

Abstract

This study aimed to know the role of public relations management in the secretariat of the Holy Capital towards awareness of municipal services, through the communication activities that use them, in addition to the public image of the .public about these municipal services, and awareness roles towards that

The researcher used the descriptive survey method in this study, where he distributed the questionnaire to (200) individuals using the random sample from Makkah Al-Mukarramah society and analyzed it scientifically and interpreted its results as the most prominent results were as follows :-

- 1- The results of the study confirmed with regard to the quality of municipal services carried out by the secretariat of the Holy Capital. General cleaning of Holy Mecca was ranked first in the quality of municipal services carried out by the secretariat with a .(relative importance of (99%
- 2- Indicating the results regarding the quality of the communication activities carried out by the Holy Capital Secretariat. The awareness campaigns got the first place in the type of .(communication activities carried out by the Secretariat with an importance of (82.75%
- 3- The results of the study with regard to the quality of the most appropriate way to carry out the communication activities carried out by the Holy Capital Secretariat resulted in that (48.5%) of the respondents believe that social media is the most appropriate way to .carry out the communication activities of the Holy Capital Secretariat
- 4- The results of the study indicated that the degree of influence of the communication means that affect its conduct of communication activities towards awareness of municipal .(services was social media in the first rank with an average of (2.42
- 5- Indicating the results regarding the public's communication with the Holy Capital Secretariat to benefit from the municipal services provided through the unified number (940), and it has been proven that (60%) of the respondents have contacted the secretariat .(through the unified number (940
- 6- The results showed that (25%) of the respondents admire greatly the responsiveness .and quality of the municipal services that meet their needs
- 7- The results of the study confirmed that the public relations department of the Holy Capital Secretariat does not provide the necessary information on municipal projects to the target audience in the first order with an average (3.70).
- 8- The results concluded that the percentage (38.8%) of the respondents believe that one of the most important reasons that led them to not communicate through the unified .number (940) is the prevailing belief that there will be no response from them