

## The Role of Digital Public Relations in Shaping the Mental Image of the Services of the Ministry of Hajj and Umrah

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### ABSTRACT

The study aimed to assess the level of awareness among pilgrims and Umrah performers regarding the services provided by the Ministry of Hajj and Umrah, to identify the most frequently used digital applications among them, and to examine the existence of statistically significant differences in the overall degree of exposure to Hajj and Umrah-related digital applications based on the pilgrims' service institutions. The study also sought to explore the existence of a statistically significant correlation between exposure to digital applications and the formation of the mental image of the Ministry's services among the study sample. A questionnaire was administered to a sample of 400 pilgrims and Umrah performers who interact with the Ministry of Hajj and Umrah's digital public relations platforms. A high level of awareness among the sample regarding the services of the Ministry of Hajj and Umrah, reaching 28.2 and high rate of use of digital applications related to Hajj and Umrah among the sample, reaching 27.2%.

**Keywords:** Digital Public Relations, Mental Image, Services of the Ministry of Hajj and Umrah.

### INTRODUCTION

Today, maintaining a presence in digital public relations through the Internet and social media platforms has become an essential strategy for institutions to promote their services. Digital public relations has proven its effectiveness in enhancing communicative relationships with audiences through two-way communication and activating dialogic interactions.

The activities of digital public relations significantly contribute to shaping the public's mental image and, consequently, building trust between the audience and the institution. In light of this, the Ministry of Hajj and Umrah has placed strong emphasis on digital public relations activities through social media platforms to create a positive mental image of the services it provides.

The Ministry has notably employed digital public relations across the Internet to familiarize the public with the electronic applications it offers and to provide necessary awareness about its services via these applications, thus contributing to maintaining ongoing communication with the audience and reinforcing a positive mental image toward the Ministry of Hajj and Umrah.

Accordingly, the present study seeks to explore the role of digital public relations in shaping the mental image of pilgrims and Umrah performers regarding the services offered by the Ministry of Hajj and Umrah.

## Problem Statement

The Ministry of Hajj and Umrah actively utilizes digital public relations to show case its services, which, in turn, impacts the mental image of these services among pilgrims. So ; the researchers conducted an exploratory study on a sample of 40 individuals, representing 10% of the total study sample. The key findings of the exploratory study were as follows:

- 97.5% of the exploratory sample reported that they follow the Ministry of Hajj and Umrah's applications.
- 95% of the exploratory sample stated that they acquire information and knowledge about the services provided by the Ministry through their use of the Ministry's electronic applications.

Thus, the problem of the study is formulated in the following main research question:

**What is the role of digital public relations in shaping the mental image of the services provided by the Ministry of Hajj and Umrah?**

## Significance of the Study

1. The importance of examining the image presented by the media, particularly digital public relations, regarding the services of the Ministry of Hajj and Umrah to the public.
2. The significance of the study lies in highlighting the critical role of digital public relations applications as essential communication tools with the public amidst technological advancements.
3. The importance of studying the mental image conveyed by digital public relations about the services of the Ministry of Hajj and Umrah.

## PREVIOUS STUDIES

### First Theme: Digital Public Relations

**Morsi's Study (2021)** concluded that public relations specialists and directors in Saudi universities used modern communication technologies at a rate of 89.4% of the sample, which confirms that Saudi universities encourage employees to utilize such technologies.

**Al-Salhi's Study (2021)** indicated that differences between digital and traditional public relations in the communication tools used to convey messages, in the ability of public relations departments to control media content, and in achieving interactive communication.

**Permatasari et al.'s Study (2021)** concluded that in many institutions, traditional public relations is still used alongside digital public relations by practitioners, and that there is a strong need to train public relations professionals in technology and its application in their work.

**Jamil's Study (2020)** The study adopted the sample survey method and used a questionnaire as the primary tool for data collection and Facebook ranked first among the digital applications most relied upon by the companies in the sample to manage public relations activities.

**Rashad & Mehran's Study (2019)** emphasized the importance of integrating digital public relations functions into various life sectors, including both production and service organizations, to facilitate work and keep pace with the digital transformation across all fields, such as education, tourism, and administration.

**Sezgin & Cesur's Study (2019)** The study analyzed the content of these companies and found that nearly half of the companies had a coverage rate below 50%. When all categories were considered, 51.8% of the standards were met, and 9 companies (53%) scored above that rate.

**Ashri's Study (2018)** focused on the role of digital public relations in the electronic management of political crises in Saudi society. The study used a sample-based survey method and concluded that Saudi websites were keen to take full advantage of the capabilities available on the Internet.

**Kharisma & Kurniawan's Study (2018)** concluded that while PR practitioners in Anri are aware of the importance of social media management and the communication models that should be implemented, in practice, these models are not applied optimally due to challenges related to organizational policies and the capabilities of social media managers.

**Melissa's Study (2018)** confirmed that new digital technologies—such as social media, cloud computing, data science, and smartphones—are driving a major transformation in the global economy. These digital changes are

forcing many companies and even entire industries to reconsider their business models and the ways in which public relations is practiced.

**Kalyca's Study (2018)** also emphasized that the ongoing advancement of technology has enabled public relations practitioners to build relationships with the public in innovative ways through digital media. These platforms allow practitioners to reach into the daily lives of large and targeted audiences and interact with them on behalf of their organizations.

### Second Theme: Mental Image

**Sarhan's Study (2021)** indicated the Public Relations Department's awareness of its significant role and status within An-Najah National University, as well as the department's use of various communication channels to engage with students.

**Al-Jundi's Study (2021)** indicated that there were no statistically significant differences in the perceived mental image of volunteer work based on gender, year of study, place of residence, or academic faculty.

**LJi, Julie, et al.'s Study (2021)** indicated that activities with high motivational barriers were affected differently from those in the control condition.

**Floridou et al.'s Study (2021)** revealed weak positive correlations between age and increased vividness of voluntary auditory imagery and decreased frequency of involuntary musical imagery.

**Gavilan & Avello's Study (2020)** revealed that brands are highly evocative and capable of enhancing (or reducing) information processing, thereby generating visual mental images referred to as "brand-evoked imagery."

**Petrova's Study (2020)** evaluated the operator's performance with these types of imagery, including the quality of mental imagery recognition by the BCI and the time spent by the operator in executing the commands.

**Devi's Study (2020)** indicated that mental imagery plays a significant role in reading comprehension, with mental imagery accounting for 10% of the variance in reading comprehension in this study.

**Barakat's Study (2020)** indicated that participants perceived the mental image of teachers at a moderate level across all three domains and the overall score with no statistically significant differences in the perceived mental image of teachers based on gender, educational qualification, income level, age, or employment status.

**Al-Mansouri's Study (2020)** indicated that students demonstrated a higher level of social relationships than the hypothetical mean. Female students possessed a perceived positive image of educational counselors and that there was a statistically significant correlation between students' social relationships and their perceived image of the counselors.

