

ASSESSMENT OF THE QUALITY OF WORKING LIFE COMPONENTS IMPACT ON EMPLOYEE'S PERFORMANCE (CASE STUDY: GILAN TAX AFFAIRS ADMINISTRATION)

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Abstract

Discovering the effective and related factors of customer relationship management, is very important because quality of work life programs, including any improvements in relationship with the customer that is support growth and excellence of organization. Therefore quality of work life value system and customer relationship management is considered as the most important variable in study of strategic management. This means that, meet customer needs lead to development and long-term performance. The main question of research is that quality of working life, to what extent can effect on relationship with customer in Guilan tax affairs department. Accordingly, a comprehensive overview of relevant literature, in form of library and field research in order to gather data from the documents tools and especially the questionnaire were used. In this study society and statistical sample respectively, are 700 and 248. Factor analysis test was used to investigate the individual's views. Pearson correlation used and regression analysis to analyze relationships between research variables were used and research results showed the correlation between five variables of assessing customer and study expectations of the taxpayer department and the result shows, there is not a significant relationship between taxpayers expectations and their satisfaction from tax affairs department performance according to five variables of customer orientation measuring. There is a gap between customer expectations and their satisfaction from tax affairs department service. At the end of research addition to introducing detailed results and findings, mentioned cases are summarized, discuss and compared, and practical offers related to following similar studies in future are presented.

Keywords: quality of working life, performance, customer relationship management

1. Introduction

One of the goals of the organization is customer satisfaction and respect client. Respect to client and providing service is a necessity for the survival and success of organization. In modern theories of management paying attention to "customer orientation principle and customer satisfaction" is considered as one of the most important roles in any organization. Providing service to customer with high quality and in accordance with demands of customers is one of the topics that in last few decades have been considered by public and private organizations.

(Lees,2005) According to most experts, the most appropriate and useful practical solutions for companies is customer orientation. (Elahi, Shaban,2009) In fact, it can be stated that the foundation of leading organizations, is customer. Each client in company is considered an asset. (Mir Kamali,2009) Today in marketing cost of losing a customer is equal to lose interest of service that the customer needs in his lifetime. What is a principle for a company is unity and collective action in the form of a customer orientation (Abdullah, 2001). As attract new customers is expensive, retain existing customers is also very profitable. The best loyalty programs, is customer satisfaction, that by doing it the best action in fields that are important for customer achieved. (Ozgener,2005) Basic justify for measuring customer satisfaction is providing information that enables managers to make correct decisions to maximize customer satisfaction and thereby cause improve customer retention (Hill, 1996). Due to this important the main research question is how to identify customer needs and desires? Or match and guide them with design features and available technologies? To what extent have services provided could meet customer satisfaction? How evaluate and assess customer satisfaction in qualitative form? What factors can increase or decrease of customer satisfaction?

