

**IMPORTANCE OF DIGITAL PUBLIC RELATIONS IN ENHANCING LEARNING  
OUTCOMES AT KING KHALID UNIVERSITY AND MEETING THE NEEDS OF THE  
LABOR MARKET AN APPLIED STUDY ON A SAMPLE OF UNIVERSITY  
COLLEGES – 2022**

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**Abstract**

The study targeted digital public relations activities and linking them to learning outcomes that meet the needs of the labor market.

To achieve the objectives of the study, the researchers used the descriptive analytical approach, and a questionnaire was used to measure the importance of public relations in enhancing learning outcomes at King Khalid University and meeting market needs." The study contained".

On a random sample of faculty, male and female students, it consisted of a number of paragraphs distributed on different areas related to the importance of public relations in addition to promoting learning at King Khalid University.

The study sample included (85) members of the faculty and students from the study community, which were selected randomly, and (58) successful forms were revised for analysis and (27) damaged forms were not valid for revision. In order to analyze the data and treat it statistically, it was tested with the AMOS program to perform arithmetic treatments and percentages. While the hypotheses showed that there is a statistically significant relation between enhancing learning outcomes at King Khalid University and meeting the needs of the labor market. There is also a consensual relation between the importance of public relations and meeting the needs of the labor market.

**Keywords:** Public relations, Promotion, Learning outcomes, market needs

**Introduction**

Today, artificial intelligence has become an important part of our daily lives, and this advanced technological development in the world of communication and communication has forced us to transform. Almost at the level of all sectors of life, including the public relations sector, just like other sectors which was covered by that development, and technology has become one of the most important factors influencing the rebuilding of the communication structure for this vital and important sector. Therefore, we find that those interested in this field have presented many researches and studies.

The follower of what has been written on this subject of analytical readings, scientific and international forums and conferences that discussed the new concepts of what can be called today “digital public relations”, which aims most of them to enhance awareness and improve the mental

image of the clients of the institution, company or university, and this topic was a subject of discussion that lasted approximately four to five years, and focused on defining the concept of digital public relations, its roles, and tasks, and identifying the reality of digital public relations in Arab societies in general, and Saudi Arabia in particular. There is no doubt that the education sector, especially the higher education sector, such as Universities and what like it, it is not far from this development in an axis or in one of the sectors that are considered important and vital, namely:

### **Digital Public Relations (PR)**

(Digital PR) for its important role in improving the mental image of university partners by formulating and managing content, anticipating its future professionally and academically, and the extent of its influence through its relation with various media, and the extent of its connection with electronic applications

When we follow up on the professional and academic aspects, we find that there are very few universities that have begun to show signs of interest in the concepts of “Digital Public Relations” within their external and internal visions. The International Public Relations Association and the British Institute for Public Relations have defined the "Digital PR" is: Employing and harnessing modern communication technologies and digital media channels to carry out its activities, in order to contribute to achieving the goals of the institution with the public or society. Added to this concept is the importance of dealing with advanced applications such as the Internet of Things, artificial intelligence, and machine learning in communications, which contributed to help teams not only track and measure the performance of media campaigns, but also had an important role in managing communication strategies for clients' media crises. ( <https://www.al-jazirah.com/2020/20200317/rj6.htm>)

The British Institute defined it as (the planned efforts made to establish and maintain understanding between the organization and its audiences) (Cutlip, S.M. et al, 2000 (Hatem Ali Haider Al-Salihi, Al-Hikma. Journal of Media and Communication Studies 2021. pp. 47- 75 – Vol. 9 (02))

The Digital Public Relations Forum, which was held at the Faculty of Media, Imam Muhammad University, in its document, which contained more than 10 articles, called for the need to invite the colleges and departments of media and communication to update their academic programs on a regular basis in order to keep pace with and accommodate the successive developments in the fields of communication in general and digital public relations in particular. And addressing these methodological challenges through a balanced scientific course that studies the phenomenon of digital public relations and its connection to new media. (<https://units.imamu.edu.sa/colleges/cmc/news/Pages>)

### **Digital public relations is classified into two categories that explain its field of employment:**

1. Public relations that use applications (Example 01) and it is called (PR-1), here, digital public relations depends on employing the website and e-mail.
2. Public relations that use applications (Web02) called (PR-2) and depend on employing applications that support interactive communication and dialogue between the organization and its

audience, such as blogs, Twitter, Facebook, YouTube, and various mobile phones, which are known as social media (Huang et al. ,2017)

**The digital relations at the university also seek to achieve the following objectives:**

1. Highlighting the scientific role and knowledge contributions of universities.
2. Promoting the importance of preparing scientific research.
3. Managing crises facing universities and preparing campaigns to confront them.
4. Using digital media in the work of public relations.