**Al-Hamoud's Study (2019)** revealed several key results, most notably that the primary communication activities of the Greater Amman Municipality positively influencing its mental image included preparing responses and clarifications to media reports.

### Al-Hamadanah's Study (2019)

indicated that the mental image of international women's NGOs among the respondents was largely positive, with no evidence of a negative image. Mental images of these organizations were social media platforms (28.2%), followed by official websites (13.9%), and then friends and relatives (13.7%).

**Al-Farra's Study (2018)** showed that the overall mental image of NGOs in the Gaza Strip reached 76.42% from the respondents' perspective and a statistically significant relationship between the mental image of NGOs and the construction of strategic relationships with their beneficiary audiences.

**Singh's Study (2017)** emphasized that maintaining positive relationships with all concerned publics is crucial for developing a favorable organizational image.

Additionally, the study showed that a positive image provides companies with a competitive advantage during challenging market conditions.

**Alhadid's Study (2016)** demonstrated that public relations activities have a significant impact on the corporate image, and that social media acts as a moderating variable that enhances the relationship between public relations efforts and the company's public image.

### Commentary on the Previous Studies

- -any of the previous studies employed the sample survey methodology.

- -ost studies utilized the questionnaire as the primary tool for data collection.
- -he majority of the studies focused on the role of public relations in shaping the mental image of organizations.

### **Benefits Derived from the Previous Studies**

1. identifying the descriptive research approach as the most commonly used methodology.
2. select the sample survey method based on its frequent use in earlier research.
3. determining the sample size and type, as well as how to formulate research questions appropriately.
4. defining a suitable theoretical framework for the current study.
5. selecting the appropriate research instrument, ensuring it aligned with the study's objectives and addressed its research questions effectively.

## **THEORETICAL FRAMEWORK**

### **First: Digital Public Relations**

Public relations are often viewed as efforts to "spin" information in a way that presents an individual, institution, or brand in the most favorable light.

Public relations remained loosely defined until the mid-twentieth century and has since become one of the fastest-growing industries in the United States.

It is considered essential for the success of any institution (Kent & Taylor, 1998, p. 334).

Practitioners are now expected to be proficient with digital platforms and capable of designing and delivering compelling digital content (Al-Mutairi, 2012, p. 55).

### **Digital Public Relations**

Digital public relations (PR) is an online marketing strategy used by companies to enhance their presence on the Internet. Digital PR agencies engage with journalists, bloggers, and influencers and distribute online press releases to secure high-quality backlinks, social media mentions, and improved search engine optimization (SEO) (Atif, 2015, p. 131).

### **Distinctive Features of Public Relations**

- -ublic relations represent a continuous and ongoing communication process that connects beneficiaries to the institution.
- They contribute to maintaining and enhancing the organization's image and reputation among beneficiaries.
- Public relations are characterized by being carefully designed and planned activities, always aimed at achieving intended effects.
- They serve as an indispensable bridge between the organization and its beneficiaries.
- They promote the building of trust between the organization and its audience.
- The core idea of public relations is based on truthfulness and the important philosophy that human beings are inherently social by nature (Allagua, et al., 2016, p. 27).

### **Importance of Digital Public Relations in the Era of Information Technology**

Digital public relations can play a major role for organizations by offering the following benefits:

#### ***Visual Communication:***

Visual communication is one of the most effective means of interaction due to its high impact on the success of communication processes.

It focuses on delivering messages through the sense of sight, utilizing various forms of photography and exhibitions to facilitate the process.

#### ***Simultaneous Information Dissemination:***

The ability to deliver all necessary information to the press at once.

#### ***Audience Feedback and Expectations:***

The capacity to quickly gather opinions, requests, and expectations from the target audience regarding products or services, due to the interactive environment (Al-Taie, 2013, p. 143).

### ***Introducing Innovations:***

The ability to present new developments related to any product or service to the target audience effectively.

### ***Educating and Informing the Public:***

Digital PR enables organizations to educate and inform their target audiences at a lower cost and in a shorter time.

## **Printed Media**

Printed media remains essential within the field of public relations and can be categorized into two types:

### **Direct Mail**

### ***Other Printed Publications, including newsletters and printed bulletins.***

Public relations specialists in various organizations and companies must utilize several techniques to improve and enhance the image of public relations, thereby helping to establish strong relationships with the organization's targeted beneficiaries (Al-Alawin, 2009, p. 27).

**Among these techniques are:**

- Newsletters
- Press releases
- News messages
- Organizing conferences and participating in major public events, awards, and conventions
- Utilizing social media platforms, the World Wide Web, and blogs.

## **The Role of Digital Public Relations in Enhancing the Image of Institutions**

Organizations aim to deliver their messages to beneficiaries and relevant stakeholders through digital public relations by focusing on the following areas:

### **Enhancing the Organization's Image and Reputation:**

Public relations officers can significantly increase the visibility of the organization and its products among targeted beneficiaries, making them more interested in and aware of the services offered.

### **Managing the Organization's Media Relations:**

This includes organizing press releases, newsletters, interviews, and continuously publishing updates and events across social media platforms and other channels.

### **Crisis and Issue Management:**

It is crucial to highlight that the role of public relations experts becomes critical during any form of crisis or adverse circumstances. In such cases, the public relations manager's primary responsibility is to protect and maintain the organization's reputation.

### **Managing Institutional Relationships:**

Public relations specialists work diligently to reach as many potential clients—both individuals and organizations—as possible, ultimately maximizing exposure for their institutions and products. Additionally, one of the key responsibilities of public relations experts is managing relationships between the organization and other institutions, whether governmental bodies or entities that complement its operations (Allaguia, et al., 2016, p. 31).

## **Objectives of Digital Public Relations**

Digital public relations (PR) Given its connection to both internal and external beneficiaries across the organization's different activities and authorities, digital PR seeks to:

### ***Building Partnerships between the Organization and Beneficiaries:***

Public relations can psychologically influence customers' purchasing decisions for products and services, even persuade a customer to buy a product they had not previously considered.

#### ***Contributing to the Organization's Marketing Process:***

Regardless of an organization's achievements in areas such as quality, performance speed, and innovation, it will not achieve the desired impact unless beneficiaries and consumers are aware of its products and services and are convinced of their value.

#### ***Enhancing Credibility and Transparency:***

Public relations help promote transparency and credibility concerning the organization's products and services.

#### ***Generating Potential Customers:***

Especially for commercial and profit-driven companies, public relations enhance the organization's reputation through best practices implemented by PR specialists. Such efforts directly open pathways for customers to easily find what they need—or even create new demands—and stay connected with the organization.

#### ***Expanding the Organization's Reach and Earning Beneficiaries' Trust:***

Organizations must find ways to increase their visibility and prominence, as people tend to favor the most talked-about brands.

#### ***Attracting Investors:***

Every investor seeks to invest in an organization that appears to have a bright future, public relations experts play a critical role by utilizing the best strategies and practices to shape a positive and promising image of the organization in the minds of potential investors (Huang, et al., 2016, p. 9).

