

Measuring the Quality of the Dimensions of the Relationship between Media Institution and its Audience

Raed Alsarn
Business Department
Faculty of Economic
Damascus University

Abstract

The aim of this research is to identify the necessity and importance of developing a new model for measuring and evaluating the degree of the relationship between media institutions and their audience. The suggested model contains five variables: Trust, Commitment, Satisfaction, Communication Quality, and Conflict Handling. The research society includes employees from both public and private held media institutions in Syria. A random sample of employees has been taken from the following media institutions: Syrian Channel, Sout Al-Shabab Radio, Sham FM Radio, Sama News Channel, Tishreen Journal, and Al-Wattan Syrian Journal.

The research results showed that the level of the quality of the relationship, represented by: (Trust, Commitment, Satisfaction, Communication Quality, Conflict Handling), was above average. Audience loyalty of Syrian media institutions was also above average. In addition, there is a low-positive and significant correlation between the level of the quality of the relationship, represented by: (Trust, Commitment, Satisfaction, Communication Quality, Conflict Handling), and the loyalty of the audience to the Syrian media institutions.

Furthermore, an acceptable, positive, and significant correlation exists between the audience loyalty towards the Syrian media institutions and the quality of the relationship. The results have indicated that there are no significant differences between Syrian media institutions under this study in terms of trust levels and conflict handling. Also, there are significant differences between the Syrian media institutions in terms of satisfaction, loyalty, and relationship quality.

The current study recommended the Syrian media institutions to activate and highlight the importance of relationship quality and its factors: (Trust, Commitment, Satisfaction, Communication Quality, and Conflict Handling), and that they would have to initiate their attention to audience loyalty in order fulfill their needs and wishes. Syrian media institutions will need to study relationship quality especially in terms of: Satisfaction, loyalty, commitment, and communication quality.

Key Words: Relationship Quality, Media Institution, Audience, Trust, Commitment, Satisfaction, Communication Quality, Conflict Handling, Audience Loyalty