

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS



**THE IMPACT OF PUBLIC RELATIONS EFFECTIVENESS ON CUSTOMER
SATISFACTION; THE MEDIATING ROLE CUSTOMER TRUST. EVIDENCE FROM
ELECTRICITY COMPANY OF GHANA LIMITED**

BY

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DECLARATION

Candidate's Declaration

I hereby declare that this submission is my own towards the MSC and that, to the best of my knowledge, it contains no material previously published by another person, nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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DEDICATION

This work is dedicated to the Almighty God for granting me wisdom, knowledge, strength and my family and friends for their support and inspiration to the successful completion of this work.

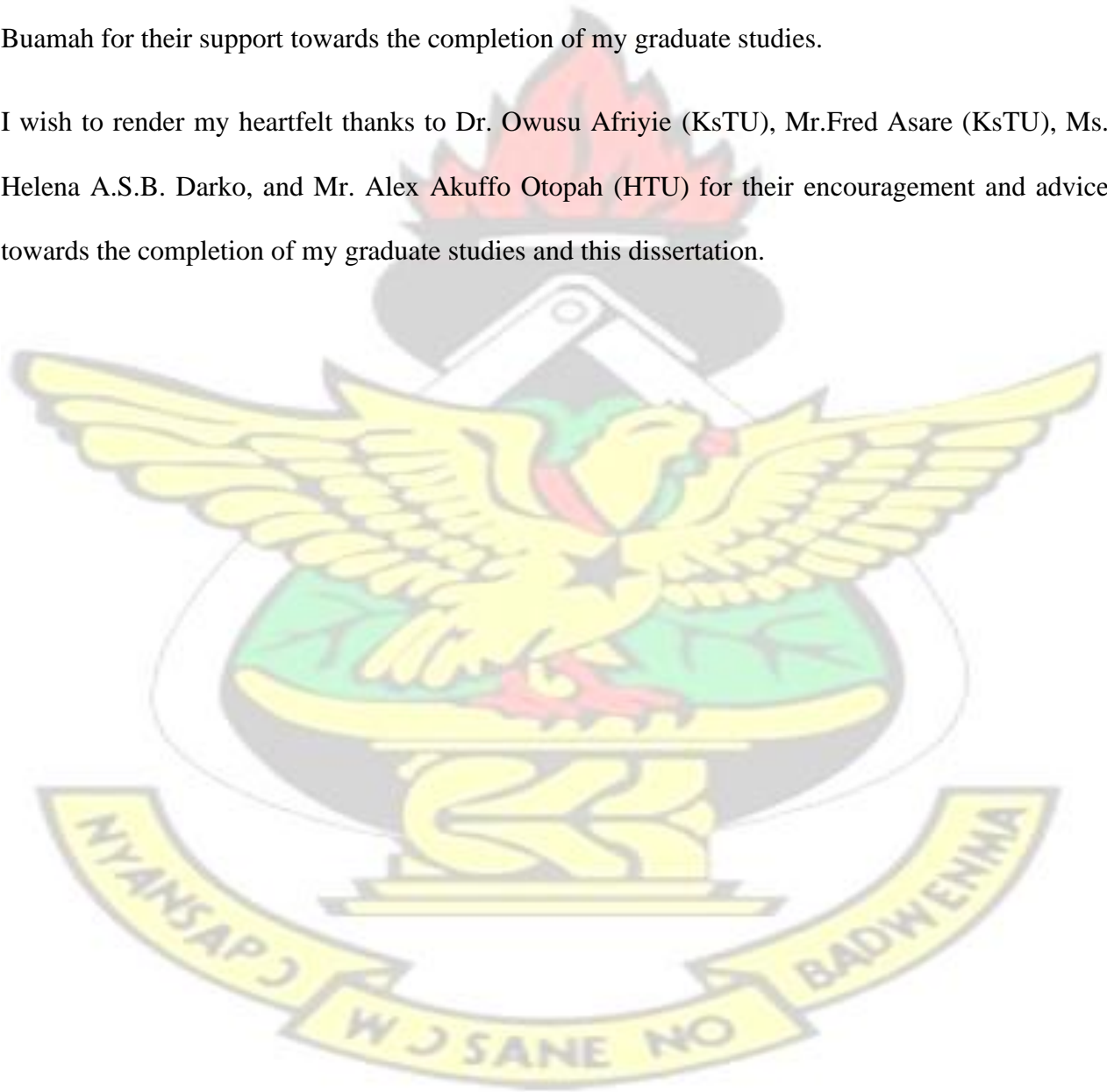


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ABSTRACT

Public relation is a vital tool for employees, customers, and organizations in the long run. In modern globalization, it is widely accepted that public relation is the key to success. This research sought to establish the impact of PR effectiveness on customer satisfaction; the mediating role of customer trust within electricity company Ghana Ltd. Specifically, the study investigated: the influence of PR effectiveness on customer satisfaction; the effect of PR effectiveness on customer trust; the relationship between customer trust and customer satisfaction; the mediating effect of customer trust in the relationship between PR effectiveness and customer satisfaction. The literature was reviewed theoretically. The study used Convenience sampling approach, a total of 200 respondents were obtained from the customers via an internet survey. Data were analyzed using Statistical Package for Social Scientists (SPSS) and Structural Equation Modelling (SEM) to assess the strength of relationship and model fit. The research design is descriptive and the data was collected using a cross-sectional survey method. The study found that Customer trust positively and significantly influences customer satisfaction; PR Effectiveness positively and significantly effects customer satisfaction; PR effectiveness positively and customer trust mediates the relationship between PR effectiveness and customer satisfaction. The research therefore recommends that stronger communication mechanisms should be installed and well-integrated into the system to ensure easier and more convenient dissemination of information to the public. The PR department of any organization contributes to its development and improves an integrated PR department that should be installed in an organization and be adequately funded in order for them to effectively carry out their task in a manner that customers will be satisfied with.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The effect of public relations in improving customer satisfaction in a firm cannot be undervalued, particularly in this competitive and consumer-centric civilization that companies are in, as a company's image is what determines its win or failure. Without some PR efforts to gain goodwill and public interest, it will be difficult, if not impossible, for a for-profit organization like Electricity Company Ghana Ltd to achieve growth, increase sales and profit, Olabintan (2012).

Research by Mehta et al, (2009) emphasized some of the obligations of a public relations practitioner, such as safeguarding successful communication among a firm and its public, monitoring and answering to matters, and upholding an effective work atmosphere. Public relations are an essential part of any firms. It offers firms with the chance to monitor, discuss, and reply to matters affecting key organizational publics (Lamb and McKee, 2010). Presently, public relations has evolved from a manufacturing based in the United States of America to a global profession (Yang et al, 2014). It is value observing that public relations practice has now spread to nations with different economic, cultures, and political systems, and different stages of growth (Culbertson, 1996; Curtin et al, 2012). Gregory (2004) defines the nature of Public Relations as fast-moving, dynamic, constantly evolving, in the thick of things. Per Sriramesh (2009), PR in developing countries has undergone a transformation due to its emphasis on country building, forcing them to hire public relations practitioners for such aims.

According to (Ruslan 2012), Public Relations is the specialty of leadership and helps to build, to renew, not uncommon places in the employer and its public, in terms of communication, understanding, recognition and collaboration; related to control in overcoming issues/issues, assisting control in following and using alternatives effectively; act as an early warning device to await developments within the use of studies and informed and moral communicate strategies as number one means. According to Windahl (2008), public relations is something consisting of a summary of all planned communication, equally inside and outside the firm, to accomplish specific purposes based on common understanding.

Public relations practitioners have struggled for many years to determine the functions, position, and contribution of PR to the success of organizational purposes (Anani, 2021). This is largely because most businesses do not understand or value the role that public relation plays in business management. Though PR has been around for several periods, some studies argue that it has not yet been recognized as a profession (Sriramesh, 2006). So far, according to study by Bowen (2010), the creation of institutional institutions that define the role and objective of public relations has resulted in the profession receiving far more respect. Customers must trust service providers in order for them to continue receiving their services (loans, deposits, withdrawals, etc.). Trust in the context of banking refers to a client's confidence in the calibre and dependability of the services received (Garbarino and Johnson, 1999). According to reference (Suvittawat, 2015), customers' perceptions of risk are decreased by mutual trust between a bank and its clients. Trust is cited as a factor in many research (Magasi, 2016; Lee and S. Moghavvemi, 2015; Amin, Isa, and Fontaine, 2013; Hasan, Kiong, and Ainuddin, 2014) as a means of enhancing customer retention. According to Magasi (2016), clients become loyal when they have complete faith in the bank. Customers are more likely to be satisfied because they believe that the company provides high-quality services,

which they like and trust. As said by (Amin, Isa, and Fontaine, 2013), customer satisfaction occurs when the requirements and expectations of the consumer are met or surpassed by the services and products that are offered by specific businesses.