#### ***Elements and Characteristics of Digital Public Relations***

The presence of a distinguished infrastructure that keeps pace with modern technological developments, the availability of qualified and competent human resources who exhibit an interactive approach when engaging with beneficiaries also the existence of an effective administrative system that aligns with the capabilities of public relations personnel (Al-Juhfi, 2005, p. 24).

#### ***Key Roles and Features of Digital Public Relations***

Keeping pace with modern technological developments, leveraging the advantages of social media to reach a broader segment of the targeted beneficiaries, enhancing brand visibility and presence, repurposing the organization's content, activities, and products to maximize exposure. Managing the overwhelming flow of information from all directions (Akasse, 2021, p. 21).

### **Second: Mental Image**

The mental image is characterized by simplification and imagination, with previous experiences and personal encounters playing a dominant role in shaping this perceived image , the strength or weakness of the mental image an individual holds largely depends on the degree of communication and interaction they maintain with the external community and surrounding environment.(Al-Dosari, 2017, p. 24).

#### ***The Concept of Mental Image***

In essence, it refers to mental representations and perceptions that lead to unconscious inferential processes, allowing individuals to form impressions about an organization based on limited visual cues or mental images (Al-Kamari, 2018, p. 7).

#### ***Characteristics of the Mental Image***

##### **1-Inaccuracy:**

The perceived mental image is not characterized by accuracy, as it is not formulated on an objective scientific basis. It does not fully or factually represent reality but rather partially reflects the world, since individuals often form images based on limited information due to their inability to gather sufficient data.

##### **2-Stability and Resistance to Change:**

The perceived mental image tends to remain stable and resists changes occurring in the individual's external environment, despite the various factors that might influence and determine the extent of potential changes in the perceived image.

### **3-Generalization and Neglect of Individual Differences:**

The construction of the mental image is often based on excessive generalization.

Individuals commonly assume that every member of a group shares the same mental image, applying group-level perceptions to individuals, even though there are significant individual differences.

### **4-Predicting the Future:**

The perceived mental image possesses a predictive nature regarding audience behavior and reactions toward different situations and issues.

These mental images are deeply embedded in individuals' attitudes and can forecast future collective responses.

### **5-Transcending Time and Space:**

The perceived mental image transcends temporal and spatial boundaries.

Individuals do not limit their mental image formation to immediate surroundings; rather, they extend it to include their country and the broader world.

Similarly, regarding time, humans develop mental images of the past, present, and future without being confined to a specific period (Al-Mansouri, 2020, pp. 23–24).

## **Components of the Mental Image**

According to the study by Ben Nafla (2019, p. 6), the mental image consists of three interrelated components:

### **1-Perceptual Component:**

This refers to the mental evaluation of the known characteristics of the subject.

### **2-Affective Component:**

This component is related to emotional stimuli and concerns how an individual evaluates the subject being assessed.

### **3-Behavioral (Desire) Component:**

Following the processing of external and internal stimuli, a decision is made, reflecting the individual's intended behavior or response.

## **Stages of Mental Image Formation**

### **First Stage – Knowledge:**

This initial stage involves gaining awareness of an entity or issue.

Detailed knowledge reinforces the information more strongly than general awareness.

### **Second Stage – Perception:**

At this stage, knowledge is connected to prior experiences and cultural backgrounds, leading to the formation of a complete mental perception and a firm conviction about the entity or issue.

### **Third Stage – Interaction:**

This stage involves the manner in which an individual reacts to or expresses their perception, whether positively or negatively, through actions, speech, or thoughts (Al-Mansouri, 2020, p. 15).

## **The Importance of Building a Mental Image**

1. The mental image represents the final outcome of subjective impressions formed in individuals' minds regarding a specific person or system.
2. The perceived mental image is crucial because it creates value and significantly impacts individual behavior.
3. Mental images contribute to improving individual attitudes and behaviors.
4. Building a strong mental image has a major impact on organizational survival amid complex and competitive environments.
5. Planning for the development of a mental image focuses on improving service quality, reliability, and safety.
6. A well-established mental image attracts investments, consumers, and high-quality talent to the organization.
7. The perceived mental image helps shape an institution's identity, clarifying its vision, direction, and management style.
8. Finally, the perceived mental image plays an important role in shaping relationships and influences future decision-making related to individuals (Abu Zarour, 2018, p. 21).

### **Research Questions and Objectives:**

#### **Research Questions:**

1. What is the level of awareness among pilgrims and Umrah performers regarding the services provided by the Ministry of Hajj and Umrah?
2. What are the most frequently used digital applications by pilgrims and Umrah performers?
3. What are the features of the mental image formed by pilgrims and Umrah performers about the services of the Ministry of Hajj?
4. What is the role of digital public relations through digital applications from the perspective of the study sample?
5. How does the audience interact with the content published by digital public relations through digital applications?

#### **Research Objectives**

The primary objective of this study is to explore the role of digital public relations in shaping the mental image of the services provided by the Ministry of Hajj and Umrah.

#### **This main objective is further divided into several sub-objectives:**

1. To identify the level of awareness among pilgrims and Umrah performers regarding the services of the Ministry of Hajj and Umrah.
2. To determine the most frequently used digital applications among pilgrims and Umrah performers.
3. To examine the features of the mental image formed by pilgrims and Umrah performers concerning the services of the Ministry of Hajj.
4. To assess the role of digital public relations through digital applications from the perspective of the study sample.
5. To investigate the audience's interaction with the content published by digital public relations via digital applications.

#### **Research Hypotheses:**

1- There is a statistically significant correlation between the use of digital applications related to Hajj and Umrah by the study sample and the overall dimensions of the study, which include:

- First Dimension: Motivations for exposure to digital applications.
- Second Dimension: Utilization of provided services.
- Third Dimension: The role of digital public relations.
- Fourth Dimension: Interaction with the content published by digital public relations through digital applications.

2- There are statistically significant differences in the degree of exposure to digital applications related to Hajj and Umrah among the study sample, according to the raft institutions.

3- There is a statistically significant correlation between exposure to digital applications and the formation of the mental image among the study sample regarding the services of the Ministry of Hajj and Umrah.

### **Study Scope and Limitations**

#### **Geographical Boundaries:**

The study was conducted in Makkah.

#### **Temporal Boundaries:**

The study was applied during the Hajj season of 1443 AH.

#### **Topical Boundaries:**

The study was limited to exploring the role of digital public relations in shaping the mental image of the services provided by the Ministry of Hajj and Umrah.

#### **Definition of Key Terms**

#### **Digital Public Relations:**

It refers to the use of modern communication technologies and digital media platforms by public relations departments to implement their activities, aiming to achieve their objectives for both internal audiences ("employees") and external audiences ("clients") (Zaghoul, 2021, p. 345).

### **Mental Image:**

A set of beliefs, ideas, and impressions formed in an individual's mind about a particular phenomenon or organization (Farmaki, 2012, p. 96).

