR and SEQ, coming in at 1.043, while it reaches its highest point, 1.128, between AD and SEQ. As a result, every one of the VIF values falls inside the range of what is considered to be a valid range, confirming that multicollinearity exists.

Table 6. Multicollinearity Validity Assessment of Research Variables

	SEQ
Advertising (AD)	1.128
Promotion (PR)	1.125
Publicity (PU)	1.105
Public Relation (PUR)	1.043

Testing the hypothesis of the research is important, and the only way to do so is to estimate the path coefficient values of the various relationships contained inside the model. P-values and T-statistics are two of the most frequent methods for determining whether or not a relation is significant; P-values are significant levels or probability estimate values, whilst T-statistics are used to determine whether or not a path coefficient is significant. In addition, the path coefficient is computed to provide insight into the nature of the relation's scope. The rule of thumb said that the P-value, also known as the probability estimate value, must be 0.05 (5%) or the T statistics must be above 1.96 in order to consider a significant two-tailed relationship in psychological investigations (Joe F Hair et al., 2019).

According to Hypothesis 1, there is a connection between advertising (AD) and the quality of the service (SEQ). Table 7's analysis reveals that the path coefficient is 0.341, the T-statistics score is 8.430 (which is higher than 1.98), and the P-value is 0.000. (less than 0.05). The relationship is significant at the 5% level, an increase of one unit of advertising (AD) can raise the variance of service quality (SEQ) by 0.341, and the hypothesis H1 is significant and accepted.

It was hypothesized in Hypothesis 2 that there is a relationship between promotion (PR) and service quality (SEQ). Table 7 analysis reveals that the path coefficient is 0.149, the T-statistics score is 3.443 (which is more than 1.98), and the P-value is 0.001. (less than 0.05). The relationship is significant at the level of 1%, the addition of one unit of promotion (PR) can raise the variance of service quality (SEQ) by 0.149, and hypothesis H2 is both significant and accepted.

Publicity (PU) and service quality (SEQ) have been shown to have a relationship, as hypothesized in Hypothesis 3. Table 7 analysis reveals that the path coefficient is 0.261, the T-statistics score is 6.102 (above 1.98), and the P-value is 0.000. (less than 0.05). The relationship is significant at the 1% level, an increase of one unit of publicity (PU) can raise the variance of service quality (SEQ) by 0.261, and hypothesis 3 (H3) is significant and accepted.

It was stated in hypothesis 4 that there is a relation between public relations (PUR) and service quality (SEQ). Table 7 analysis shows that the path coefficient has a low value of 0.053, the T-statistics score is 1.190 (which is less than 1.98), and the P-value is 0.234. (Above than 0.05). The relationship is not significant at the level of 5%, the addition of one unit

of public relation (PUR) will not produce a significant influence on the variance of service quality (SEQ), and hypothesis 4 is not significant and should be rejected.

Table 7. Path Coefficient Assessment for the Relationships of Service Quality

	Path Coefficient	Standard Deviation	T Statistics	P Values
AD → SEQ	0.341	0.040	8.430	0.000
PR → SEQ	0.149	0.043	3.443	0.001
PU → SEQ	0.261	0.043	6.102	0.000
PUR → SEQ	0.053	0.044	1.190	0.234

CONCLUSION AND RECOMMENDATIONS

The study aims to examine the predictors of the service quality and the results show that three independent variables have significant influence because the P value is less than 0.05; but one variable does not have. Public relation has no significant impact on the service quality because the P value is above the threshold of 0.05. For the impacted three variables, the precedence of the impact are advertising, publicity, and promotion with path coefficient values of 0.341, 0.262, and respectively. The significance impact of advertising is compatible with the findings of many previous studies such as Hong et al. (2020) and Javed and Liu (2018). The significance impact of promotion is compatible with the findings of many previous studies such as Van Lierop and El-Geneidy (2016) and Williams (2019). The significance impact of publicity is compatible with the findings of many previous studies such as Park et al. (2019) and Thomas and Sreeraj (2019). The non-significance impact of public relation is contradicted with the findings of many previous studies such as Lee et al. (2017) and Nix and Wolfe (2017).

The Relationships from the four social media marketing strategies on the service quality for a public service such as police service have never been examined and the empirical examination of this relationships is theoretical contribution. The result of this study should further raise awareness among officers of police services in Dubai for the importance of the social media management and marketing strategies for the Dubai police services to improve the user experience of the service quality.

One of the limitations is the restricted strategy of implementation, which restricts the generalization. Because of this, it is advised that the same evaluation be replicated in the police forces of other countries in order to obtain a greater knowledge and generalization. According to the results of the quantitative research, the public relation variable is not a direct determinate of service quality in the sector of services offered by the Dubai police. This finding can be better understood by conducting additional qualitative research studies in the form of interviews.

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