**Challenges facing digital public relations:**

1. Problems related to the development of the organization and the unwillingness of senior management to introduce technological innovations and employ them for the benefit of the organization and the public.
2. Problems related to technological systems and the existence of technical problems in communication departments that are an obstacle to the exchange of information between the organization and its audiences.
3. Problems related to the digital content of public relations that may expose it to criticism, plagiarism or theft.

**Problem of the Study**

The problem of the study focused on knowing the role of digital public relations in achieving the mission and objectives of educational programs and achieving the strategy of Asir and Vision 2030 of the Kingdom of Saudi Arabia at King Khalid University. It is represented by enhancing learning outcomes and improving the capabilities and skills of its graduates. In order to achieve the objectives of the study, its problem focused on the main question of the study:

What is the importance of digital public relations in promoting, developing and improving learning outcomes at King Khalid University to meet the requirements of the labor market and achieve Asir strategy?

**Sub-questions are:**

1. What is the role of digital public relations in promoting the vision and mission of King Khalid University, Asir strategy, and the vision of the Kingdom of Saudi Arabia 2030 AD?
2. Does digital public relations have a role in meeting the needs of the labor market in Asir region?
3. Does digital public relations contribute to marketing and providing graduates with cognitive and cognitive skills in Asir region?
4. Does digital public relations have a role in changing the attitude of individuals towards the work and activities of the university?
5. Does digital public relations help make the public and individuals more aware of the university's outputs?
6. Does digital public relations help in drawing a positive image of the university in society?
7. Does digital public relations help in building strong relationships with various means of publishing and advertising?

8. Does digital public relations help in spreading the spirit of creativity and communication with students and employees and society?

### **Importance of the study**

Digital public relations plays a major role in improving the mental image of community members and civil society institutions. It also contributes to the development of learning outcomes, which in turn leads to meeting the needs of the labor market and achieving Asir strategy and Vision 2030 AD. In addition, digital public relations can contribute to establishing standards for the quality of learning outcomes, clarifying paths of visions for the improvement and development of educational programs, and participating in collaborative comparisons. And competitiveness that is compatible with local, regional and global standards. In addition to the role of digital public relations in evaluating and evaluating the performance of the educational system.

### **Objectives of the study**

1. The study seeks to know the role of digital public relations in promoting the vision and mission of King Khalid University and Vision 2030.
2. Demonstrating the importance of digital public relations in meeting the needs of the labor market and entrepreneurship.

### **Hypotheses of the Study**

First hypothesis: There is no statistically significant relation between digital public relations and the enhancement of learning outcomes at King Khalid University.

Second hypothesis: There is no statistically significant relation between the importance of digital public relations and meeting the needs of the labor market.

Third hypothesis: There is no statistically significant relation between learning outcomes and meeting the needs of the labor market

Fourth hypothesis: There is no statistically significant relation between digital public relations and demographic variables.

### **Methodology of the Study**

#### **1-Study Method and tools**

The analytical and descriptive method was used to measure the relation between the skills required to hire graduates. By collecting primary and secondary data from previous literature (from previous research and studies) in addition to preparing a tool for the study, which was to design a questionnaire designed on an electronic link directed to a random sample of faculty members in the colleges of King Khalid University, and the link was distributed to a number of an experimental sample of faculty of school. And for a number of specialized experts to benefit from their opinions and suggestions, in order to verify the consistency, validity, stability and validity of the questionnaire by known standards. (Cronbach Scale).

#### **2-Study community and sample**

##### **a. Study Community**

The study society consisted of (58) faculty members, including a group of colleges at King Khalid University,

## B. Study sample

The sample of the study was (85), where the questionnaire was distributed to a random sample of faculty members as a sample for the study. A number of distributed questionnaires were answered, amounting to (58), and damaged questionnaires, amounting to (27), were excluded.

## c. Study tools

Primary studies: it includes the field study - the questionnaire.

Secondary studies: These include previous studies - books - journals - blogs - the Internet.

Research procedures: public relations - digital - promotion - learning outcomes - labor market needs.

## Limits of the study

Spatial limit: King Khalid University

Time limits: 2022/2023 AD.