### **Services of the Ministry of Hajj and Umrah:**

Procedurally, it refers to the services provided by the Ministry of Hajj and Umrah that are promoted and communicated through official social media platforms and internet pages.

## **RESEARCH METHODOLOGY**

### **Research Method:**

This study falls under the category of descriptive studies.

### **Study Population and Sample:**

The study population consisted of the residents of Makkah.

### **Study Sample:**

The study relied on a purposive sample of 400 individuals, comprising pilgrims and Umrah performers who were exposed to the digital public relations activities related to the services of the Ministry of Hajj and Umrah.

### **Statistical Description of the Study Sample:**

Frequencies and percentages were used to illustrate the characteristics of the study population based on the study variables, as follows:

**Table (1): Characteristics of the Sample According to Study Variables (N = 400)**

Variables	Categories	Response	
		(N)	%
Gender	Males	200	50
	Females	200	50
Institutions	Company of Mutawifs for Pilgrims from Arab Countries	100	25
	Company of Mutawifs for Pilgrims from Non-Arab Africa	50	12.5
	Company of Mutawifs for Pilgrims from Turkey, Europe, the Americas, and Australia	50	12.5
	Company of Mutawifs for Pilgrims from Southeast Asia	100	25
	Company of Mutawifs for Pilgrims from Iran	50	12.5
	Domestic Pilgrims	50	12.5

Male participants represented 50% of the total sample, while female participants also accounted for 50%. Regarding the distribution across the Mutawif companies, the sample included 25% from the Company of Mutawifs for Pilgrims from Arab Countries and 25% from the Company of Mutawifs for Pilgrims from Southeast Asia. Meanwhile, 12.5% of the participants were from each of the following: the Company of Mutawifs for Pilgrims from Non-Arab Africa, the Company of Mutawifs for Pilgrims from Turkey, Europe, the Americas, and Australia, the Company of Mutawifs for Pilgrims from Iran, and domestic pilgrims.

### **Data Collection Tool**

#### **Data Collection Methods:**

The questionnaire was administered using both personal interviews and electronic distribution. This dual approach ensured that respondents clearly understood the questions and allowed the researchers to address any potential difficulties that might arise during the data collection process.

#### **Procedures for Ensuring the Validity and Reliability of the Study Instrument**

##### **A. Questionnaire Validity**

##### **B-Expert (Content) Validity:**

The initial version of the questionnaire was developed based on the study's objectives, then submitted to a panel of academic experts specializing in media studies for evaluation. The researchers utilized their feedback to revise several items that measured the independent, dependent, and mediating variables. This included refining the wording of questions and optimizing their sequencing to ensure clarity and relevance.

### C-Internal Consistency Validity:

Internal consistency refers to the degree to which each questionnaire item aligns with the thematic axis it belongs to. This was assessed by calculating Spearman's correlation coefficients between the score of each individual item and the total score of its respective axis. These calculations were conducted to confirm the overall construct validity of the instrument.

The full questionnaire consisted of 49 items distributed across seven main dimensions reflecting the study's core variables:

- **Axis 1**-Level of exposure to digital Hajj and Umrah applications – 7 items
- **Axis 2**-Motivations for using digital Hajj and Umrah applications – 10 items
- **Axis 3**-Perceived benefits from services delivered through digital Hajj and Umrah applications – 6 items
- **Axis 4**-The role of digital public relations in the Ministry of Hajj and Umrah – 7 items
- **Axis 5**-Respondents' perceptions of the digital applications – 6 items
- **Axis 6**-The role of digital public relations in supporting digital applications – 6 items
- **Axis 7**-Audience engagement with the content disseminated by digital public relations through the applications – 7 items

**Table 2:** Correlation Coefficients of Questionnaire Items with Their Corresponding Dimensions

Dimension 1		Dimension 2				Dimension 3	
Item No.	Correlation						
1	0.978**	1	0.980**	8	0.994**	1	<b>0.990</b>
2	0.949**	2	0.965**	9	0.991**	2	0.988
3	0.984**	3	0.987**	10	0.968**	3	0.990
4	0.985**	4	0.989**			4	0.990
5	0.963**	5	0.964**			5	0.988
6	0.988**	6	0.993**			6	<b>0.987</b>
7	0.934**	7	0.987**				
Dimension 4		Dimension 5		Dimension 6		Dimension 7	
Item No.	Correlation						
1	0.865**	1	0.865**	1	0.971**	1	0.991**
2	0.853**	2	0.867**	2	0.987**	2	0.984**
3	0.897**	3	0.988**	3	0.988**	3	0.986**
4	0.792**	4	0.990**	4	0.975**	4	0.983**
5	0.931**	5	0.986**	5	0.986**	5	0.991**
6	0.854**	6		6	0.987**	6	0.982**
7	0.907**					7	0.967**

### Reliability of the Questionnaire Instrument:

To measure the reliability of the questionnaire, the researchers used Cronbach's Alpha coefficient on a pilot sample consisting of 40 participants. This pilot sample was excluded from the main sample during actual implementation. Table (2) presents the reliability coefficients of the instrument.

**Table (3):** Cronbach's Alpha Coefficient for Measuring Questionnaire Reliability (N = 40)

Questionnaire	No. of Dimensions	No. of Items	Cronbach's Alpha (Reliability)
	7	49	0.990

As shown by the data in Table (3), the overall Cronbach's alpha coefficient for the study dimensions reached (0.990), indicating a high level of reliability across all questionnaire axes.

### Statistical Processing Methods:

The responses were coded, entered into a computer system, and then analyzed using the Statistical Package for the Social Sciences (SPSS). **It is evident from the data in Table (3)** that the overall reliability coefficient of the questionnaire dimensions is high, as it reached (0.990) for the total axes. This indicates that the questionnaire enjoys a strong level of internal consistency, making it a reliable instrument.

### Statistical Analysis Methods:

Upon completing the collection of field study data, the responses were coded and entered into a computer, followed by processing, analysis, and extraction of statistical results using the **Statistical Package for the Social Sciences (SPSS)**.

## STUDY RESULTS, ANALYSIS, AND INTERPRETATION

### First: Study Results

1- The Level of Awareness Among the Study Sample Regarding the Services of the Ministry of Hajj and Umrah

**Table (4):** Gender Differences (Male vs. Female) in the Level of Awareness of the Ministry of Hajj and Umrah Services

Level of Awareness	Males		Females		Total		Chi-Square ( $\chi^2$ )	Sig.
	(N)	%	(N)	%	(N)	%		
High	63	31.5%	50	25%	113	28.2%		
Moderate	113	56.5%	150	75%	263	65.8%		
Low	24	12.0%	0	0.0%	24	6.0%		
Total	200	100.0%	200	100.0%	400	100.0%	30.701	0.000 (Significant)

### Interpretation of Table (4):

The data in Table (4) reveal a high level of awareness among the study sample regarding the services provided by the Ministry of Hajj and Umrah. Specifically, **28.2%** of respondents demonstrated a **high level of awareness**, followed by **65.8%** with a **moderate level of awareness**, and only **6%** exhibited a **low level of awareness**.

