

1. Cooperation and coordination between the public relations body and the other departments of the company was average – from the staff own perspective-.
2. The communicative channels quality exercised by the public relations in the company was from the staff own perspective – average – in general.
3. From the staff own perspective, the public relations in the company counts average in general.
4. Cooperation and coordination within the public relations reflects an influence on the job satisfaction of the staff.
5. The quality of communication channels applied by the public relations reflects an influence on the staff job satisfaction in the company.
6. The public relations reflects on the staff job satisfaction however, the most significant recommendations that the study has reached to:
  1. The necessity of enhancing the values of loyalty and belonging of royal Jordanian airline staff and the peer airlines through premiums, fiscal and moral incentives in order to boost the job satisfaction.
  2. Performing a periodical assessment to the staff practicing the public relations in order to evaluate their ability in applying the concepts of public relations pertaining to the job satisfaction of the company's affiliated staff.
  3. The necessity of updating the techniques used in the communication channels with the company's internal and external attendees.
  4. Getting acquainted with the successful practices of the international airlines in achieving the job satisfaction and trying to benefit from these practices in the Jordanian airlines.