

The Effect of Monetary and Public Relations on The Improvement of Customer Service in The Marketing of Banks and Their Accounts

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ABSTRACT

The fundamental reason for composing this journal article was to demonstrate the speculation. The theory was stating that the states with solid and quietly open and global relations have the improved boycott's showcasing framework, so inward and outer client from better places put their cash in the banks. Solid advertising sways worldwide relations and causes it to develop also, and the nearby banks become global. At that point, the banks will turn out to be more trusted to place cash in by the clients. Advertising likewise has a tremendous impact on overseeing and illuminating the emergency issues identified with the states. In the writing survey part, the outlines of five articles were utilized. The technique that was utilized in the exploration was just the utilization of online articles. The information was gathered from the online site Research Gate. The aftereffect of the examination was normal and upheld the theory. Accordingly, marketing emphatically impacts the upgrades of client assistance in promoting of banks and their records.

Keywords: Public relations, customer service, banks, bank accounts.

1. Introduction

The economy is one of the most important sectors in the countries. The economical status of a country can illustrate the improvement levels of that country. If the countries economy is improving and growing, the country will be considered an improved country. Banks are one of the reasons for improving the economy and GDP in the countries. Improving the economy is related to the strong public relation between the countries. Public relation is the relationship and strategic process between the countries that have friendly agreements with each other. Public relation is the main character of international relations between the countries. A strong public relation helps the states to be considered as a trustworthy, reliable, and shows that the state is powerful internationally. Public relations are one of the main reasons that affect the improvement of customer service in the marketing of banks and their accounts. Improving Customer services became a huge factor in the financial and economical sectors of the states. As it was mentioned above, the customer service in the marketing of banks and their accounts is hugely affected by the public relations of the specific state and country. Having strong and diversified international relations makes the marketing of banks improve because it attracts customers all around the world to put money in the bank. With strong public relations, international relations grow as well, and the local banks become international banks. Then the banks will become more trusted to put money in by the customers. Public relations also have a huge influence on managing and solving the crisis issues related to the states. In this journal article, many parts will be explained in detail. The literature review is also will be explained about the researches and journal articles that were written and are related to this subject. The methodology part will be based on the ways of collecting information for this article. Also, the result part will be providing the findings of the study on the same subject. After that, there will be an analysis and discussion on the findings in the result part. Plus, the limitations and obstacles of writing this research will be mentioned. In the end, there will be a conclusion about the whole subject and the recommendations for future researches.

2. Literature review overview

This part of the article is called a literature review. In the literature review part, the summary and overview of the articles and research papers that were written on the same subject will be explained. Also, the main ideas and suggestions of researches done on the same subject will be mentioned clearly.

2.1 Africa

George Amoako did one of the researches about improving customer service in banking, the case of Ghana, and its commercial bank. The main focus of the research

was on the ways of improving customer services in the banks and its relation to public relations. Amoako explained that the public relations of Ghana led to improve the customer services of the marketing of the banks in the state. The banks in Ghana provide very detailed and trusted financial services to the customers(Amoako, 2012). Daniel Nwogwugwu also has researched the effective customer relation's strategy in financial institutions, the case study of Nigeria. The main idea of this research is to show the problems and challenges that face banking systems of the countries if their public relations are not managed well. Nwogwugwu explained that is pubic relations are managed well in the place, the trust will increase in the side of customers (Nwogwugwu, 2017).

2.2 Europe

Luc Leaven wrote a research paper on the ways of solving the financial crises through banking systems. The main problems of banking crises and obstacles were explained in this research. Then the author summarized the lessons learned from finding the solutions for the financial crises for the states. Plus, the use of international laws and policy concerning the other states impacted the solutions as well (Leaven, 2011). Said Jaouadi and Ilhem Zorgui also wrote research on the banking systems in Switzerland. The main focus of the research was to prove that Switzerland is one of the peaceful countries that have strong public relations with other states. As a result, the banking systems in Switzerland can be used as a support for escaping the financial crises (Jaouadi & Zorgui, 2014).

2.3 Asia (Middle East)

Regarding the Middle Eastern Countries, David Peters, Elisa Raad, and Joseph Sinkey have prepared a research paper on how the banking system in Lebanon was one of the main factors of supporting the economy of the country and reducing the crises (Peters, et. al, 2004). The Audi bank was one of the examples mentioned in the research. Because of Lebanon's steady public relations with other states, the Audi bank launched to many countries around the world. Audi bank branches all around the world are the source to produce revenue for Lebanon. People trust the banking system so that they put their money in the Audi bank branches. Also, a huge number of people invest in the bank with a huge amount of money, and that is profitable for Lebanon. As a result, the public relations of Lebanon will have a positive impact on the customer service of marketing of banks and their accounts.

3. Research methodology

3.1 Research design

This part of the paper is called a methodology. The methodology part is considered to contain the methods was used to maintain the project. The research design, population of the study, data collection, and data analysis are the main parts of the research methodology. However, this journal article is a little bit different than a normal article that contains all the parts. In this paper, the method that was used to maintain the project was only online sources. Many articles were read and overviewed about the same subject. Then the five main articles were chosen to be summarized in the literature review part. The website Research Gate was chosen to take the articles from because this website is a trustworthy website and the information provided in it is correct. There was not enough time to make a survey and ask people to answer it. Also, regarding the Coronavirus issues and the lockdown, most of the places were closed to meet people and perform the survey. The online survey also did not work because people do not give reliable answers to the questions.