Among male respondents, **31.5%** reported a high level of awareness, **56.5%** moderate, and **12%** low. In contrast, **25%** of female respondents reported a high level of awareness, while a significantly higher percentage (**75%**) demonstrated moderate awareness, and none reported a low level.

Ministry's services, with females exhibiting greater awareness at the moderate level. The Chi-square value was  $\chi^2 = 30.701$ , which is statistically significant at the  $p < 0.001$  level.

2- The Extent of the Sample's Use of Digital Applications Related to Hajj and Umrah

**Table (5):** Gender-Based Differences in the Degree of Use of Digital Applications for Hajj and Umrah

Level of Use	Males		Females		Total		Chi-Square ( $\chi^2$ )	Sig.
	(N)	%	(N)	%	(N)	%		
High	34	17.0%	75	37.5%	109	27.2%		
Moderate	120	60.0%	75	37.5%	195	48.8%		
Low	46	23.0%	50	25.0%	96	24.0%		
Total	200	100%	200	100%	400	100%	25.973	0.000 (Significant)

The data clearly indicate that 27.2% of the sample use Hajj and Umrah digital applications to a high degree, followed by 48.8% who use them moderately, and 24% use them to a low degree. Among male respondents, 17% reported high usage, 60% moderate usage, and 23% low usage. In contrast, 37.5% of female respondents reported high usage, 37.5% moderate usage, and 25% low usage. This is evidenced by a Chi-square value of  $\chi^2 = 25.973$ , which is significant at the  $p < 0.001$  level.

- These findings are consistent with the results of Morsi's study (2021), which found that 89.4% of the study sample used modern communication technologies.

3- The Degree of Exposure of the Study Sample to the Hajj and Umrah Digital Applications

- The Mean, Standard Deviation, Relative Weight, and Ranking of the Exposure Level to the Digital Applications of Hajj and Umrah

The "Eatmarna" application ranked first with a relative weight of 80.7%, followed by "Umrah Services" in second place with 77.3%. The "Almotawif: Hajj and Umrah Rituals" application came in third with a relative weight of 63.3%, followed by "Hajj Services" in fourth place with 63%. The "Manasikana" application ranked fifth with 57.7%, followed by the "Smart Rituals Card" in sixth place with 53%, and finally, the "Pilgrims and Umrah Bracelet Reader" application came in seventh with 52.7%

**Table (6):** Mean, Standard Deviation, Weighted Percentage, and Ranking of Participants' Exposure to Hajj and Umrah Digital Applications

No.	Digital Applications	High Degree – Frequency (N)	High Degree – Percentage (%)	Moderate Degree – Frequency (N)	Moderate Degree – Percentage (%)	Low Degree – Frequency (N)	Low Degree – Percentage (%)	Mean Score (N)	Standard Deviation (%)	Relative Weight (N)	Importance Rank (%)
1	Eatmarna App	68	17.0	98	24.5	234	58.5	2.42	0.764	80.7	1
2	Umrah Services	61	15.3	151	37.8	188	47.0	2.32	0.723	77.3	2
3	Mutawif - Hajj and Umrah Rituals	174	43.5	92	23.0	134	33.5	1.9	0.873	63.3	3
4	Hajj Services	125	31.1	195	48.8	80	20.0	1.89	0.708	63.0	4
5	Manasikana	198	49.5	113	28.3	89	22.3	1.73	0.803	57.7	5
6	Smart Rituals Card	174	43.5	92	23.0	134	33.5	1.59	0.737	53.0	6
7	Pilgrim Wristband Reader App	222	55.5	123	30.8	55	13.8	1.58	0.721	52.7	7

**Table (7):** T-Test Value for Differences Between Male and Female Participants in Terms of Their Exposure to Hajj and Umrah Digital Applications

Exposure Level / Gender	Males (n=200)	Males (n=200)	Females (n=200)	Females (n=200)	T-Value	Sig. (2-tailed)
	Mean	SD	Mean	SD		
Applications	1.92	0.572	1.91	0.607	0.230	0.818 (Not Sig.)

It is evident from the table that there are no significant differences between the mean scores of male and female participants. The calculated t-value was not significant at the 0.818 level.

**Table (8):** Mean, Standard Deviation, Weighted Percentage, and Ranking of Respondents' Opinions on Motivations for Using Hajj and Umrah Digital Application.

Rank	Weighted %	Std. Dev.	Mean		Disagree (%)		Neutral (%)		Agree (%)	Statement
				(N)	(%)	(N)	(%)	(N)	(%)	
1	97.7	0.261	2.93	1	0.3	25	6.3	374	93.5	Knowing available times for Umrah rituals
2	97.3	0.289	2.92	2	0.5	28	7	370	92.5	Awareness of new decisions regarding Hajj and Umrah
3	97.0	0.326	2.91	4	1	30	7.5	366	91.5	Getting news and instructions about Hajj and Umrah
4	96.7	0.320	2.90	2	0.5	37	9.3	361	90.3	Receiving awareness content about Hajj and Umrah
5	96.0	0.346	2.88	2	0.5	46	11.5	352	88	Applications send updated informational messages
6	95.3	0.418	2.86	10	2.5	38	9.5	352	88	Apps consistently send voluntary messages and awareness
7	95.3	0.418	2.86	10	2.5	38	9.5	352	88	Easy to use with fast complaint response
8	95.0	0.376	2.85	2	0.5	58	14.5	340	85	Access to Hajj and Umrah ritual information
9	94.3	0.387	2.83	1	0.3	68	17	331	82.8	Responding to inquiries
10	91.3	0.515	2.74	14	3.5	78	19.5	308	77	Allows me to contact officials

The statement "Knowing the available times for performing Umrah rituals" ranked first with a relative weight of 97.7%, followed by "Staying informed about new decisions related to Hajj and Umrah" in second place with 97.3%, and "Receiving news and instructions about Hajj and Umrah" came in third place with 97%.

In fourth place was "Receiving awareness messages about Hajj and Umrah" with a relative weight of 96.7%, followed by "Applications send updated information messages" in fifth place with 96%.

Both "Digital applications regularly send voluntary messages and awareness notifications" and "Applications are easy to use and respond quickly to complaints" were tied in sixth place, each with a relative weight of 95.3%. Finally, "Obtaining information about Hajj and Umrah rituals" was ranked seventh with 95%.

**Table (9)** shows the t-test value indicating the differences between the mean scores of males and females regarding the motivations for using digital applications related to Hajj and Umrah.

Gender	Motivations for Use	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
	Use of Hajj and Umrah Digital Applications	2.76	0.364	2.96	0.069	7.476	0.000 (Significant)

#### Interpretation:

There are statistically significant differences between the mean scores of male and female participants regarding their motivations for using digital applications related to Hajj and Umrah. The t-value was statistically significant at the 0.001 level, favoring the females, and can be attributed to demographic variables.