## Previous study

1	<b>Title of Study</b>	Contemporary research trends in the study of digital public relations
	<b>Country of Study</b>	Sharjah - United Arab Emirates
	<b>Aim of Study</b>	The study aims to review digital public relations research since the beginning of the third millennium according to systematic scientific bases and to identify the most important research directions, issues, results, knowledge bases, theories, models and methods (meta_review). A total of 115 studies in digital relations were reviewed and analyzed during the period from 2000 to 2017.
	<b>Statistical Method used in the study</b>	
	<b>Most of Conclusions</b>	1-The effectiveness of using digital public relations in achieving the strategic objectives of the organization. 2-A large percentage of the reviewed research relied on adopting theories and models that confirm that the effectiveness of public relations depends on building and managing balanced relationships between the organization and its audience. 3-The most important theories and models used are the theories (privilege, dialogue, relation management) and the symmetrical model in communication. 4-The most important methods used in digital public relations research are survey methodologies and content analysis.
2	<b>Title of Study</b>	The impact of the clarity of the intended learning outcomes and assessment methods and criteria on students' learning entrances, their academic performance, the accuracy of their calibration, and their satisfaction with the course

	<b>Country of Study</b>	Egypt
	<b>Aim of Study</b>	Aimed to study the effect of clarifying each of the desired learning objectives, methods, strategies and assessment criteria before teaching the scientific content on students' learning entrances, their performance, the accuracy of their calibration of their performance, and their satisfaction with the course
	<b>Statistical Method used in the study</b>	Statistical analysis on a sample of 50 students from Damanhour University
	<b>Most of Conclusions</b>	1-The clarification of the context, the intended learning outcomes, and the evaluation requirements before the learning process has a positive impact on students' learning approaches 2-It had a positive effect on performance, the accuracy of performance calibration, and students' satisfaction with the course
3	<b>Title of Study</b>	The impact of transformational leadership on the performance of digital public relations in public universities in Jeddah
	<b>Country of Study</b>	Saudi Arabia
	<b>Aim of Study</b>	It aimed to identify the impact of transformational leadership with its dimensions (ideal influence, inspiring motivation, intellectual stimulation, individual consideration, and empowerment) on the performance of digital public relations.
	<b>Statistical Method used in the study</b>	The descriptive analytical method The study population consisted of employees of four universities, and data was collected through a questionnaire
4	<b>Most of Conclusions</b>	1-The level of transformational leadership practice was high, with a rate of 73%, and the performance level of digital public relations was 75%. 2-There is a positive impact of transformational leadership on the performance of digital public relations
	<b>Title of Study</b>	Aligning the outputs of university education with the requirements of the labor market and its implications for Vision (2030)
	<b>Country of Study</b>	Saudi Arabia
4	<b>Aim of Study</b>	The aim was to find out the extent to which the outputs of university education are compatible with the requirements of the labor market and their implications for Vision (2030). There is a gap between the outputs of university education and the needs of the labor market

	<b>Statistical Method used in the study</b>	The analytical descriptive approach to the sample data and the study tool was the questionnaire that was distributed to the study sample
	<b>Most of Conclusions</b>	1-The most important factor affecting the suitability of outputs to the requirements of the labor market is the weakness of the universities' use of employers' opinions 2-The absence of analytical studies of the renewable labor market requirements 3-The necessity of structuring Saudi universities within the framework of the Kingdom's need for national manpower to achieve Vision 2030 4-Universities should invent new methods to keep up with the requirements of the labor market 5-Work on developing university governance and directing scientific research towards development to support the national transformation program.
5	<b>Title of Study</b>	The reality of Community colleges in Yemen by the point of view of academic leaders, community colleges staff members, employers and community colleges graduates
	<b>Country of Study</b>	Yemen
	<b>Researcher name and Year</b>	Absi 2017
	<b>Aim of Study</b>	Identifying successful global models of community colleges in advanced countries to put a suggestion for accommodating community college outcomes with the labour market in Yemen
	<b>Statistical Method used in the study</b>	The study used the descriptive approach, and the study was conducted with a validity of five community colleges
	<b>Most of Conclusions</b>	There is a weakness in the partnership between community colleges and labor market institutions in terms of students and faculty members training, curriculum setting and community college programs are not flexible to adapt with the needs of the labor market.
6	<b>Title of Study</b>	Facebook   Municipality of Nablus Public Relations
	<b>Country of Study</b>	Jordon
	<b>Researcher name and Year</b>	Sarhan Abdelkarim2021
	<b>Aim of Study</b>	The role of Public Relation in Municipality of Nablus in improving mental image among public is average