The vital role that PR professionals play in controlling the flow of information, increasingly participating key audiences, forming strong connections, attempting to uphold a positive reputation at all times and in all circumstances, and through public relations measurement aids the organisation in achieving strategic corporate goals (Public Relations Society of America PRSA, 2012). Comparable changes have occurred in Ghana's PR practices, which now play a substantial role in the majority of organisations. This indicates that PR is developing and that practitioners are taking on strategic management tasks that have been linked to increased organizational success. Economic, social, technological, and communications advancements around the world are mostly to blame for the rising importance of public relations (PR) and client trust within businesses. As more businesses conduct business internationally, the market has become more competitive. As a result, the study is pertinent since it aims to gauge customer satisfaction at Electricity Company Ghana Ltd. through PR effectiveness and consumer trust.

1.2 Statement of the Problem

Without giving customer satisfaction the attention, it deserves, no service organisation could ever succeed. For the majority of service businesses, long-term client satisfaction acquisition and retention are essential to success (Rust et al. 2004; Reinartz et al. 2005; Wilson, Zeithaml, Bitner & Gremler, 2008). Thus, it is crucial to comprehend why clients choose to purchase from a service provider. Several potential buying drivers have been noted by service study. Consumers constantly aim for complete satisfaction with the goods or services they buy. In order to succeed in the market

today, you must develop customer relationships in addition to your product offerings. Delivering greater value to target clients than competitors is necessary for developing customer relationships (Riaz and Tanveer, 2012). Customer input on a certain service determines whether a business provides services that please customers or not (Kotler & Keller, 2009).

To fulfil predicted future demand and support economic growth as envisioned in the government's growth and poverty reduction policy, Ghana needs a reliable energy supply. To meet the peak electricity demand anticipated in 2020, the installed capacity, which is currently little under 2000 MW, must be more than doubled. Unfortunately, the current fuel mix used in Ghana for grid power generation will not be sufficient to fulfil future supply needs to elevate the country's economy to middle-income level. High quality service is thought to be a significant difficulty for ECG. Both industrial and home consumers continue to complain since it has had a detrimental influence on socio-economic activity. Exploring additional energy sources, such as nuclear power to produce electricity, is the only other option to prevent supply disruptions, which is obviously a big issue given the nation's dearth of energy experts. Due to the inadequate gas supply, H. Asogli Thermal Plant and that of Takoradi, the other two energy sources that were supposed to increase the hydroelectric power supply in Akosombo, have also recently collapsed. The level of service provided to ECG's clients has been impacted by this bad state. This makes the study's issue deserving of further investigation.

Over time, the field of public relations has changed from one where professionals were tasked with spreading information among businesses and the public to one where relationships between businesses and the public were managed. The need for enterprises understanding the significance of boardroom PR as a planned corporate partner and a crucial aspect of firm planning and operations is highlighted in Boakyee, (2021). PR must be deliberately managed and used in order to function

well and significantly contribute to business success. Customer trust can show a mediating impact in the association among public relations effectiveness and consumer satisfaction.

Numerous academics have written about the importance of public relations in business settings (see, for example, Gilaninia et al, 2013; Grunig, 2001) and have emphasized the necessity of incorporating public relations methods into management. These studies have also uncovered various advantages of PR strategies for corporate entities. In accordance with the information found in the literature, this study contrasts the need to examine the effectiveness of PR on customer satisfaction; mediating customer trust to determine how the industry is practicing and how effective it is for the Electricity Company of Ghana. Several factors influence customer confidence; However, in this study, we only emphasize perceptions of corporate PR effectiveness and customer satisfaction, which are prerequisites for customer trust from the customer's perspective. When searching for relevant information about a specific service, customers must contend with a lack of objective and quantifiable attributes as services are often intangible. This elusiveness leads customers to use business-related elements and makes them more likely to value globalization, Lovelock and Wright, (2016). In this sense, PR effectiveness and customer satisfaction together form a comprehensive assessment that stands out from all the information that the customer has to deal with. Therefore, this study was motivated by the academic need to focus on the Public Relations practices of the Electricity Company of Ghana.

1.3 Objective of the Study

The main objective of this research is to evaluate the impact of PR effectiveness on customer satisfaction; the mediating role of customer trust, evidence from the Electricity Company of Ghana Ltd.

1.3.1 The specific objectives were:

1. To investigate the connection between customer trust and customer satisfaction.
2. To explore the impact of PR effectiveness on customer satisfaction.
3. To explore the effect of PR effectiveness on customer trust.
4. To explore the mediating influence of customer trust in the association between PR effectiveness and customer satisfaction.

1.4 Research Question

1. To what extent does the influence of customer trust influence customer satisfaction?
2. What is the impact of PR effectiveness on customer satisfaction?
3. What is the connection among PR effectiveness and customer trust?
4. To what extent does customer trust mediate the association between PR effectiveness and customer satisfaction?

1.5 Scope of the Research

The research scope refers to the parameters of the research operation, i. H. the question under investigation among a certain boundary/domain (Simon & Goes, 2011). A sample of selected Ghana Electricity Corporation customers is included in this study. This study specifically focuses on the key government divisions, departments and agencies, namely the Ghana Police Service, the Ghana

Army, the Head of Local Government Office, Social Security and the National Insurance Trust (SSNIT). The scope of this research is hence limited to the agencies mentioned above. This concerns the parameters within which research-based learning moves, i. H. the question under investigation within a certain boundary/domain (Simon & Goes, 2011). Data is only collected from the above institutions and therefore the conclusions drawn from the collected data apply primarily to these organizations. Therefore, the results of this research cannot reasonably be stretched to the characteristics of other governmental organizations or bodies. Nevertheless, the results of this research can serve as a reference point for investigating other alike companies to those mentioned above.

1.6 Significance of the Research

The research's importance warrants investigation because it aims to provide answers to a number of questions. Because there is a dearth of empirical literature on public relations practice in government institutions, this research intends to add to the body of knowledge about this practice in Africa, particularly in Ghana. As a result, the findings of this research will make an effort to supplement the area's arguably insufficient empirical studies of Ghana. This research will be extremely helpful in regards to the practice of PR, particularly in governmental businesses, as it aims to shed light on the most beneficial methods, techniques, and obstacles that exist in this area. In order to inform on the finest methods of public relations practice by governmental entities in Ghana and elsewhere, the research will aim to serve as one of the important references.

The research will also be helpful in developing policies linked to corporate communications and public relations strategies used by government agencies. The results of this research will be helpful in formulating regulations that aim to boost the effectiveness of present public relations techniques in government agencies.

Furthermore, the survey offers the leadership of the Electricity Company of Ghana additional opportunity to review its customer satisfaction approach objectively and put any necessary recommendations into practice. Because it aims to provide answers to a number of questions, the significance of this research makes it worthwhile to examine. Due to the lack of empirical research on public entities, this study attempts to contribute to the body of knowledge about public relations practices in Africa, especially in Ghana.

The results of this study will therefore attempt to supplement the seemingly insufficient empirical research on Ghana in the area discussed. This research will be very helpful in regards to the practice of outreach, especially in governmental entities, as it aims to provide details on the best techniques, the most efficient tool usage, and some important information challenges. The research is intended to serve as a crucial reference point for determining the optimal public relations strategy for governmental entities in Ghana and elsewhere. The results of this analysis will have a significant impact on how government agencies make decisions in the field of management communications and public relations. The results from this study will be incorporated into the formulation of recommendations intended to enhance the efficacy of present public relations techniques in governmental bodies. The survey also gives the management of the Ghana Electric Power Company an additional chance to assess critically their customer satisfaction approach and make the required improvements.

1.7 Organization of the study

The study is divided into the following 5 sections: The first section serves as an introduction to the whole study and provides a general summary. The literature review, which is the second section, highlights pertinent issues pertaining to public relations practices, along with the associated issues,

difficulties, and working theories of public relations practices. The research methodology, design, and method of data collecting are addressed in Section 3. The section four analyses data using study findings and investigations. The concluding Section provides a summary, draws conclusions, and offers suggestions.



CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This section presents various perspectives from the existing literature and related research related to public relations practice. This chapter focuses on the theoretical framework underpinning the current research. In addition, this chapter also reviews the existing literature related to the research objectives.

2.2 Empirical Evidence of Existing Literature

2.2.1 The Concept PR Practice

Public relations is a vital part of contemporary life and has a significant impact on a variety of sectors including government, business, and communities (Black, 1976). Suppose if the government offers services that people cannot, such as social services, national museums, mass transit, fire protection, security, wildlife protection, and national defense (Omondi, 2006). Public relations professionals and employees in these government organisations have a duty to help the government assess the accomplishment of its objectives and give the populace enough knowledge to enable self-governance (Aronoff and Baskin, 1983). Public relations are essential in developing a government's reputation. As in UK, elite public relations specialists play a crucial role in government (Dozier et al., 2013). A government department's designated press secretary or chief information officer counsels the minister of state on all PR-related issues, offers analysis and quotes to the media, and occasionally draughts speeches for the minister.