**Table (10):** Arithmetic Mean, Standard Deviation, Relative Weight, and Ranking of the Study Sample's Views on the Utilization of Services Provided Through Digital Applications for Hajj and Umrah

Rank	Relative Importance (%)	Standard Deviation	Arithmetic Mean	Sample Responses (-)						Statements	No.		
				Disagree		Neutral		Agree					
				(N)	(%)	(N)	(%)	(N)	(%)				
1	96.3%	0.385	2.89	10	2.5	24	6	366	91.5	Knowing the services for Hajj and Umrah permits	1		
2	92.0%	0.484	2.76	10	2.5	77	19.3	313	78.3	Watching awareness videos provided by the Ministry of Hajj and Umrah	2		
2	92.0%	0.579	2.76	30	7.5	38	9.5	332	83	Learning about Hajj and Umrah programs	3		
3	88.7%	0.672	2.66	45	11.3	47	11.8	308	77	Identifying awareness guides for Hajj and Umrah	4		
4	87.7%	0.659	2.63	40	10	68	17	292	73	Knowing the electronic services provided by the Ministry of Hajj and Umrah, such as submitting complaints and inquiries	5		
5	86.7%	0.665	2.60	40	10	82	20.5	278	69.5	Learning about the electronic visa services	6		

#### Interpretation of Table (10):

The statement "Knowing the services for Hajj and Umrah permits" ranked first with a relative weight of 96.3%, followed by both "Watching awareness videos provided by the Ministry of Hajj and Umrah" and "Learning about Hajj and Umrah programs", which jointly ranked second with a relative weight of 92%. The statement "Identifying awareness guides for Hajj and Umrah" ranked third with a relative weight of 88.7%, followed by "Knowing the electronic services provided by the Ministry of Hajj and Umrah, such as submitting complaints and inquiries" in fourth place with a relative weight of 87.7%.

#### Researchers' Explanation:

The top ranking of "Knowing the services for Hajj and Umrah permits" to the study sample's significant interest in performing the rituals of Umrah and Hajj. This finding presented in Table 6 and Table 8.

**Table (11)** shows the t-test value indicating the differences between the mean scores of males and females regarding the utilization of services provided through digital applications for Hajj and Umrah.

Utilization of Services/ Gender	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
Use of Digital Applications	2.65	0.523	2.77	0.493	2.227	0.027 (Significant)

#### Interpretation:

A differences between the mean scores of male and female participants. The t-test result was significant at the 0.05 level, favoring females, and can be attributed to demographic variables.

**Table (12):** Arithmetic Mean, Standard Deviation, Relative Weight, and Ranking of the Study Sample's Views on the Role of Digital Public Relations at the Ministry of Hajj and Umrah

Rank	Relative Importance (%)	Standard Deviation	Arithmetic Mean	Sample Responses (-)						Statements	No.		
				Disagree		Neutral		Agree					
				(%)	(N)	(%)	(N)	(%)	(N)				
1	97.0	0.324	2.91	1.3	5	6.3	25	92.5	370	Enhancing the efficiency of service delivery	1		
2	96.3	0.388	2.89	2.5	10	6.3	25	91.3	365	Improving and facilitating the pilgrim experience	2		

3	96.0	0.400	2.88	2.5	10	7.5	30	90	360	Conveying information to pilgrims and visitors	3
4	95.0	0.420	2.85	2.5	10	9.8	39	87.8	351	Raising awareness of new instructions and news	4
5	95.0	0.422	2.85	2.5	10	10	40	87.5	350	Implementing effective communication between the ministry and pilgrims	5
6	94.7	0.460	2.84	3.8	15	8.8	35	87.5	350	Reaching a wider segment of pilgrims and visitors	6
7	94.0	0.501	2.82	50	20	8.5	34	86.5	346	Speed of communication between pilgrims and officials	7

### Interpretation:

The statement "Enhancing the efficiency of service delivery" ranked first with a relative weight of 97%, followed by "Improving and facilitating the pilgrim experience" at 96.3%, and "Conveying information to pilgrims and visitors" at 96%. Both "Raising awareness of new instructions and news" and "Implementing effective communication between the ministry and pilgrims" ranked fourth at 95%. "Reaching a wider segment of pilgrims and visitors" ranked fifth at 94.7%, while "Speed of communication between pilgrims and officials" ranked sixth at 94%.

### Researchers' Explanation:

The researchers attribute the top ranking of "Enhancing the efficiency of service delivery" to the Ministry of Hajj and Umrah's strong commitment to providing the best possible services to the guests of Allah. This commitment is demonstrated by the development of electronic applications that simplify access to knowledge and information for pilgrims. This study's findings are consistent with Ashry's (2018) study, which highlighted the commitment of Saudi websites to fully utilize available technological capabilities.

**Table (13):** t-Test Results Showing Differences Between the Mean Scores of Males and Females Regarding Their Views on the Role of Digital Public Relations at the Ministry of Hajj and Umrah

View/ Gender	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
The Role of Digital Public Relations at the Ministry of Hajj and Umrah	2.72	0.507	3.00	0.000	7.720	0.000 (Significant)

### Interpretation:

A differences between the mean scores of male and female participants. The t-test result was statistically significant at the 0.001 level, favoring females, and these differences can be attributed to demographic variables.

**Table (14):** Arithmetic Mean, Standard Deviation, Relative Weight, and Ranking of the Study Sample's Views on Digital Applications.

Rank	Relative Importance (%)	Standard Deviation	Arithmetic Mean	Sample Responses (-)						Statements	No.		
				Disagree		Neutral		Agree					
				(%)	(N)	(%)	(N)	(%)	(N)				
1	69.7	0.320	2.90	0.5	2	9.3	37	90.3	361	Important and provides comprehensive information	1		
2	96.0	0.333	2.88	0.3	1	11.5	46	88.3	353	An interactive platform	2		
3	95.7	0.349	2.87	0.3	1	13	52	86.8	347	Provides necessary awareness of the services of the Ministry of Hajj and Umrah	3		
4	93.0	0.422	2.79	0.5	2	20.3	81	79.3	317	A procedural platform	4		
5	92.7	0.430	2.78	0.5	2	21.5	86	78	312	Fast applications for problem-solving and communication with pilgrims	5		
6	91.7	0.463	2.75	1.3	5	22.8	91	76	304	Helps in decision-making	6		

### Interpretation:

The statement "Important and provides comprehensive information" ranked first with a relative weight of 69.7%, followed by "An interactive platform" at 96%, and "Provides necessary awareness of the services of the Ministry of Hajj and Umrah" at 95.7%. "A procedural platform" ranked fourth at 93%, followed by "Fast applications for problem-solving and communication with pilgrims" at 92.7%, and "Helps in decision-making" ranked sixth at 91.7%.

### Researchers' Explanation:

The top ranking of "Important and provides comprehensive information" to the Ministry of Hajj and Umrah's dedication to offering all necessary information to pilgrims and visitors through electronic applications, as confirmed by the findings of Table 10. This result aligns with the findings of Aml Althubaiti (2021), which showed that the most agreed-upon statements among participants were those related to general culture and comprehensive awareness, with a high arithmetic mean (3.92). However, these findings differ from the results of Gulerman et al. (2017), where different tools were utilized to assist beneficiaries.