	<b>Statistical Method used in the study</b>	Used Descriptive model
	<b>Most of Conclusions</b>	Recommended building long-term strategy for nature of work of public relations department through social media.
7	<b>Title of Study</b>	Digital Public Relation
	<b>Country of Study</b>	Egypt
	<b>Researcher name and Year</b>	Abd Almaty Rez 2018
	<b>Aim of Study</b>	In light of the great information revolution that the International Telecommunications Network has leap forward.
	<b>Statistical Method used in the study</b>	Descriptive
	<b>Most of Conclusions</b>	These new technological developments place a great responsibility on the public relations practitioners, as they are forced to use them as both a source of reliable information and a guardian of the interests of the community. The technology of the new media has led to further freedom for the media that can no longer be restricted, and has provided an easy means of communicating and disseminating information to all parts of the world.
8	<b>Title of Study</b>	Digital Public Relation in Egyptian Universities
	<b>Country of Study</b>	Egypt
	<b>Researcher name and Year</b>	Atfa Hatim Mohammed 2015
	<b>Aim of Study</b>	Digital importance of Training the PR Practitioners on the Electronic Pishing Programs, as well as Designing and managing Electronic Sites. Beside, about 92% of the practitioners in Menoufiea University indicated that PR in Governmental Universities needs to activate the remote usage of the Internet in Conferences and workshops via Direct Program
	<b>Statistical Method used in the study</b>	Qualitative analysis
	<b>Most of Conclusions</b>	The Researcher recommend the necessity of accessing and referring to foreign Universities Experiments using the Internet within



		PR activities to clarify the reality of using “E-PR” in Egyptian Universities and planning to improve its usage.
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### Results of the field study analysis

This part includes field study procedures, which are represented in the method of data collection, statistical processing and interpretation, and conducting stability and validity tests to ensure their validity, in addition to a description of the study population and sample, and the statistical methods by which the data was analyzed and the study hypotheses tested, as follows:

#### First: Study tool

The questionnaire was prepared and developed based on the use of standards. Accordingly, the form was designed in its final form and consists of two parts:

**First section:** It includes the data of the study sample.

**Second section:** It included the basic study phrases: they are the axes through which the study variables are identified, as follows:

First axis: Measuring the importance of public relations. This section includes (14) phrases.

Second axis: measuring learning outcomes, which includes (12) phrases.

Third axis: Measuring the requirements of the labor market, which includes (9) phrases.

The degree of possible responses to the paragraphs was measured according to a five-point scale according to the five-point (Likert scale).

#### Second: Description of the study community and sample:

The study population consisted of faculty members at the colleges of King Khalid University, which is based in the city of Abha, southwest of the Kingdom of Saudi Arabia, and experts dealing with King Khalid University. A successful form for analysis and (27) a damaged, invalid form. The following are the characteristics of the study sample:

**Table (1) Characteristics of the study sample**

Variants	Categories	Repetition	Percentage%
Gender	Male	32	55.2%
	Female	26	44.8%
	Total	58	100%
Age	20 & less than 30	14	24.1%
	30 & less than 40	4	6.9%
	40 & less than 50	40	69%
	Total	58	100%
Academic degree	professor	4	6.9%
	Associate Professor	4	6.9%
	Assistant Professor	36	62.1%
	lecturer	8	13.8%
	Teaching assistant	6	10.3%
	Total	58	100%

No. of service's years	Three years or less	6	10.3%
	4-6 years	6	10.3%
	7- 10 years	20	34.5%
	More than 10 years	26	44.8%
	Total	58	100%
Nationality	Saudi	8	13.8%
	Non-Saudi	50	86.2%
	Total	58	100%

Source: Prepared by researchers from the results of the 2022 field study

### Third: Test of validity and reliability of tool:

**1. The validity of the study tool:** The validity of the measurement tool means that it is the ability of the performance to measure what it was designed for it. The study relied on measuring the validity of the study tool on:

#### (a) Content validity test

After the preparation of the initial formula for the study's standards was completed, and in order to verify the validity of the content of the study tool and to ensure that it serves the objectives of the study, it was presented to a group of arbitrators and specialized experts, numbering (5) arbitrators in the field of the subject of the study, After the questionnaire was retrieved from all the experts, their responses were analyzed, their observations were taken, and the suggested modifications were made

#### (2) Stability test

The stability means that the measure gives the same results if it is reapplied to the same sample<sup>1</sup>. In the same circumstances and conditions, and therefore it leads to obtaining the same results or consistent results every time the measurement is re-measured. The study relied on Cronbach's alpha test to ensure the internal consistency of the scales, as follows:

**Table (2) Cernbach's alpha test results for the study axes**

Axes	No. of phrases	Cronbach's alpha coefficient
Measuring the importance of public relations	14	0.81
Measuring the of public relations	12	0.87
Measuring the of public relations	9	0.83
Total phrases	35	0.84

Source: Prepared by researchers from the results of the 2022 field study.