In accordance with a survey conducted in Kenya by Omondi (2006), the presence of public relations specialists in various ministries and departments aids in maintaining cordial ties between the general public and the government by ensuring that any information they wish to share with the media is received as effectively as possible and with sufficient publicity. The study indicated that while a minority claimed PR had a moderate influence on their firms, the majority of respondents believed PR tactics had a strong impact on government ministries and departments. For a research on the public relations of enterprises in Ghana, Baah (2007) conducted interviews with and surveys of 51 individuals (especially managers and public relations specialists) in Accra. Her findings indicate that, at the time of her research in the early 1990s, Ghana did not view public relations as a viable profession.

In quite a while, Wu and Baah-Boakye (2007) study of Ghana's public relations practices revealed that these practices are growing more professional as most of the participants hold managerial positions within their respective firms. You have the ability to make decisions in order to advance in these organisations. According to a research done in Kenya by Omondi (2006), public relations officers seconded to ministries and departments should keep in touch on a regular basis to guarantee that whatever message they desire to share with the public through the media is given the best possible publicity. Simply put, accomplish their objectives in the public realm (Bernays, 2013).

2.2.2 Challenges Associated with PR Practice

Public relations, like all professions, faces difficulties. After conducting in-depth focus group interviews as well as discussions, Hogg and Doolan (1999) discovered that although public relations practitioners themselves have little understanding of their role within the business, opportunities are managed as strategic because the CEO of the firm has a clear understanding of public relations. Influencing public opinion and organizing the coalition are part of the strategy. According to

research, resources and prior impressions have a vital influence on whether a firm decides to hire a PR practitioner. The relevance of the PR function is also not widely acknowledged by senior managers in many businesses, according to study on this topic done by (Jjuuko, 2014) when evaluating the connection among PR training and PR practice in Rwanda. The biggest barrier to the exercise of PR is top management's ignorance of the function of public relations practitioners. Hence, PROs hardly ever put what they learn at school into practice. As per Steyn (2007), one of the main issues facing PR practice is the absence of an effective national communication policy framework. This, along with the top management's lack of enthusiasm for and comprehension of the role and purpose of public relations, are major problems for Kenyan public relations practice. On the contrary, Wu and Baah-Boakye (2007) conducted a research on the subject of PR practice in Ghana that involved 120 businesses and Public sector agencies. According to the survey, top management in Ghana was where most PR initiatives were performed. Practitioners of public relations have managerial positions within businesses. Men and women practitioners received the same level of respect in their workplaces, it was also discovered.

The vital importance of PR was generally understood, but professional PR practice was at a low level since offices were not professionally and structurally constituted, according to Gezihagne's (2018) study of 13 state universities in Ethiopia. The study's findings suggest that PR professionals have a limited understanding of the idea of public relations, especially in terms of the discipline's managerial role in preserving a common understanding with internal and external publics, as opposed to believing that their role is to debate rather than mediate. The same survey revealed a lack of expertise. The main difficulties faced by public relations professionals are unskilled staff, a poor work environment, a lack of empowerment, inadequate training for capacity building, a lack of infrastructure, and insufficient support from pertinent leaders. The PR departments of various

organisations in Ghana confront some difficulties, according to Opoku et al. (2018). The absence of effective on-the-job training for Assembly PR workers, a lack of resources to support PR plans and techniques, and a lack of cooperation with other departments and units in Assembly are a few of the difficulties.

2.3 Customer Satisfaction

Customers' satisfaction has historically been thought of as (i) a cognitive state, (ii) influenced by prior cognition, and (iii) a connected quality, according to (Simbolon et al., 2020; Qalati et al., 2021; Tho et al., 2017; Samadou and Kim, 2018; Samoggia et al., 2021;). Yet, more recently, customer satisfaction experts have begun to acknowledge that simply cognitive approaches might not be adequate to model satisfaction judgements. The emotional component of customer satisfaction must be understood, always in relation to the cognitive influence. In general, satisfaction is the experience of the cognitive and emotional elements of goods and services, as well as the overall assessment of all of their different features and characteristics.

The study suggests two complimentary research directions to develop tourist satisfaction with prior experiences, quality and expectations, and confirmation/denial processes in order to unite these two theoretical approaches (cognitive and emotive). According to (Parry et al., 2021), visitor experiences in wet environments, accessibility of recreational programmes, and general satisfaction are all good measures of satisfaction. Only overall satisfaction metrics are used by (Bernarto and Purwanto 2022; Opata et al., 2021; Parry et al., 2021) to gauge satisfaction with previous tourist visits. Scholars (Konuk, 2019b; Parry et al., 2021; Opata et al. 2021) used 13 satisfaction indicators, including land travel arrangements, onboard entertainment areas, clean and orderly public areas on board, safety equipment, sailing experience, personal tidiness of staff, courtesy, specific knowledge

of staff, confidence of staff, overall accuracy and service, communication of staff, and appropriateness of shipping uniforms. Also, they listed a number of factors that contribute to satisfaction, such as accessibility, low-cost locations, cleanliness and health, physical activity and practise, peace and quiet, and interaction with nature. The five dimensions of customer satisfaction in the service industry are mentioned in the indicators of (Konuk, 2019b; Parry et al., 2021; Opata et al.2021), which are used to calculate all the indicators above. For instance, 1) Customer happiness with the process; 2) Customer satisfaction with personal treatment; 3) Customer contentment with waiting time; 4) Customer satisfaction with the service overall.

2.4 Customer Trust

For human-business connections, trust is vital (Hsu et al., 2007; Van Tonder and Petzer, 2018). Many studies in fields like sociology, social psychology, economics, and marketing have shown this to be true (Hsu et al., 2007). Because customers should pay for services they have not yet gotten or used, trust is vital in stakeholder interactions (Morgan & Hunt, 1994). Trust is the readiness to rely on a confident exchange partner, per Moorman et al. (1993). Trust therefore also has to do with the reputation and standing of the service provider's business. Credible refers to a customer's trust in the reliability of the service provider's statements and assurances, whereas Ren denotes the customer's conviction in the service provider's good faith intentions (Cater et al 2009; Doney et al, 1997; Fullerton, 2011; Tabrani et al. , 2018). Similarly, trust is defined as the conviction that a third party would act or behave in a socially responsible manner and, as a result, fulfil the expectations of the party invoking it without preying on its flaws (Gefen, 2000). Consequently, trust enables consumers to divulge personal information, make purchases of goods and services, and take actions based on a conviction that information is confidential (Ponder et al., 2016). Customers are more

willing to offer pertinent information to guarantee that the connection grows when they believe a service provider to be trustworthy (Cazier et al., 2007).

As it provides protection from a loss of trust, which is seen as one of the main causes of customer non-engagement, trust has been identified as a stimulant for connections between consumers and marketers (Kosiba et al., 2018; Pavlou, 2003). All interactions or trades must involve some level of trust, hence CE is regarded as being trust-driven. In turn, people in a relationship are more inclined to cooperate in encounters or trades once trust has been formed (Luo, 2002). As a result, trust may be considered as a CE driver because it encourages cooperation and interaction, both of which are essential for developing a long-lasting relationship with customers. Trust is a multifaceted structure, as many studies have revealed (Abrams et al., 2003; Hsu et al., 2007; Gefen et al., 2003; Kosiba et al., 2018).

2.5 Theoretical Framework

Theories are broad guidelines and propositions concerning a subject. A "theory" is a reasonable general principle or set of principles that is used to describe a phenomenon in science (Abend, 2008). In a more philosophical setting, a theory seeks a model that can foretell future occurrences or observations, be put to the test in an experiment, or be supported by actual data (Kawulich, 2009). Public relations techniques are based on a variety of theories. Excellence theory, feminist theory, and situational theory are a few of these. Nonetheless, the following theories will be taken into account in this study:

2.5.1 The Excellence Theory

A theory of excellence is a foundational and defining assertion about what defines successful PR in a company. The idea is the outcome of a 15-year investigation conducted by Grunig, Grunig, and

Dozier (2008) to pinpoint the traits of what they refer to as "excellent communication" and businesses that practise effective PR. The theory explains how public relations improve organisational effectiveness, management, and the surrounding conditions of an institution, all of which help it function successfully (Grunig, 2008). Excellence is defined by Grunig, Grunig, and Ehling (2008) as a collection of traits and behaviours that support high-quality and enduring interactions with the public. The four PR models identified by Grunig et al, Waterman, (2012) in their earlier work are among the numerous hypotheses that make up the theory of excellence, which is based on systems theory. The Theory of Excellence combines several tactical management theories of public relations into one comprehensive framework and makes the following claims: How, why, and to what extent does communication help an organisation achieve its objectives? The importance of PR to organizations and the society in which they operate is explained by the excellence hypothesis (Grunig & Grunig, 2008). Similar to this, excellence theory aims to address what it terms the excellence question, which is: how should organisational communication and public relations functions be carried out in order to contribute most significantly to organisational effectiveness? (2007) Grunig. Four categories—the public relations function's mandate, the communication role, the public relations model, and the organisation of the communication function and its connections to other organization tasks—can be used to classify the traits of an effective public relations function.