**Table (15):** t-Test Results Showing Differences Between the Mean Scores of Males and Females Regarding Their Views on Digital Applications Related to Hajj and Umrah.

View/ Gender	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
Digital Applications	2.71	0.400	2.93	0.165	7.311	0.000 (Significant)

### Interpretation:

A differences between the mean scores of male and female participants. The t-test result was statistically significant at the 0.001 level, favoring females, and these differences can be attributed to demographic variables.

**Table (16):** Arithmetic Mean, Standard Deviation, Relative Weight, and Ranking of the Study Sample's Views on the Role of Digital Public Relations Through Digital Applications.

Rank	Relative Importance (%)	Standard Deviation	Arithmetic Mean	Sample Responses (-)						Statements	No.		
				Disagree		Neutral		Agree					
				(%)	(N)	(%)	(N)	(%)	(N)				
1	94.0	0.418	2.82	1.3	5	15.8	63	83	332	Applies business ethics standards	1		
2	92.0	0.457	2.76	1.3	5	21.8	87	77	308	High professionalism exists	2		
2	92.0	0.445	2.76	0.8	3	22.5	90	76.8	307	Professional work environment	3		
3	91.7	0.489	2.75	2.5	10	20.3	81	77.3	309	There is a need for more training and development	4		
4	90.7	0.499	2.72	2.3	9	24	96	73.8	295	Reordering priorities	5		
5	77.7	0.753	2.33	17.3	69	32.8	131	50	200	Traditional performance	6		

### Interpretation:

The statement "Applies business ethics standards" ranked first with a relative weight of 94%, followed by "High professionalism exists" and "Professional work environment" ranked second with 92%. "There is a need for more training and development" ranked third at 91.7%, followed by "Reordering priorities" at 90.7%, and "Traditional performance" ranked fifth at 77.7%.

### Researchers' Explanation:

The first ranking of "Applies business ethics standards" to the Ministry of Hajj and Umrah's focus on training its employees and the commitment of public relations officers to applying ethical standards. The findings of Althubaiti (2021), where "Reordering priorities" was ranked highest in the study on the role of digital public relations in the "Sakani" platform. Additionally, it differs from the findings of Takroni et al. (2021), which emphasized the importance of reordering priorities and the substantial need for training digital public relations officers to improve performance and facilitate information delivery to beneficiaries.

**Table (17):** t-Test Results Showing Differences Between the Mean Scores of Males and Females Regarding the Role of Digital Public Relations Through Digital Applications.

View/ Gender	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
The Role of Digital Public Relations Through Digital Applications	2.64	0.424	2.72	0.249	2.392	0.017 (Significant)

### Interpretation:

A differences between the mean scores of male and female participants. The t-test result was significant at the 0.05 level, favoring females, and these differences can be attributed to demographic variables.

**Table (18):** Arithmetic Mean, Standard Deviation, Relative Weight, and Ranking of the Study Sample's Views on Interaction with the Content Published by Digital Public Relations Through Digital Applications.

Rank	Relative Importance (%)	Standard Deviation	Arithmetic Mean	Sample Responses (-)						Statements	No.		
				Disagree		Neutral		Agree					
				(%)	(N)	(%)	(N)	(%)	(N)				
1	94.7	0.430	2.84	2.5	10	11	44	86.5	346	Like	1		
2	92.3	0.480	2.77	2.5	10	18.5	74	79	316	Following News	2		
3	88.3	0.528	2.65	2.5	10	30.3	121	67.3	269	Retweet	3		
4	78.7	0.638	2.36	8.8	35	46.3	185	45	180	Comment	4		
4	78.7	0.638	2.36	8.8	35	46.3	185	45	180	Submitting Suggestions	5		
5	75.7	0.733	2.27	17	68	39.3	157	43.8	175	Submitting a Request	6		
6	72.7	0.873	2.18	30.8	123	20.8	83	48.5	194	Filing a Complaint	7		

### Interpretation:

The statement "Like" ranked first with a relative weight of 94.7%, followed by "Following News" ranked second with 92.3%, and "Retweet" ranked third with 88.3%. Both "Comment" and "Submitting Suggestions" ranked fourth with 78.7%, while "Submitting a Request" ranked fifth with 75.7%, and "Filing a Complaint" ranked sixth with 72.7%.

### Researchers' Explanation:

This study's results differ from the findings of Althubaiti (2021), where "Following News" was ranked highest regarding beneficiaries' interaction with the content published by digital public relations in the "Sakani" platform.

**Table (19):** t-Test Results Showing Differences Between the Mean Scores of Males and Females Regarding Their Interaction with the Content Published by Digital Public Relations Through Digital Applications.

Interaction / Gender	Males (n=200) Mean	Males (n=200) SD	Females (n=200) Mean	Females (n=200) SD	t-Value	Significance
Interaction with Content	2.53	0.495	2.44	0.438	1.817	0.070 (Not Significant)

### Interpretation:

No significant differences between the mean scores of male and female participants. The t-test result was not statistically significant at the 0.05 level.

### Second: Hypothesis Testing

#### First Hypothesis:

There is a significant correlational relationship between the use of digital applications for Hajj and Umrah by the study sample and the overall score of the study's dimensions:

1. First Dimension: Motivations for using digital applications.
2. Second Dimension: Utilization of services provided.
3. Third Dimension: The role of digital public relations.
4. Fourth Dimension: Interaction with the content published by digital public relations through digital applications.

**Table (20):** Correlation Between the Use of Digital Applications by the Study Sample and the Study Dimensions.

Variable	Mean	Standard Deviation	Correlation Coefficient	Direction	Strength	Significance Level
Degree of Use	2.03	0.716				
Dimension 1: Motivations for Using Digital Applications	2.86	0.279	0.215**	Positive	Low	Significant at 0.01
Dimension 2: Utilization of Services Provided	2.71	0.511	0.118*	Positive	Low	Significant at 0.01
Dimension 3: Role of Digital Public Relations	2.86	0.384	0.295*	Positive	Low	Significant at 0.01
Dimension 4: Interaction with Content Published by Digital Public Relations	2.48	0.469	0.166*	Positive	Low	Significant at 0.01

### Interpretation:

- A low positive correlation between the degree of use of digital applications for Hajj and Umrah and the motivations for using these applications, utilization of services provided, role of digital public relations and interaction with the content published by digital public relations with a correlation coefficient ( $r < 0.3$ ), significant at the 0.01 level.

### **Second Hypothesis:**

A differences in the degree of exposure of the study sample to digital applications based on the variable of Tawafa establishments.

The following section will examine the differences between the mean scores of the study participants according to their affiliated Tawafa establishments and their degree of exposure to digital applications.

**Table (21):** Significance of Differences Between Sample Groups Regarding Their Degree of Exposure to Digital Applications Related to Hajj and Umrah.