From table (2) the results of the stability test, the values of Cornbrash's alpha for all study variables are greater than (60%). These values mean the availability of a high degree of internal stability, which enables us to rely on these answers in achieving the objectives of the study and analyzing its results.

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Dr. Ezz Abdel-Fattah, Introduction to Descriptive and Inferential Statistics Using <sup>1</sup> SPSS, (Cairo: Dar Al-Nahda Al-Arabiya, 1<sup>st</sup> Edition, 1981), p. 560.

**Fourth: Statistical analysis methods used in the study:**

To analyze the data and test the study hypotheses, the (SPSS) and (AMOS) programs were used, through the following statistical tools:

1. Conducting a Reliability Test for the questionnaire by using each of the following: a) apparent validity test .b) tests of validity and reliability.
2. Descriptive statistics methods: in order to describe the characteristics of the study sample paragraph through: a) arithmetic mean. b) standard deviation.
3. Structure Equation Modeling (SEM)

The methodology of models with structural equations represents the latest method in social science research and aims to determine the suitability and conformity of the theoretical model for the relationships between variables and elements to test research hypotheses, through the use of path analysis and based on a set of indicators called Goodness of Fit indicators) and the most important of these indicators, which are used in this study:

- Chi-square ratio of degrees of freedom (it should be less than 5)
- Good Fit Index (GFI) (it should be greater than 0.90)
- Comparative Fit Index (CFI) and it should be greater than (0.90)
- Root Mean Square Error of Approximation (RMSEA) (it should be less than (0.05)

**Fifth: Presentation and analysis of the results of the study:**

First: Descriptive statistics of the study axes:

**First axis:** for the descriptive statistical analysis of the phrases of the axis: the importance of digital public relations: The following is the descriptive statistical analysis of the phrases that measure the axis of the importance of digital public relations in the society under study, as follows:

**Table (3): Descriptive statistical analysis of the phrases of the importance of digital public relations:**

No.	Phrase	arithme tic mean	standard deviation	Degree of response	Rank
1	Digital public relations contributes to managing the crises facing universities and preparing to prepare campaigns to confront them	3.90	1.10	High	7
2	Digital PR uses digital media in its work.	4.10	.89	Very high	1
3	Digital public relations at the university seeks to make local community institutions and community members more aware of the university's role in achieving development in the region	3.97	.94	high	3

4	Digital public relations adopts a strategy to paint a positive image of the university in society and market sectors.	3.83	1.03	High	10
5	Digital public relations builds strong relationships with various means of publishing and advertising to highlight the role of the university in achieving Vision 2030	3.93	.83	High	5
6	Digital public relations spreads the spirit of creativity, communication and communication among university employees to achieve the university's goals	3.86	.94	High	9
7	Digital public relations works to provide university employees with the necessary information about the university and its goals	3.86	.87	High	9
8	Digital public relations is in constant contact with the external environment, its members and its audience to know their requirements.	4.03	.90	High	2
9	Public relations uses technical programs to familiarize university employees with the importance of public relations and its role in spreading a culture of seriousness, perseverance, and excellence.	3.93	.88	High	5
10	Digital public relations is keen to motivate university employees to improve their job capabilities	3.90	1.00	High	7
11	Digital public relations uses social media to spread a culture of competitive spirit among university employees	3.62	1.04	High	13
12	Digital public relations contribute to managing the crises facing universities and preparing to prepare campaigns to confront them	3.79	1.17	High	11
13	Digital PR uses digital media in its work	3.59	1.11	High	14
14	Digital public relations at the university seeks to make local community institutions and community members more aware of the	3.66	.93	High	12

	university's role in achieving development in the region.				
	All phrases	3.85	0.97	High	

**Source:** Prepared by researchers from the results of the 2022 analysis

It is clear from Table (3): The arithmetic mean of all the phrases is greater than the hypothetical mean of the study (3), and this result indicates the agreement of the sample members on the level of importance of digital public relations in the society under study with a high degree of response, as all the phrases achieved a arithmetic mean of (3.85) and a standard deviation of (0.97).