2.5.2 Systems Theory

Throughout the 1960s and 1970s, general systems theory was built on the principles of von Betalanffy (1951). His early research focused on the theory of organic systems, where he examined how living things behave in steady-state thermodynamic equilibrium as open systems (Adams, Hester, Bradley, 2013). A system, according to von Betalanffy (1956), is a collection of

interconnected components. According to Grunig et al. (2013), systems theory is crucial for PR research. The systems approach maintains that organisations and their environments are interrelated, according to Grunig, Grunig, and Dozier (2008). likewise, the environment depends on the firm's goods and services while organisations depend on the environment for resources like raw materials, clients, supplier services, or the products they produce (Grunig & Grunig, 2008).

According to the theory, businesses are made up of a variety of interconnected and cooperative pieces that work together to adapt to changes in the numerous settings in which they operate (Ledingha, 2006). According to Godin (2009), the system is made up of three parts: the organisation, the environment, and the goals. Thus as the environment changes, the system notes the change and adjusts accordingly. Systems theory, according to Mackey (2014), directs how companies interact both internally and externally (i.e., with the greater society), as well as the measures necessary to uphold the link between the company and its audience. According to Mackey (2014), understanding this theory enables public relations professionals to plan how messages from organisations are distributed to specific audiences, invite comments from the general public, and create crisis response plans.

2.6 Hypotheses Development

2.6.1 Customer Trust and Customer Satisfaction.

Customer trust refers to the brain state of an individual in which he exhibits sensitivity to the behavior of another person/organization (Aboobucker and Bao, 2018; Marriott and Williams, 2018; Jayashankar et al., 2018; Ramos et al., 2018). It must be mentioned that enthusiasm for CT is influenced by customers' beliefs about future long-term beneficial outcomes (Aboobucker et al, 2018; Lafraxo et al., 2018; Marriott et al, 2018). CT in banking services indicates the degree to which customers trust the bank's capabilities, their confidence in the commitments made, and their

trust in the security of the bank's financial transactions (Koschate-Fischer and Gartner, 2015). Customers must have a trustworthy relationship with their bank to improve their satisfaction (Aboobucker et al, 2018; Ramos et al., 2018; Jayashankar et al., 2018). Several studies support the idea that CTs have such a strong positive impression of CS that customers are determined to continue using the same bank's services in the future (Ramos et al., 2018; Lafraxo et al., 2018; Sharma et al, 2019). Therefore, the above argument leads to the following hypothesis:

H1: Customer Trust is positively associated with Customer Satisfaction.

2.6.2 Public Relations and customer satisfaction

Lovelock & Wirtz (2004) defined facilitation as “all activities undertaken by an firm to promote or enhance its reputation in the community, such as support and active participation in social, , health, environmental and public issues”. Whether the purpose is for-profit or not, PR can serve as an effective medium for conveying information between parties. Ngwenya et al. (2015) assert that the dominance of public relations in today's economy and its existence as an essential intermediary between firms and their publics justifies the need for communication between organizations and their publics. Christian et al, (2013) research discovered a link between customer satisfaction and public relations, but they came to the conclusion that it was inconsequential. According to Hsieh & Li (2008), firms should engage in active public relations in order to increase employee loyalty. Nevertheless, a research conducted by Simangunsong and Sutrisna (2017) discovered a positive association among public relations and customer satisfaction. The first research hypothesis is as follows:

H2: PR effectiveness is positively associated with customer satisfaction.

2.6.3 PR Effectiveness and Customer Trust

The research demonstrates that professional organizational communicators, like those working in marketing and public relations, decrease public confidence (Rawlins, 2007; Callison, 2001). Conversely, other internal non-professional communications support roles are gaining in importance, and they are rated significantly higher than the CEO. This allows employees to be seen as important conduits for 'people like me' and ambassadors for disseminating the organization's message (Saunders, 2016; Andersson et al. 2019). Additionally, employees with specific knowledge and channel capabilities are the new powerful business influencers Andersson et al. (2019). With this knowledge, having a varied internal public becomes an important task of the communications department, rather than relying solely on leaders, Tench et al., (2017). Outside the organization, likewise, with a virtual public domain, the firm can no longer rely on exclusive access to the public. (Niederhäuser & Rosenberger Staub, (2018) argue that social media provides a way for firms to act transparently and argue that social media use can increase accuracy, credibility, honesty, trust, and truth-telling. However, the Internet trust is a hot topic in interpersonal and organizational relations (Niederhäuser, & Rosenberger Staub, (2018) and Trust Affects How Stakeholders How Rationalize Information in social media, Tench et al., (2017). Based on trust and " People like me" Same principle of social media Channels are perceived as more credible than traditional media due to their authenticity. Individuals value having more information sources and believe that the general population is primarily responsible for the distribution of information, according to Andersson et al (2019). Consequently, knowledgeable friends, relatives, and coworkers are the most reliable source audiences (36%), whereas bloggers, forums, and online groups are less reliable (Callison et al, 2001). Based on the sum up, suppose;

H3: PR effectiveness is positively associated with Customer Trust.

2.6.4 The Mediating Effect of Customer Trust on PR Effectiveness and Customer Satisfaction.

PR effectiveness is crucial in shaping customer attitudes and behaviors, thereby further increasing trust and customer satisfaction (Fang et al., 2011). Therefore, corporate responsibility is essential to define organizational goals to earn customer respect, market share and reputation.

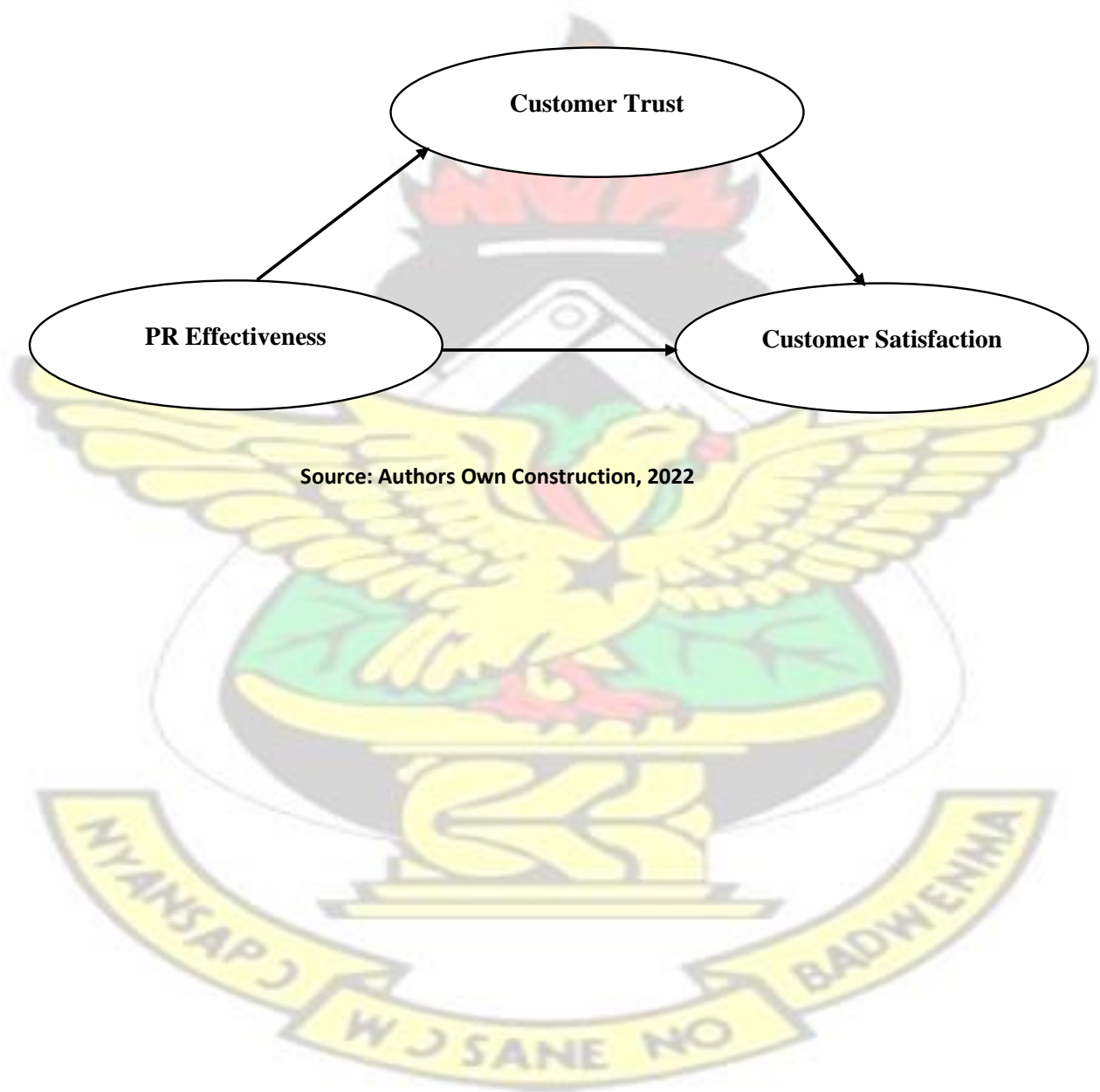
Some studies have shown that trust is a mediating variable in models that incorporate components of PR effectiveness (Chaudhuri, A., & Holbrook, M. B. 2001), or that it is a set of Effects of outcomes are enforced by consumers and their commitment (Gurviez, & Korchia, 2002) and even their loyalty [Guenzi, Johnson & Castaldo, 2009]. In this study, we use trust as a mediating variable between a company's customer satisfaction in terms of the effectiveness of various forms of PR and his loyalty to the company. There are two reasons that justify our choice. First, previous research has highlighted the strong link between the effectiveness of some forms of PR and trust. For example, for consumers, a firm's established reputation is indicative of their trust in that firm (Moorman, Zaltman, & Deshpande, 1992), or it can restore consumer trust in a crisis situation (Greyser, 2009). Furthermore, PR effectiveness is said to affect trust in different settings, especially in government services (Flavian, Guinaliu, & Torres, 2005). Second, PR effectiveness is an important concept that applies to firms as a firm-level concept that relies on a set of decisions and actions taken by the firm and is often a source of customer trust (Zboja, & Voorhees, 2006; Luk and Yip, 2008; Singh and Sirdeshmukh, 2000). To build or enhance customer trust, research to date suggests that a company's strategy should be based, inter alia, on cultivating a positive image (Bennett and Gabriel, 2001; Michaelis et al., 2008). The following assumptions encompass these expectations:

H4: Customer trust mediates the association among PR effectiveness and customer satisfaction.