2. Conceptual research model

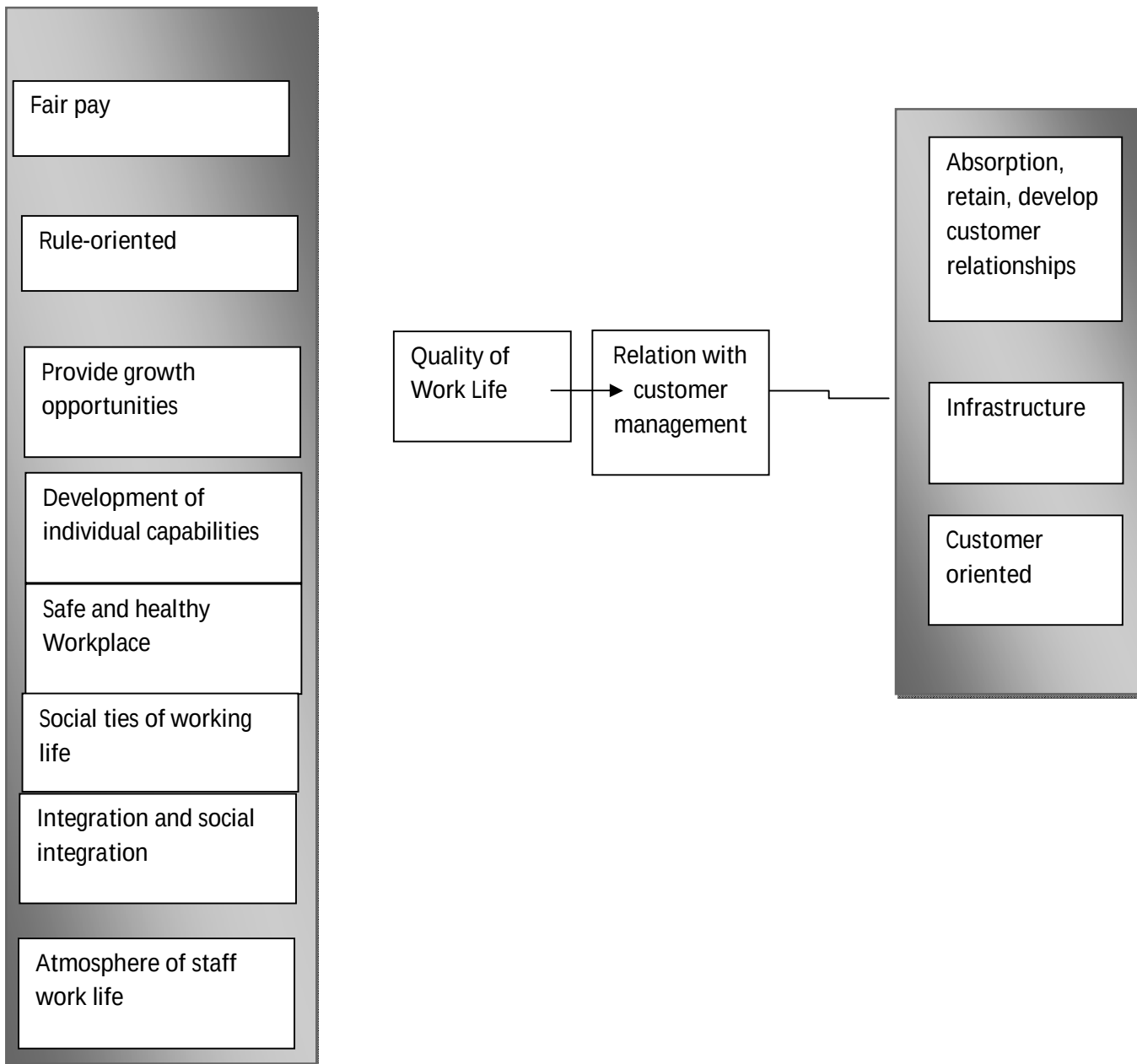


Figure 1: Model of the research

3. Type and research method

This research, based on practical objective and data collection methods is a correlation description. it is practical because using the result of project is for improving performance of Gilan tax affair department and its descriptive because the current status of work life quality and

relation with customer is considered and in this regard that researcher tries to make the relationship between two variables, research is a correlation type.

3-2 -Investigated statistical population

3.2.1 - statistical population

3.2.1 - statistical population of research consist all employees of Gilan tax affair department in 2013 that is equivalent to the statistics of mentioned organization 600person.

3-2-2 - The sample size

Sample size by using Cochran formula is calculated as follows:

$$n = \frac{nt^2pq}{nd^2 + t^2pq} = \frac{600 \times (1.96)^2 \times 5 \times 5}{600 \times 5^2 + (1.96)^2 \times 5 \times 5} = 234$$

4. Research hypotheses

A - The main hypothesis

There is a significant relationship between the quality of staff working life and customer relationship management in Gilan tax affair department.

B - Subsidiary hypothesis

-There is a significant relationship between fair pay and customer management in Gilan tax affair department.

- There is a significant relationship between the degree of rule of law in organization and Customer Relationship Management in Gilan tax affair department.

- There is a significant relationship between rate of providing opportunities for staff development and relation with customer management in Gilan tax affair department.

- There is a significant relationship between development of individual capacities of staff and customer relationship management in Gilan tax affair department.