**Second axis:** Descriptive statistical analysis of the phrases axis: learning outcomes

The following is the descriptive statistical analysis of the expressions that measure the axis of learning outcomes in the society under study, as follows:

**Table (4): Descriptive statistical analysis of the expressions of the learning outcomes axis**

No.	Phrase	arithm etic mean	standard deviation	Degree of response	Rank
1	The learning outcomes contribute to increasing students' awareness of the importance of acquiring knowledge and theoretical concepts in their majors.	4.07	.83	Very high	2
2	Learning outcomes determine the quality of students' communication skills	3.93	.88	High	6
3	Clarity of learning outcomes makes community institutions and community members more aware that graduate students are able to meet the requirements of the labor market	4.00	.88	High	4
4	Learning outcomes include students' cognitive skills.	4.03	.86	Very high	3
5	The learning outcomes demonstrate the psychological and motor abilities and skills of university students	3.79	.93	High	11
6	Learning outcomes determine the means of raising students' creativity	3.86	.94	High	8
7	Learning outcomes describe ways to enhance students' abilities to take responsibility	3.93	.83	High	6
8	Learning outcomes explain to students how to analyze and solve problems	3.83	.88	High	10

9	Learning outcomes determine the methods of making sound decisions	3.76	.94	High	12
10	Learning outcomes describe methods for teaching students to analyze and predict behavioral problems	3.83	1.03	High	10
11	The learning outcomes define the means of self-learning	4.14	.83	Very high	1
12	The learning outcomes contribute to illustrating ways to teach students to think critically	3.93	.88	High	6
	all phrases	3.92		High	

Source: Prepared by researchers from the results of the 2022 analysis

It is clear from Table (4): The arithmetic mean of all the statements is greater than the hypothetical mean of the study (3), and this result indicates the agreement of the sample members on the level of learning outcomes with a high degree of response, as all statements achieved an arithmetic mean of (3.92) and a standard deviation of (0.89).

**Third axis:** descriptive statistical analysis of the phrases of the axis of meeting the needs of the labor market:

The following is the descriptive statistical analysis of the expressions that measure the axis of meeting the needs of the labor market in the society under study, as follows:

**Table (5): Descriptive statistical analysis of the phrases of the focus of meeting the needs of the labor market**

No.	Phrase	arithmetic mean	standard deviation	Degree of response	Rank
1	University students have the ability to innovate and be creative.	3.79	.77	high	2
2	Male and female students can write official and personal reports and letters	3.41	1.04	medium	8
3	University students are distinguished by the skills of cooperation and teamwork.	3.59	.90	High	5
4	University students have the skill of managing and organizing time.	3.45	.98	High	7
5	After graduation, university students realize the professional and ethical importance	3.62	.72	High	4

6	University students have the ability to express in writing.	3.34	.89	Medium	9
7	University students have the ability to express themselves verbally.	3.48	.98	High	6
8	University students are fluent in communication and communication skills.	3.76	.98	High	3
9	Male and female students can use computers and modern technologies.	4.07	.75	Very high	1
	All phrase	3.61	0.88	high	

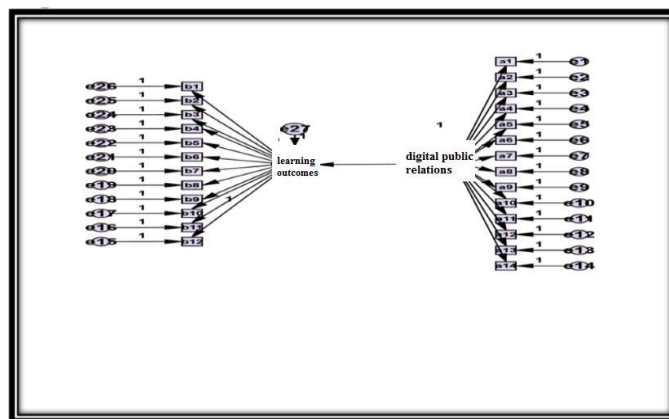
Source: prepared by the researcher from the results of the analysis 2022

It is clear from Table (5): The arithmetic mean of all the expressions is greater than the hypothetical mean of the study (3), and this result indicates the agreement of the sample members on the level of meeting the needs of the labor market in the community under study with a high degree of response, as all the expressions achieved a arithmetic mean of (3.61) and a standard deviation of (0.88).

**Second: Discussing the hypotheses study:**

The first hypothesis: There is no statistically significant relation between digital public relations and the enhancement of learning outcomes at King Khalid University. To prove the validity of the hypothesis, the study used the regression analysis model to determine the causal relation between the independent variable represented by (digital public relations) and the dependent variable represented by (learning outcomes), as shown in the following figure (1).