2.7 Conceptual framework

Based on the above literature review, the following research model can be proposed:

2.7.1 Conceptual framework



CHAPTER THREE

RESEARCH METHODOLOGY AND ORGANISATIONAL PROFILE

3.1 Introduction

This chapter of the study presents techniques and strategies which have been used in the study. The main issues that have been covered in the study include; research design, population of the study, the sample and sampling techniques of the study, the processes involved in data collection and ethical consideration.

3.2 Research Design

Research design defines the overall processes employed by a researcher to address the objectives of a research study (Creswell, 2009). This study employed quantitative approach and descriptive survey design. This is because quantifiable data was collected and statistical data analysis was conducted. Besides, the causes of effects relationship of the study were taken care of by the descriptive survey design. The aforementioned designs were used to is to evaluate the impact of public relations effectiveness on customer satisfaction; the mediating role customer trust. Evidence from ECG Ltd.

3.3 Population

The term "population" describes the group of people who will be sampled. Because of the nature of the ongoing research, participants were expected to have specialized understanding PR.

According to Mugenda et al. (2003), a population is a collection of people or things that have the same formal characteristics. The survey comprised over 1500 ECG clients, including a subset of Ghanaian city of Kumasi's public sector employees. It will notably target important government

offices, ministries, and organisations, including the Office of the Head of Local Government, Ghana Police Service, Ghana Army, Social Security, and National Insurance Trust (SSNIT).

3.4 Sample size and sampling procedure

Sampling is the process of using representative in place of the actual population due to limitations such as monetary factors and time constraint. Sampling plays a very beneficial role of assisting the researcher in selecting a required number from an entire population (Saunders et al., 2018). The study used the systematic sampling technique to select 200 participants for the research. The sample size selection was based on Pallant (2007) assertion that 15% of a given homogenous population is adequate for statistical analysis.

3.5 Questionnaire

The study's aims were taken into consideration when designing the questionnaire. Use structured questionnaires to conduct fieldwork on the topic's numerous facets. To gather primary data, respondents completed a structured questionnaire with both closed- and open-ended questions, which they then promptly returned. The questions were created for employees in Ghana's Kumasi metropolitan area working in the public sector. The theme serves as the main focus of the questions. There are three different kinds of questions: multiple-choice, open-ended, and closed-ended. Using the questionnaire helps to strengthen the research's validity and reliability.

3.6 Pilot/Testing

A pilot test may be a pre-test performed with a limited number of respondents with identical characteristics to establish a more suitable sample with a specific survey (Bloch, Szklo and Kuschnir, 2015). It allows researchers detect mistakes and make required changes to an updated

questionnaire to minimize the likelihood of threats that could impact the whole report. Bloch, Szklo and Kuschmir (2015) thought it was reasonable to include a survey of 15 to 30 respondents. In the course of an exam. Therefore, a pilot study with 20 respondents was performed for this report. Convenience sampling was used to pick respondents to elicit verbal questionnaire input. In presenting the buyer's viewpoint on the report, the comments were significant. Instead of the wording of the questions, most of the responses were about the font size. Ten respondents were satisfied with the questionnaire and did not recommend any changes. Four recommended increasing the font size while six suggested changes to the investigation instructions.

3.7 Data Analysis

According to Smith (2011), data analysis is concerned with the way raw data is organized in order to extract meaningful information from the obtained data. Analyze information to check hypotheses and achieve research goals. Frankfort-Nachmias and Nachmias (2008) assumed that the descriptive statistical method of knowledge analysis is essential for quantitative business and scientific research. Therefore, descriptive statistics are used to evaluate the mean, variance, frequency, and outliers. The research adopts a descriptive design. The social science statistical software package (SPSS) version 20.0 was used to encode and cross-check the demographic variables of the study, and the structural equation modeling (SEM) technology use partial least squares (PLS) software) version 3.0 Used to view the hypothetical relationship of the research.

3.8 Validity and Reliability Test

The Cronbach alpha test was carried out to ensure the measurement equipment's dependability. According to Kent (2007), the degree to which a scale's software generates consistent results after multiple measurements is what is meant by reliability. On the scale of social, economic, and institutional aspects, the Cronbach's coefficient alpha (α) was used to get the mean reliability coefficient. Cronbach's alpha has a value between 0 and 1, with a number closer to 1 indicating greater reliability. The alpha threshold for straightforward investigations was first set at 0.5, as indicated by Hair et al. (2006), however the value was later increased to 0.7. The 0.5 cutoff value in this study applies to the parameter. With respect to the measurement of variables, most of the items were taken from the study made with the aid of Cohen and Sayag (2010), because they tally with the targets of the current study.

3.9 Ethical Considerations

In this study, in order for it to be ethically successful, the researchers had to maintain the confidentiality of all interviewees and participants throughout the data search process. In addition, the report did not include the real name of the informant. The case study domain as an informant was informed of the aim of the research prior to the data collection process. Data collection arrangements were made through on-site interviews with respondents and an agreement was reached on the date and time of data collection in the organization.

3.10 Overview of Energy sector in Ghana

The nature of Ghana's energy sector is such that the government is involved in the processes of energy production, distribution, and trading. Energy is derived from both renewable sources and

fossil fuels, which form the basis for electricity supply and consumption in the country. Gas is the main source of electricity generation in Ghana, followed by hydropower.

The renewable energy capacity in Ghana stood at 1,700 megawatts in 2021, having followed an increasing trend since 2012. This means that the capacity for renewable energy production has experienced growth over the last years. Hydropower and solar power are some of the main renewable energy sources in the country, although the latter has a relatively lower generation capacity. Fossil fuels have also progressively contributed to Ghana's national energy production mix. In 2020, the country produced around 2.4 million metric tons of oil equivalent of natural gas, while the crude oil output reached 173,000 barrels per day. Overall, energy sources have played a role in increasing carbon dioxide (CO₂) emissions in Ghana and Africa. In West Africa alone, nearly 175 million metric tons of CO₂ were released from these sources in 2021, indicating the growing need for a renewable energy approach.

Among Ghana's energy consumers, including industries and residents, energy supply is crucial for constant and efficient consumption. In 2020, the country supplied more than 12 million metric tons of oil equivalent of energy, which was an all-time high compared to the five preceding years. Specifically, in 2020, the total energy supply from natural gas and hydro sources reached approximately three million metric tons of oil equivalent and 627,000 metric tons of oil equivalent, respectively. In terms of consumption, the total amount of primary energy consumed amounted to 100 terawatt hours as of 2019, translating to about 3,180 kilowatt hours per capita. Ghana's final energy consumption, which refers to what is consumed by end users, reached around 8.6 million tons of oil equivalent in 2020. Petroleum and biomass were the most consumed energy products.

In 2020, Ghana's trade in electrical energy consisted of a larger volume of imports than exports, producing a negative trade balance. This has been the case since 2018. However, in the five years

preceding 2018, electricity exports were higher than imports. The country has neighboring countries that depend on it for electricity supply. These include Benin, Burkina Faso, and Côte d'Ivoire. For instance, in 2020, the Burkina Faso-owned electricity company, SONABEL, imported electricity from Ghana worth around 990 gigawatt hours. In terms of fossil fuels, the volume of crude oil exports from Ghana has remained higher than the quantity imported since 2018. Moreover, the country imported more than 18.7 trillion British thermal units of natural gas in 2021.

3.11. Chapter Summary

This section discusses the methods used to collect research data and the methods of analysis. It also describes sampling procedures, study design, data sources, and data analysis techniques, including correlation and regression. A total of two hundred (200) participants were sampled for the research. The study further discusses the study population, sample and sampling techniques, data analysis, validity methods, and ethical considerations.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This section purposes to process raw data into meaningful results. This is achieved by using statistical tools to analyze data collected from respondents on the impact of PR effectiveness on customer satisfaction; This chapter is presented in stages. The first stage centered on the demographic information of the participants. The next stage considers the key variables being studied and their existing relationships according to the research objectives.

