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## IMPACT OF PUBLIC RELATIONS (PR) IN THE GROWTH OF MOBILE PHONE SERVICE PROVIDER COMPANIES IN JORDAN

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### ABSTRACT

*The current study aims to identify the impact of Public Relations (PR) in the growth of mobile phone service providers in the Hashemite Kingdom of Jordan. In this study, the researcher used the descriptive and analytical approach method to describe the phenomenon in question. The study population represents all the three companies of mobile phone service providers in the Hashemite Kingdom of Jordan. The sample unit selected for the study consists of two sample categories. The first category, customers: The sampling and analysis unit included customers of mobile phone service providers' companies in the Hashemite Kingdom of Jordan. Meanwhile, the researcher has distributed (600) questionnaire on the study sample individuals who are customers of mobile phone service providers' companies in the Hashemite Kingdom of Jordan. The second category, the workers: The sampling and analysis unit included individuals working at the upper and middle managerial levels at sales and marketing departments as well as at the headquarter of the mobile phone service providers' companies in Jordan, located in the capital, Amman. The researcher distributed (165) questionnaires to the individuals of the study sample. The study found that from the management workers' point of view as well as from customers'*

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*point of view that there is a significant impact of the public relations in the growth of the mobile phone service providers in the Hashemite Kingdom of Jordan.*

**KEYWORDS:** *Business Growth, Customer's Satisfaction, Marketing Goals, Public Relations, Publicity*

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