**Figure (1) Relation between digital public relations and learning outcomes:**



Source: prepared by the researcher from the results of the analysis 2022

By using the statistical analysis program (AMOS) supported by the (SPSS) program, the following results were reached, which are shown in Table (6):

**Table (6) Results of estimating the relation between digital public relations and learning outcomes:**



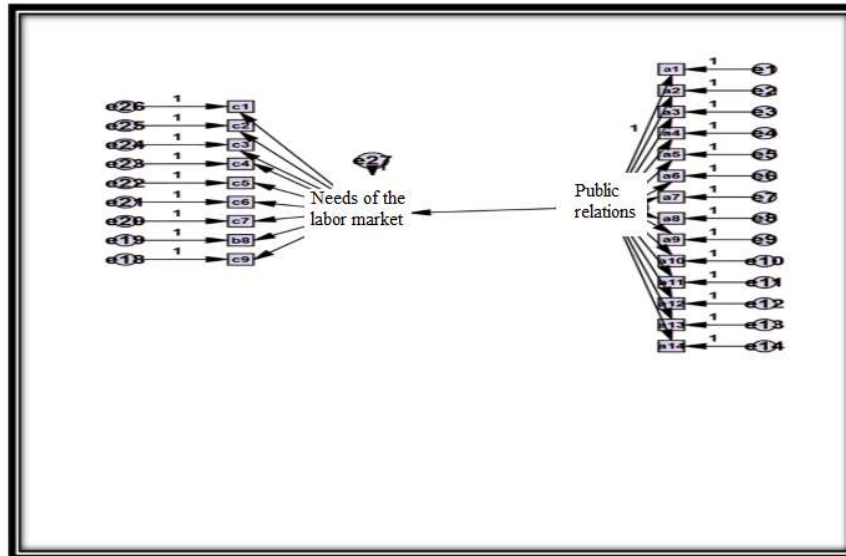
Analysis indicators	Regression coefficient (B)	T-test	Significant level
Coefficient of the relation between digital public relations and learning outcomes	0.76	7.09	0.000
Correlation coefficient (R)	0.86		
Determination coefficient (R <sup>2</sup> )	0.74		
Chi-square ratio of degrees of freedom	2.05		
Good fit index (GFI)	0.95		
Comparative Fit Index (CFI)	0.93		
Root Mean Square Error of Approximation (RMSEA)	0.05		

Source: prepared by the researcher from the results of the field study analysis 2022

It is clear from Table (6): There is a strong direct correlation between digital public relations and the enhancement of learning outcomes in the society under study. The value of the regression coefficient (B) was (0.76), and this value indicates that digital public relations directly affects the enhancement of learning outcomes in the community under study, and therefore a change of (1)% in the level of digital public relations works to create an ability enhancement (0.8)% in the learning outcomes. The (t) test indicates that there is a significant relation between digital public relations and the enhancement of learning outcomes at the University of King Khalid, where the value (t) of the regression coefficient was (7.09) at the level of significance (0.000), which is a value less than the level of significance (0.05). The (RMSEA) index (0.05), which is a value less than the standard range (0.08), which indicates that the model has a good agreement with the data under test. From the results of the above analysis, the first hypothesis is rejected.

**Second hypothesis: There is no statistically significant relation between the importance of digital public relations and meeting the needs of the labor market.**

To prove this hypothesis, the study used the regression analysis method to determine the causal relation between the independent variable, which is represented by (the importance of public relations), and the dependent variable, which is represented by (meeting the needs of the labor market), as shown in the following figure: **Figure (2) Relation between the importance of public relations and meeting the needs of the labor market:**



Source: prepared by the researcher from the results of the field study analysis 2022  
 By using the statistical analysis program (AMOS) supported by the (SPSS) program, the following results were reached, which are shown in Table (6):

**Table (7) Results of estimating the relation between the importance of public relations and meeting the needs of the labor market.**

Analysis indicators	Regression coefficient (B)	T-test	Significant level
Coefficient of the relation between digital public relations and meeting the needs of the labor market.	0.65	4.87	0.002
Correlation coefficient (R)	0.77		
Determination coefficient (R <sup>2</sup> )	0.59		
Chi-square ratio of degrees of freedom	3.11		
Good fit index (GFI)	0.94		
Comparative Fit Index (CFI)	0.92		
Root Mean Square Error of Approximation (RMSEA)	0.06		