4.2 Demographic information of participants

The demographic information of the participants necessary for the research are presented in the Table 4.1 below. Participants have been profiled according to gender, age, number of year(s) you have been with the insurance firm and academic qualification.

4.2.1 Demographic Profile of Respondents

The demographic information of participants necessary for the research are presented in the Table 4.1 below. Participants have been profiled according to gender, age and academic qualification.

Table 4.1 Demographic Characteristics of the respondents

Variables	Categories	Frequency	Percent
Gender	Male	82	41 %
	Female	118	59 %
	Total	200	100.0

Age	16-20years	21	10.5 %
	21-30years	94	47 %
	31-40years	62	31 %
	41-50years	23	11.5 %
	Total	200	100.0
Educational status	MSLC/JHS	5	2.5 %
	SHS	81	40.5 %
	Diploma	41	20.5 %
	Degree	59	29.5 %
	Post Graduate	11	5.5 %
	Others	3	1.5 %
	Total	200	100.0

Source: Field data (2022)

The above table shows the demographic profile of participants that were involved for the research. The outcomes discovered that out of 200 (100%) respondents, 82(41%) were males and 118(59%) were females. Moreover, the outcomes revealed that 21 (10.5%) of the respondents were up between 18- 20years, 94(47%) were between 21 to 30years, 62 (31%) of the participants were between 31 to 40 years and 23 (11.5%) of the respondents were 41-50 year. Thus, majority of the respondents were between 21 to 30years. As regard the educational level of the respondents, those with MSLC/JHS as their highest educational level were 5(2.5%). SHS educational level had 81(40.5%). Diploma educational level had 41(20.5%). Degree educational level had 59(29.5%). Post Graduate educational level had 11(5.5%). Others educational level had 3(1.5%).

respondents with diploma were 41(20.5%), Degree holders were 59(29.5%), Postgraduate level had 5(2.5%). and other 3 (1.5%).

4.3 Analysis and Outcomes of Structural Equation Modelling

These surveys involved the two-step technique of structural equation modeling (SEM) to investigate data and then test proposed study hypotheses (Anderson & Gerbing, 1988). Data analysis was performed using SPSS and smart PLS version 3.0.

4.4 Validity and Reliability Results

The outcomes show that, as proposed by Fornell and Larcker (1981), all structures in the study achieve a sufficient level of reliability based on composite reliability (CR) values exceeding 0.70. Furthermore, the Cronbach's α coefficients for the latent structures range from 0.904 to 0.949 (Table 4.2). Next, the convergent validity test is carried out, as shown in Table 4.2, the AVE is between 0.605 and 0.714. All standardized factor loadings were above 0.50, from 0.725 to 0.855, indicating that convergent validity had been achieved (Anderson & Gerbing, 1988).

4.2: Validity and Reliability Table

Research constructs	Cronbach's alpha	Rho _A	CR	AVE	Loadings
PR Effectiveness	0.904	0.906	0.929	0.725	
PRE1					0.772
PRE2					0.849

PRE3					0.855
PRE4					0.889
PRE5					0.885
Customer Trust	0.944	0.944	0.959	0.855	
CT1					0.940
CT2					0.924
CT3					0.927
CT4					0.909
Customer Satisfaction	0.949	0.949	0.961	0.804	
CS1					0.927
CS2					0.944
CS3					0.949
CS4					0.928
CS5					0.894
CS6					0.714

Source: Field data (2022)

Reliability "is consistent instrumental research, so reliability is a measure of how consistently respondents answer relevant questions". "The research tool is considered reliable if the value of Cronbach Alpha is > 0.06 (Ghozali, 2009: 45), and if item removal $<$ Cronbach Alpha" (Nugroho,

2011). Cross-loading also showed that the items had higher loads on their respective structures (i.e. above 0.60) than on the other structure (see Table 4.4). No items were removed as they all showed high loadings above 0.60.

Table 4.3: Fornell–Larcker criterion

	Customer Satisfaction	Customer Trust	PR Effectiveness
Customer Satisfaction	0.896		
Customer Trust	0.741	0.925	
PR Effectiveness	0.849	0.786	0.851

Table 4.4: Cross Loadings

	Customer Satisfaction	Customer Trust	PR Effectiveness
CS1	0.927	0.660	0.772
CS2	0.944	0.664	0.788
CS3	0.949	0.638	0.757
CS4	0.928	0.630	0.689

CS5	0.894	0.580	0.703
CS6	0.714	0.764	0.810
CT1	0.678	0.940	0.732
CT2	0.742	0.924	0.742
CT3	0.661	0.927	0.723
CT4	0.655	0.909	0.708
PRE1	0.539	0.770	0.772
PRE2	0.645	0.726	0.849
PRE3	0.830	0.589	0.855
PRE4	0.737	0.662	0.889
PRE5	0.843	0.611	0.885

4.5 Coefficients of Determination (R^2) and adjusted R^2 (R^2 adj.)

The coefficient of determinant (R^2) signifies the accuracy of prediction of constructs in structural models. The PLS–SEM technique objects at maximizing the R^2 values of endogenous latent variables in the path model. R^2 values are substantial and weak if their values are 0.75, 0.50 or 0.25, respectively. The R^2 adj. value reduces the R^2 value to compensate for adding non-significant exogenous latent variables in order to increase the explained variance R^2 . The model displays

predictive accuracy (R^2 adjusted) value of 0.733 and 0.616 toward PR Effectiveness as revealed in Table 4.6.

Table 4.6: Coefficients of determination (R^2) and R^2 adjusted

	R Square	R Square Adjusted
Customer Satisfaction	0.735	0.733
Customer Trust	0.617	0.616

The positive reading of all the variables confirm that the model fits the data perfectly.