Sample Group		N	Mean	Standard Deviation	Statistical Indicators	
Tawafa establishments	Company of Arab Countries' Pilgrims Mutawwifis	100	2.09	0.474	F-value: 8.525	Significance: 0.000
	Company of African Non-Arab Countries' Pilgrims Mutawwifis	50	1.66	0.579		
	Company of Turkish, European, American, and Australian Pilgrims Mutawwifis	50	1.92	0.498		
	Company of Southeast Asian Pilgrims Mutawwifis	50	1.70	0.507		
	Company of South Asian Pilgrims Mutawwifis	50	1.82	0.708		
	Company of Iranian Pilgrims Mutawwifis	50	2.26	0.659		
	Domestic Pilgrims	50	1.78	0.519		
Total Sample		400	1.91	0.589		

### **Interpretation:**

A differences between the mean scores of the study sample groups based on the variable of Tawafa establishments. The F-value was statistically significant at the 0.01 level.

**Table (22):** LSD Test Results for Mean Differences and Standard Deviations Between Tawafa Establishments Regarding the Degree of Exposure to Digital Applications Related to Hajj and Umrah.

Tawafa Establishment	N	Mean	Standard Deviation	1	2	3	4	5	6	7
Company of Arab Countries' Pilgrims Mutawwifis	100	2.09	0.474		0.430*	0.161	0.390*	0.261*	0.172	0.310*
Company of African Non-Arab Countries' Pilgrims Mutawwifis	50	1.66	0.579			0.268*	0.040	0.168	0.602*	0.120
Company of Turkish, European, American, and Australian Pilgrims Mutawwifis	50	1.92	0.498				0.228*	0.100	0.339*	0.148
Company of Southeast Asian Pilgrims Mutawwifis	50	1.70	0.507					0.128-	0.562*	0.080
Company of South Asian Pilgrims Mutawwifis	50	1.82	0.708						0.434*	0.048
Company of Iranian Pilgrims Mutawwifis	50	2.26	0.659							0.482*
Domestic Pilgrims	50	1.78	0.519							

### **Interpretation:**

- A differences were found between the Company of Arab Countries' Pilgrims and the Company of African Non-Arab Countries' Pilgrims, favoring the Arab Countries' Company.
- A differences between the Company of Arab Countries' Pilgrims and the Company of Southeast Asian Pilgrims, favoring the Arab Countries' Company.
- A differences between the Company of Arab Countries' Pilgrims and the Company of South Asian Pilgrims, favoring the Arab Countries' Company.
- A differences between the Company of Arab Countries' Pilgrims and Domestic Pilgrims, favoring the Arab Countries' Company.

- A differences between the Company of African Non-Arab Countries' Pilgrims and the Company of Turkish, European, American, and Australian Pilgrims, favoring the latter.
- A differences between the Company of African Non-Arab Countries' Pilgrims and the Company of Iranian Pilgrims, favoring the Iranian Company.
- A differences between the Company of Turkish, European, American, and Australian Pilgrims and the Company of Southeast Asian Pilgrims, favoring the Turkish, European, American, and Australian Company.
- A differences between the Company of Turkish, European, American, and Australian Pilgrims and the Company of Iranian Pilgrims, favoring the Turkish, European, American, and Australian Company.
- A differences between the Company of Southeast Asian Pilgrims and the Company of Iranian Pilgrims, favoring the Iranian Company.
- A differences between the Company of South Asian Pilgrims and the Company of Iranian Pilgrims, favoring the Iranian Company.
- A differences between the Company of Iranian Pilgrims and Domestic Pilgrims, favoring the Iranian Company.

### **Third Hypothesis:**

A relationship between exposure to digital applications and the formation of the mental image (perception) of the Ministry of Hajj and Umrah's services among the study sample.

**Table (23):** Correlation Between Exposure to Digital Applications and the Formation of Mental Images Among the Study Sample Regarding the Services of the Ministry of Hajj and Umrah.

Variable	Mean	Standard Deviation	Correlation Coefficient	Direction	Strength	Significance Level
Exposure to Digital Applications	1.91	0.589	-	-	-	-
Formation of Mental Image	2.74	0.23	0.419**	Positive	Moderate	0.01

### **Interpretation:**

A moderate positive correlation between the degree of exposure to digital applications and the formation of a mental image among the study sample regarding the services of the Ministry of Hajj and Umrah. Since the correlation coefficient ( $r > 0.3$ ) and the significance level is at 0.01.

### **Third: Major Findings of the Study**

1. A high level of awareness among about the Ministry of Hajj and Umrah's services, reaching 28.2%.
2. High awareness of the services was recorded again at 28.2%
3. The 'Eatmarna' application ranked first in use with a relative weight of 80.7%, followed by 'Umrah Services' with 77.3%, while the 'Pilgrim and Umrah Bracelets Reader' application ranked last with 52.7%.
4. 'Knowing the available times for performing Umrah rituals' ranked first among the motivations (97.7%), followed by 'Knowing the latest decisions regarding Hajj and Umrah' (97.3%).
5. 'Knowing the services for Hajj and Umrah permits' ranked first regarding the benefit derived from digital applications (96.3%), followed by 'Watching awareness videos provided by the Ministry' and 'Getting acquainted with Hajj and Umrah programs,' both at 92%.
6. 'Enhancing service delivery efficiency' ranked first in the role of digital public relations (97%), followed by 'Improving and facilitating the pilgrim and visitor experience' (96.3%).
7. 'Providing important and comprehensive information' ranked first among perceptions about digital applications (96.7%), followed by 'Being an interactive platform' (96%).
8. 'Applying business ethics standards' ranked first in the role of digital public relations through applications (94%), followed by 'High professionalism' and 'Professional work environment,' both at 92%.
9. 'Liking content' ranked first in the interaction with digital public relations content (94.7%), followed by 'Following news updates' (92.3%).
10. A low positive correlation was found between the use of digital applications and motivations for use, benefiting from services provided, role of digital public relations and interaction with public relations content ( $r < 0.3$ , significant at 0.01).
11. Significant differences were found between different Tawafa establishments regarding the degree of exposure to digital applications, mostly favoring the Company of Arab Countries' Pilgrims and the Company of Iranian Pilgrims at the 0.01 level.

12. A moderate positive correlation between exposure to digital applications and the formation of a positive mental image regarding the services of the Ministry of Hajj and Umrah ( $r > 0.3$ , significant at 0.01).

## RECOMMENDATIONS:

1. The researchers recommend increasing awareness of the Ministry of Hajj and Umrah's services and the digital applications provided for pilgrims and visitors through all traditional and electronic media platforms.
2. Enhancing and developing the services provided by the Ministry of Hajj and Umrah through electronic applications to better accommodate individuals with special needs.
3. Expanding the number of languages available within the Ministry's digital applications to cater to a broader audience.
4. Conducting studies to assess the needs of pilgrims and visitors in order to contribute to the development of the Ministry of Hajj and Umrah's services.

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