3.2 Data collection

The data was collected depending on the articles that were taken from the Research Gate. And because the article is not very long, only the best five articles were chosen to maintain the research.

3.3 Data analysis

Regarding the data analysis of this journal article, the data was analyzed depending on the results of the articles. The main points of the researches were taken under consideration and the ways of collecting data and information.

4. Research's results

4.1 The findings of the study

This part of the article is called a result part. The result of the study should be shown in this part. The findings and proves the hypothesis. The findings will determine whether the hypothesis was correct or not. This journal article hypothesized that "Having strong and diversified international relations makes the marketing of banks improve because it attracts the customers all around the world to put money in the bank. With strong public relations, international relations grow as well, and the local banks become international banks. Then the banks will become more trusted to put money in by the customers.

Public relations also have a huge influence on managing and solving the crises issues related to the states". The findings were taken depending on the articles that were discussed in the literature review part. The result of the study proves the hypothesis. The public relations of states impact the enhancements of its customer service of the marketing of banks and their accounts. The research papers that were written on the cases of Ghana and Nigeria prove that with a convincing public relation, the customer service enhances, and people from all around the world put their money in the banks from these states. When a country has a strong and peaceful public relation with the other countries, they build a trust bond for the external customers to go and put their money in the banks. Switzerland banks proved this point when people trust them and save their money in them. As a result, the marketing process of the banks will increase, and customer service will improve. The case of Lebanon is very good support for the hypothesis and proves the points that were discussed regarding public relations. As it was mentioned above, Lebanon has a profitable and strong banking system. The banks in Lebanon have become international and have many branches all around the world in many countries. Customer service increased regarding the marketing of the banks in Lebanon all around the world. Lebanon used its successful banking system to escape the financial crises as well. The revenue and money that was collected by the international and local banks were used to solve the financial crises in Lebanon by the Lebanese government.

5. Analysis and discussion

The main purpose of writing this article is to illustrate the effects of public relations of the states on improving the customer service of the banks all around the world. Banking systems are the main factor in improving the economy of the country. Pointing out the importance of the banking systems makes us understand how customer services can be improved through the public relations of the states. Another goal of writing this article is to determine the ways that public relation impacts the improvement of customer services in the banks.

The article's result and findings were probably what was expected. The answer to the hypothesis was similar in all the articles and researches that were discussed. The Five articles that were mentioned in the literature review part support the hypothesis. Strong and peaceful public relations of a state lead to the improvement of the customer service of marketing of banks and their accounts. For the first point, which explains that a good public and international relations of a country makes people put their money into the banks of this country from all around the world. This point is correct because people want to save their money in safe places. The countries that are safe and are not involved in wars get the attention of the people to put their money in them. Switzerland is one of the safest countries around the world. Switzerland does not involve in wars, and the economy of the country is stable. Plus, Switzerland has a very good and peaceful relationship with

other countries. As a result, people put their money without because they trust the banking system in Switzerland.

Banking Systems in Nigeria and Ghana is strong and managed well also. People from different countries all around the world trust Nigeria and Ghana's banking system to save their money. Another reason is that these countries do not involve in international conflicts and wars. Lebanon can be discussed as a special case among other states that were not involved in international and local conflicts. However, Lebanon has the trust and respect from the superpower countries especially France. This support is the reason why Lebanese banks are separated from their branches all around the world in different places. Lebanon's economy is not very stable, but the banking system supports the economy. When the branches around the world gain profit from people's investment, money and revenue will be used to solve the crisis problems and issues in Lebanon.

6. Limitations

Limitations are the part of the journal article that shows the problems and obstacles that were faced while working on the article. There were some challenges and problems raised during working on the article. One of the problems was time. There was not enough time available to write the paper so that the time remained was managed in a way to complete the paper in a short amount of time. Another obstacle was data collection. I could not collect a huge amount of data because the paper is not big so that I had to focus on what should exactly be used to collect data. Another issue was regarding the Coronavirus and lockdown. I wanted to go out and ask the questions on my mind to the experts and the people who have experience in the field, but I could not because most of the places were closed regarding the Coronavirus. Finding trusted information was also one of the problems. The Internet contains a huge amount of information. Not all the information on the Internet is correct. Because most people are allowed to put the information on the Internet, it is very hard to find the right and correct data that you want.

7. Conclusion and recommendation

In conclusion, the main purpose of writing this journal article was to prove the hypothesis. The hypothesis was saying that the states with strong and peaceful public and international relations have the improved bank's marketing system so that internal and external customer from different places put their money in the banks. Strong public relations impact international relations and make it grow as well, and the local banks become international. Then the banks will become more trusted to put money in by the customers. Public relations also have a huge influence on managing and solving the crisis issues related to the states. In the literature review part, the summaries of the five articles were used. The method that was used in the research was only the use of online articles. The data was collected from the online website Research Gate. The result of the study

was expected and supported the hypothesis. As a result, public relations positively impact the improvements in customer service in the marketing of banks and their accounts.

There are some recommendations and suggestions are provided for the future researches on the same subject. One recommendation is managing the time before getting started to work on the project. Another thing is reading as much as articles on the subject before starting to write about the subject. Collecting data is also important so that the information should be taken from trusted sources. Another suggestion is to ask experts and people with experience with the details that you cannot get from the Internet. Arranging online meetings with the experts can be also used to collect data and the information required to maintain the research. Creating hard and soft copies of the survey are important to see people's opinion about the subject and collect data.

8. References

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