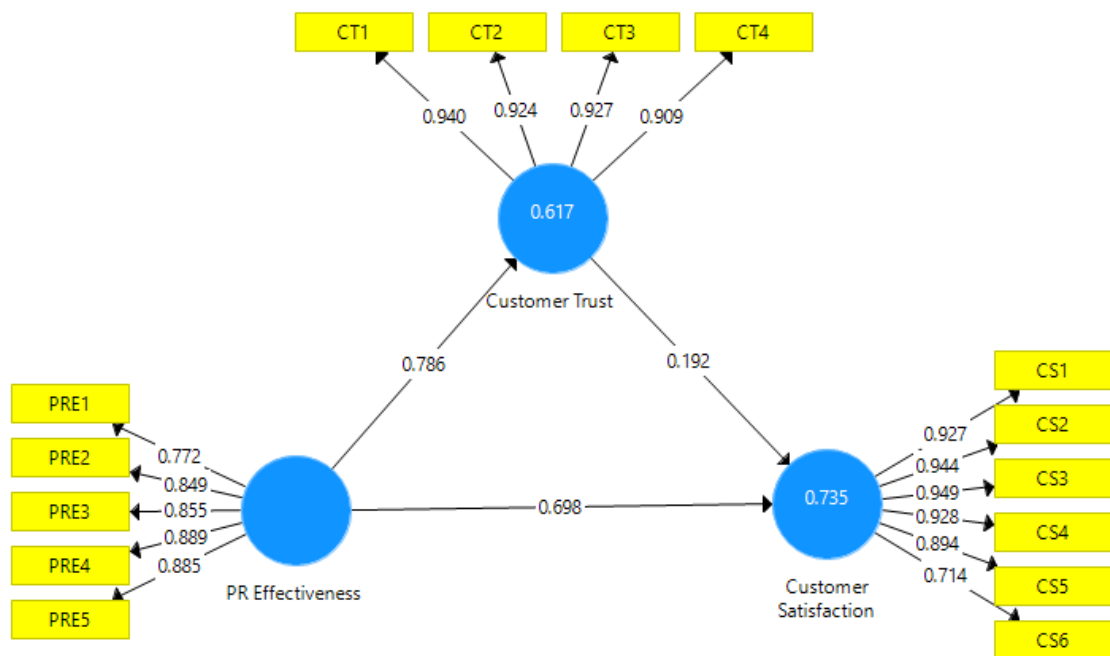


Figure 1: Structural model of the path coefficient

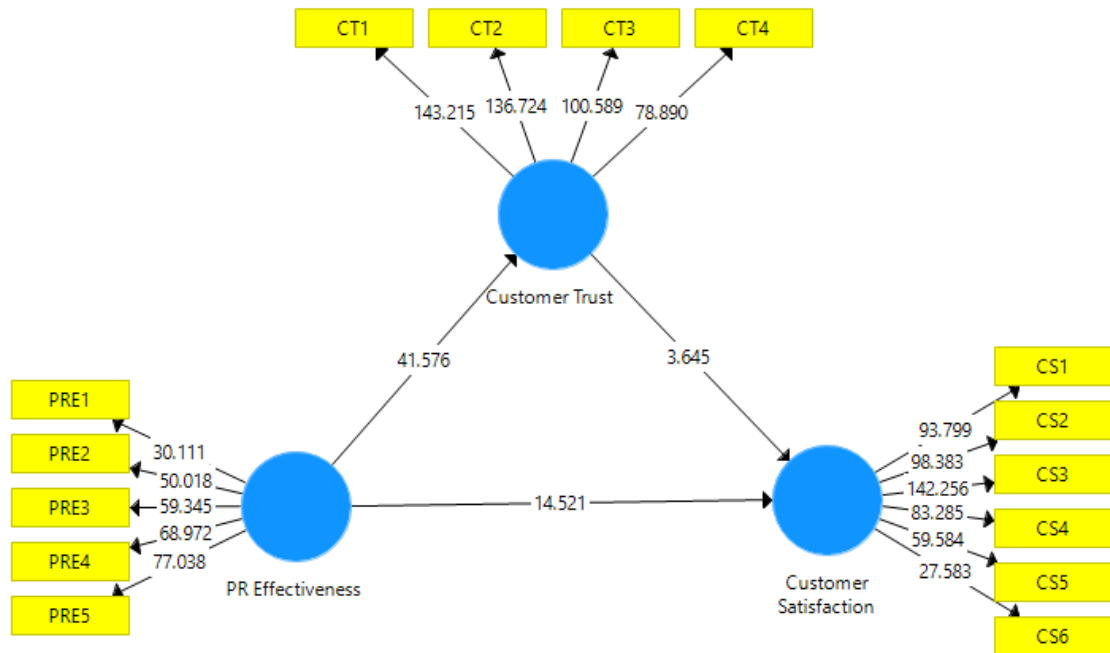


Figure 2: Structural model from the hypothesized relationships.

Table 4.7: Structural Analysis

Study's hypothesis	Mean	SD	Hypothesis	Path coefficients	T - Statistics	P - Values	Supported/ Rejected
CT -> CS	0.189	0.053	H1	0.192	3.645	0.000	Supported
PRE -> CS	0.701	0.048	H2	0.698	14.521	0.000	Supported
PRE -> CS	0.787	0.019	H3	0.786	41.576	0.000	Supported

4.6 Indirect Effects

Study's hypothesis	Path Coefficient	T Statistics	P Values	Supported /Rejected
PRE -> CT -> CS	0.151	3.609	0.000	Supported

Note: CS= Customer Satisfaction; CT = Customer Trust and PRE=PR Effectiveness.

Table 4.9: Model Fit Summary

	Saturated Model	Estimated Model
SRMR	0.109	0.109
d_ULS	1.438	1.438
d_G	1.061	1.061
Chi-Square	1435.395	1435.395
NFI	0.746	0.746

4.7 Summary of the hypothesized associations or the main objectives of the study.

Table 4.7 and Figure 2 shows the results of the tests of the hypotheses on the connection among each of the factors. Customer trust ($\beta = 0.192$, $t = 3.645$, $p = 0.000$) was found to have a substantial positive impact on customer satisfaction, thus supported H1. PR Effectiveness ($\beta = 0.698$, $t = 14.521$, $p = 0.000$) was found not to have a significantly positive impact on customer satisfaction,

thus supported H2. PR effectiveness ($\beta = 0.786$, $t = 41.576$, $p = 0.000$) was found not to have positively affect customer trust, thus supported H3. In order to give more information on model fitting, certain approximate fitting heuristics were also assessed in the manner of Bagozzi and Yi (2012), and the results showed that the indications ranged from good to excellent. With the indicators satisfying the specific criteria noted in Table 4.9, a six-factor confirmatory factor analysis model fits the data very well, with Chi-Square = 1435.395, NFI = 0.746, and SRMR = 0.109. As demonstrated in Table 4.9, all factor loading constructions were significant and positive.

4.8 The mediation analysis

The research's mediation analysis results are revealed in Table 4.8. The mediation research shows how much the indirect effect of customer trust modified the proposed direct path (PR Effectiveness and customer satisfaction). As a result, PR Effectiveness and customer satisfaction were all considered to be correlated with customer trust in this research. By comparing the directions of the various indirect paths with their direct paths and the significance levels, the mediating effect was assessed. Zhao et al. (2010) have proven the validity of this mediation analysis method. The analysis of the data confirms that customer trust mediates the association among PR effectiveness and customer satisfaction ($\beta=0.151$; $t=3.609$; $p=0.000$), thus supported H4.

4.9 Discussion

The research's aim was to create a association among PR effectiveness and customer satisfaction the mediating role customer trust on within electricity company Ghana Ltd. The precise objectives of the study were examined, and the empirical evidence is consistent with all of the following hypotheses:

4.9.1 Relationship Between Customer Trust and Customer Satisfaction

This objective of the study sought to investigate the association among Customer trust and customer satisfaction. The researchers wanted to find out the direction and strength of the relationship as a means of determining if Customer trust had an impact customer satisfaction. The regression outcome revealed that, Customer trust ($\beta = 0.192$, $t = 3.645$, $p = 0.000$) was found to have a substantially positive effect on customer satisfaction. According to previous research, there is a positive correlation among support customer trust and customer satisfaction. This finding is supported by study discovered by Gul (2014) in the Pakistani banking sector, assuming that trustworthy service performance will naturally lead to satisfied customers. Again, this is also consistent with Jemaa, & Tournois, (2014), who found that trust is an important source of satisfaction. The results are presented in table 4.7 above.

4.9.2 Relationship Between PR Effectiveness and Customer Satisfaction

This objective of the study sought to investigate the association among PR Effectiveness and customer satisfaction. The regression result shows that, PR Effectiveness ($\beta = 0.698$, $t = 14.521$, $p = 0.000$) was found not to have a substantial positive impact on customer satisfaction. The results is line with Shamsan and Otieno (2015) that strategic PR substantially affects firm performance and public relations improves organizational reputation. Also, the implementation of public policy, the coverage of government activities, the reporting of agency behavior to citizens, and the promotion of solidarity within agencies all affect public relations. The outcomes are presented in table 4.7 above.

4.9.3 Relationship Between PR Effectiveness and Customer Trust

This objective of the research sought to investigate the association among PR Effectiveness and Customer trust. The researchers wanted to find out the direction and strength of the relationship as a means of determining if PR Effectiveness had an effect Customer trust. The regression outcome revealed that, PR Effectiveness ($\beta = 0.786$, $t = 41.576$, $p = 0.000$) was found not to have positively affect Customer trust. The findings are consistent with Okeefe and Reid (2020) that successful public outreach requires a steady message that is repeated across a variety of materials and emphasized through interpersonal contacts as well as mass and local media channels. Hence, it is crucial that the program manager, through the public relations officer, has a proper plan, implementation strategy and sufficient resources to mobilize the community. The results are presented in table 4.7 above.

4.9.4 The Mediating role of Customer Trust on PR Effectiveness and Customer Satisfaction

This objective of the research sought to investigate the mediating impact of customer trust in the association among PR effectiveness and customer satisfaction. The researchers wanted to find out the direction and strength of the indirect impact of customer trust modified the proposed direct path (PR Effectiveness and customer satisfaction). The regression result confirms that customer trust mediates the association among PR effectiveness and customer satisfaction ($\beta=0.151$; $t=3.609$; $p=0.000$). The findings are consistent with some studies showing that trust is a mediating variable in a model that incorporates the components of PR effectiveness (Chaudhuri, A., & Holbrook, M. B. 2001), or that it is the result of a range of effect, including different forms of evaluation by consumers and their commitment (Gurviez, and Korchia, 2002), and even their loyalty (Guenzi, Johnson & Castaldo, 2009). The results are presented in table 4.8 above.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Summary of the Findings of the Research

The aim of this study is to explore the influences of PR effectiveness on customer satisfaction; the mediating role customer trust on within electricity company Ghana Ltd. This section presents the summary of the results of the research, draws conclusions and makes policy recommendations based on the results of the study.

5.1 Summary of Findings

This section presents a summary of the analyzed data and relates it to the research objectives and the formulated hypothesis. It summarizes the determinants of PR effectiveness on customer satisfaction; the intermediary role of customer trust in power company Ghana Ltd.

5.1.1 Relationship between Customer Trust and Customer Satisfaction

The first specific objective of this study was to establish the relationship between Customer Trust and Customer Satisfaction. The results found that there exists a significant relationship between Customer Trust and Customer Satisfaction. There is further proof to suggest that there exists a positive significant relationship between Customer Trust and Customer Satisfaction which supports the first hypothesis. This implies that trust is an important source of satisfaction.

5.1.2 Relationship between PR Effectiveness and Customer Satisfaction.

Another objective of this research was to examine the relationship between PR Effectiveness and Customer Satisfaction. Though the results indicated a positive association between PR Effectiveness and Customer Satisfaction. This implies that PR strategic substantially affects firm performance and public relations improves organizational reputation (Shamsan and Otieno 2015).

5.1.3 Relationship between PR Effectiveness and Customer Trust

The third objective of this study was to examine the relationship between PR Effectiveness and Customer Trust. The results found that there exists a significant relationship between PR Effectiveness and Customer Trust. There is further proof to suggest that there exists a positive significant relationship between PR Effectiveness and Customer Trust which supports the third hypothesis. The implication of this finding is that public outreach requires a steady message that is repeated across a variety of materials and emphasized through interpersonal contacts as well as mass and local media channels.