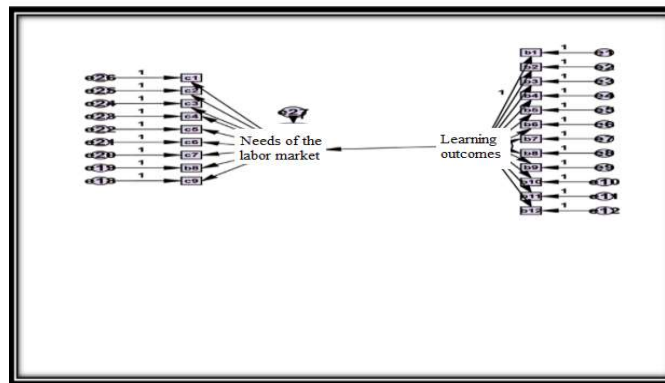
Source: prepared by the researcher from the results of the field study analysis 2022  
 It is clear from Table (7): There is a strong direct correlation between the importance of digital public relations and meeting the needs of the labor market in the society under study. The value of the regression coefficient (B) was (0.65), and this value indicates that the importance of digital public relations directly affects the fulfillment of the needs of the labor market in the society under study. The coefficient of determination (R<sup>2</sup>) also indicates that the variable of importance of public relations affects the increase in meeting the needs of the labor market in the society under study by (59) %, while the other variables affect by (41) %. The value of the (RMSEA) index was (0.06), which is less than the standard range (0.08), which indicates that the model has a good agreement

with the data under test. From the results of the analysis presented, the second hypothesis is rejected.

**Third hypothesis: There is no statistically significant relation between learning outcomes and meeting the needs of the labor market.**

To prove this hypothesis, the study used the regression analysis method to determine the causal relation between the independent variable, which is represented by (learning outcomes), and the dependent variable, which is represented by (meeting the needs of the labor market), as shown in the following figure:

**Figure (3) Relation between the importance of learning outcomes and meeting the needs of the labor market**



Source: prepared by the researcher from the results of the field study analysis 2022

Bu using the statistical analysis program (AMOS) supported by the (SPSS) program, the following results were reached, which are shown in Table (8):

**Table (8) Results of estimating the relation between the importance of learning outcomes and meeting the needs of the labor market.**

Analysis indicators	Regression coefficient (B)	T-test	Significant level
Coefficient of the relation between importance of learning outcomes and meeting the needs of the labor market,	0.73	7.22	0.001
Correlation coefficient (R)	0.74		
Determination coefficient (R <sup>2</sup> )	0.55		
Chi-square ratio of degrees of freedom	2.40		
Good fit index (GFI)	0.91		
Comparative Fit Index (CFI)	0.93		
Root Mean Square Error of Approximation (RMSEA)	0.04		

Source: Prepared by researchers from the results of the 2022 field study analysis

It is clear from Table (8): There is a strong direct correlation between learning outcomes and meeting the needs of the labor market in the society under study. This is evident through the value

of the correlation coefficient (R), where its value was (0.74). The (t) test indicates the existence of a statistically significant relationship between learning outcomes and meeting the needs of the labor market, as the value of (t) for the regression coefficient was (7.22) with a significant level of (0.001), which is a value less than the level of significance (0.05). The value of the (RMSEA) index was (0.04), which is a value less than the standard range (0.08). This indicates that the model has a good match with the data under test. From the results of the above analysis, the third hypothesis is rejected.

#### **Most important results:**

1. The results of the study confirmed the estimation of the relationship between digital public relations and learning outcomes: the existence of a strong positive correlation between digital public relations and the promotion of learning outcomes in the society under study.
2. The results demonstrated the appreciation of the relationship between the importance of public relations and meeting the needs of the labor market: the existence of a strong direct correlation between the importance of digital public relations and meeting the needs of the labor market.
3. The results of the study concluded that the assessment of the relationship between the importance of learning outcomes and meeting the needs of the labor market, there is a strong direct correlation between learning outcomes and meeting the needs of the labor market in the society under study.

#### **Recommendations:**

- Directing organizations towards the concept of digital relations as part of their internal strategies to enter new markets and interact with society.
- Facing the challenges of public relations practitioners to use modern means and systems.
- Educating cadres of the importance of digital public relations. Continuous training on the skill of new digital means and keeping pace with the rapid developments in public relations.
- Continuing interest in public relations programs and working to implement them with transparency and credibility, which achieves a competitive advantage.
- Digital relationships must achieve competitive advantage by building trust between them and the public and identifying needs.

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