5.1.4 The Mediating role of Customer Trust on PR Effectiveness and Customer Satisfaction.

The fourth objective of this study was to measure The Mediating role of Customer Trust on PR Effectiveness and customer satisfaction. The study proved that customer trust has a significant positive relationship with PR Effectiveness. Also, there also exists a significant positive relationship between Customer Trust and Customer Satisfaction. This observation supports the hypothesis that customer trust will be a significant mediate on the relationship between PR Effectiveness and Customer Satisfaction. Thus, this finding confirms the studies of (Gurviez, & Korchia, 2002; Guenzi, Johnson & Castaldo, 2009; Baron, 2012)

5.2 Conclusion

The practice of PR is becoming increasingly important in helping firms achieve their aims. At its core, the PR role is to manage the relationship among an organization and its public through the use of communication tools and strategies. In recent years, public relations have made some progress in public institutions, gradually playing a significant role in the way public institutions are run.

The empirical literature has focused heavily on the way public relations is practiced in for-profit entities. At the same time, the empirical literature, especially from Ghana, on the PR practices of public bodies needs to receive more attention and attention. The importance of PR in public agencies cannot be overstated, as this study's findings show. The efficiency of PR practises in government agencies and the difficulties they encounter need to be the subject of greater investigation, particularly in Ghana.

The results of the research point out that PR effectiveness is an asset of paramount importance to electricity company Ghana. This indicated that PR effectiveness assure the sustainability of the company's life. This research extended the current existing body of knowledge related to the study of PR effectiveness in the public institutions in the context of Ghana. Findings revealed that PR effectiveness and customer trust are important predictors of customer satisfaction. **Also**, the study results led to the support of all the study hypotheses and corroborated previous studies.

The findings point to PR effectiveness as the most important asset of the Electricity company of Ghana. This shows that PR effectiveness ensures the sustainability of the firm's life. This study extends the existing body of knowledge currently relevant to research on PR effectiveness in public institutions in Ghana. The results revealed that PR effectiveness and customer trust are significant

predictors of customer satisfaction. Furthermore, the findings support all research hypotheses and corroborate previous studies.

5.3 Theoretical Implication

Theoretically, this research contributes significantly to public relations in public agencies and to the literature on customer satisfaction in several respects. First, this study linked public relations with customer satisfaction and customer trust. Despite the growing importance of PR effectiveness, it has received little attention in the PR literature (Abbas et al., 2018). Although previous studies have examined the effect of public relations on customer satisfaction, they have primarily focused on service quality and customer loyalty (e.g., Martinez et al., 2013; Raza et al., 2020). Responding to a recent call for attention by Abbas et al. (2018). The empirical relationship among PR effectiveness, customer satisfaction and customer trust are consistent with previous study (Jarvis et al., 2017). Also, customer satisfaction should be promoted to help develop customer confidence, adding valuable information for understanding customers of this market.

5.4 Practical implications

From a practical standpoint, we have found regarding Hypotheses 1, 2, 3 and 4 that a relentless effort to be a good citizen through strategic public relations initiatives will increase long-term association quality, which in turn may promote long-term success (Swimberghe and Wooldridge 2014). Our study confirmed that public relations initiatives are no longer optional and that involvement in public relations activities should be part of the long-term strategic mission of public institutions. PR activities are more likely to produce positive impact if they are viewed as trustworthy by consumers. In summary, PR effectiveness is not the dominant criterion influencing

consumer behavior (Boulstridge and Carrigan 2000); Customer satisfaction and customer trust remain important benchmarks. This study can help the business identify the various avenues available to build, enhance, or enhance consumer trust and satisfaction through the constructs deliberated above.

5.5 Recommendation for Policy Makers

Based on the results the scholar recommends the following: the analysis stated that decision-makers in governmental agencies make public relations a vital component of the lead coalition and aim to involve public relations departments in top management so they can more successfully assist institutions in achieving their organisational goals.

In addition to the above, PR department of any organization contributes to this and it is recommended to install a strong and well-integrated PR department in the organization, so it should be adequately funded to ensure its success. Furthermore, the study suggests that organizations should devise methods and means to maintain long-term commitment to customers. Moreover, the study indicates that more strong communication methods should be created and well-integrated into the system to provide easier and more convenient transmission of information to the public.

Finally, the studies further recommend that decision makers in public institutions ensure funding is provided to equip PR in their organizations to more effectively contribute to the achievement of organizational goals. Public agencies need to invest more financial resources in improving the PR department, as well as investing in the logistics of the PR unit so that it is sufficiently mobile, since the PR function is event-oriented and requires mobility.

5.6 Suggestion for Further Studies

The research suggests that in order to get more empirical data on how to improve PR for public bodies, future researchers should examine the difficulties that public agency PR departments face more seriously.

The research also suggests that other studies look into the usage of a mixed-methods technique to obtain specific data from an extensive population of public relations specialists. This study was restricted to the Ghanaian metropolis of Kumasi and mostly employed a quantitative methodology. As a result, it was unable to access data from numerous practitioners. The use of mixed approaches is necessary to strike a balance while making sure that sufficient amounts of specific information are gathered.



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QUESTIONNAIRE
KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
SURVEY ON EFFECT OF PUBLIC RELATIONS EFFECTIVENESS ON CUSTOMER
SATISFACTION; THE MEDIATING ROLE CUSTOMER TRUST.

Dear Respondent,

My name is Asamoah Dennis Owusu an MSc. (Marketing) candidate at Kwame Nkrumah University of Science and Technology (KNUST). I am undertaking research on the impact of public relations effectiveness on customer satisfaction; the mediating role customer trust. evidence from ECG Ltd. Kindly, accept my invitation to participate in this research by sparing some time to complete this questionnaire. The data provided will be used purely for academic purposes and will be treated with the utmost confidentiality.

Instructions

Please provide answers to the questions below. There are no right or wrong answer. Please indicate your answer by ticking the appropriate box [✓]

SECTION A: GENERAL INFORMATION

The section seeks your background information. Please indicate your answer by ticking

(x) Or (✓) in the appropriate box.

A1. Please indicate your gender

Male { } Female{ }

A2. Please indicate your age category Below 21 { } 18 – 30{ } 31 – 40{ } 41-50{ }

Above 51-60 { }

A3. Please indicate your highest educational

MSLC/JHS { } SSSCE { } Diploma{ } Degree { } Post Graduate{ }

SECTION B: Customer Satisfaction

Please indicate your level of agreement to the under listed statements by choosing from a scale of 1 (strongly disagree) to 5 (strongly agree). (1-strongly disagree, 2-disagree, 3- Neutral, 4-agree and 5-strongly agree)

	ITEMS	Strongly disagree \longleftrightarrow Strongly agree				
CS1	I would pay all my bills regularly if I am given the expected services	1	2	3	4	5
CS2	Sometimes I feel reluctant to pay my bills not because I do not have the money but because I am unhappy about the company's services	1	2	3	4	5
CS3	I would hardly complaint if I receive a satisfactory services from the company	1	2	3	4	5
CS4	If ECG can give us the right services, we would also understand them when they have genuine difficulties	1	2	3	4	5
CS5	Anytime that my services expectation is met by ECG, I tell friend and relative about it	1	2	3	4	5
CS6	I would be prepared to pay economic tariff only for improved services	1	2	3	4	5

Source: Rahi, S. (2016).

SECTION D: Public Relation

Please indicate your level of agreement to the under listed statements by choosing from a scale of 1 (strongly disagree) to 5 (strongly agree). (1-strongly disagree, 2-disagree, 3- Neutral, 4-agree and 5-strongly agree)

	ITEMS	Strongly disagree \longleftrightarrow Strongly agree				
PR1	ECG interact with customers through face- to-face meeting, telephone, email and SMS	1	2	3	4	5
PR2	Respond to customers' questions and complaints in a thorough and timely	1	2	3	4	5
PR3	When a lot of information is communicated to customers by ECG, it makes them understand services offered hence influencing their services offered hence positively influencing their organizational image perception	1	2	3	4	5
PR4	When ECG communicates precisely to its customers, it positively influences their perception on organization's image.	1	2	3	4	5
PR5	When ECG releases information on time to customers, it positively influences their perception on organizations.	1	2	3	4	5

PR6	ECG communications to its customers are clear enough to understand, hence influencing positively their organizational image perception.	1	2	3	4	5
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Source: Ozioma & Marcus, (2020)

SECTION C: Customer Trust

Please indicate your level of agreement to the under listed statements by choosing from a scale of 1 (strongly disagree) to 5 (strongly agree). (1-strongly disagree, 2-disagree, 3- Neutral, 4-agree and 5-strongly agree)

	ITEMS	Strongly disagree \longleftrightarrow Strongly agree				
CT1	ECG keeps its promises	1	2	3	4	5
CT2	ECG is concerned with my needs	1	2	3	4	5
CT3	ECG is trustworthy	1	2	3	4	5

Source: Fullerton (2011)