- There is a significant relationship between workplace safety and health and customer relationship management in Gilan tax affair department.

- There is a significant relationship between social dependence of working life and customer relationship management in Gilan tax affair department.

- There is a significant relationship between Integration and Social cohesion of customer relationship management in Gilan tax affair department.

- There is a significant relationship between overall atmosphere of the staff and customer relationship management in Gilan tax affair department.

Related result research hypotheses indicate that:

- The rate of fair payment of salaries to employees in a significant level ($\text{Sig} = 0/000$) with amount of ($r = . /335$) related to each other and the correlation between the two variables, is direct (positive). In conclusion we can say that the results of fair wages and benefits payment to employees, influence customer relationship management of government organization and from the perspective of the employee's whatever salary and benefits payment be more fairly, customer relationship management, move toward positive. Therefore, hypothesis temporary approve.

2. In significance level ($\text{sig} = 0.001$) variables of safe and healthy work place and

Customer relationship management with ($r = 0.209$) rate make relation with each other. As result, In accordance with these results we can state that rate of safe and healthy workplace of staff, influence customer relationship management in government organization and whatever working work place be safer and healthier, customer relationship management in public organizations move toward positive side. Therefore, hypothesis temporary approve.

3 – Rate of providing growth opportunity and continuous security for staff with customer relationship management in a significant level (($\text{sig} 0.000$ of $r = 0.316$)) are related to each other. So general conclusion is that, whatever provided opportunities for employees to grow and consistent level of security is more, as same rate customer relationship management in public organizations will be more. The correlation between the two variables is linear; it means both increase and decrease together. Thus, the main hypothesis is confirmed temporarily.

4 - Rate of law in organization and customer relationship management at the significance level ($\text{sig} = 0.000$) are related to each other with rate of ($r = 0.413$) and the correlation type between the two variables is direct type (positive). In conclusion we can say that rate of rule of law in the organization, influence customer relationship management in public organizations. Whatever law –oriented be more in organization, rate of customer relationship management in public organizations will move toward positive. Thus, the main hypothesis is confirmed temporarily.

5-rate of integration and staff social cohesion with customer relationship management in organization due to the significant level (($\text{sig} = 0/003$)) has a significant correlation. So general conclusion is that, whatever the degree of social cohesion and integration among staff is higher, as same rate customer relationship management in public organizations will be more. ($r = 0/192$), thus the hypothesis confirm temporary.

6-There is no significant relation between the overall living atmosphere of staff, and customer relationship management in public organization. So according to result we can say from the employee's perspective, Overall appropriate atmosphere does not influence the customer relationship management in public organization ($r = 0.055$) ($\text{sig} = . /401$) Thus, there is sufficient evidence to temporary rejection of the main hypothesis and confirm the null hypothesis.

7-rate of Social dependency of staff work life and customer relationship management in organizations in at a significant level ($\text{sig} = 0/000$) relation with each other, rate of, ($r = 0/306$). Consistent with these results, we can say that the dependency rate of social work life of staff, customer relationship management in public organization move toward positive. So hypothesis is confirmed temporarily.

8 - possible to develop individual capacities, for employees with customer relationship management in public organizations have a significant correlation. Because it obtained from significance level ($\text{sig} = 0/001$ less than the alpha $r = 0/05$). So overall result is that, whatever possibility of developing individual be more for staff, As well as customer relationship management in public organizations will be more. Mentioned correlation type between two variables is linear, it means both increase together or diminish ($r = 0/219$); therefore so hypothesis is confirmed temporarily.

-there is a significant correlation between quality of working life of tax affair department with customer relationship management in studied organizations($r=0/369$)($\text{sig}=0/000$) So overall result is that Whatever quality of working life is better, a customer relationship management in public organizations will be more. Correlation type between two mentioned variables is linear; it means both increase and decrease together. Intensity of the correlation between two variables is at the average level. ($R = 0.369$) Therefore main research hypothesis is confirmed, with this concept that changes in the quality of working life will cause fluctuations in the dependent variable (customer relationship management).it means whatever rate of staff work life quality be better, customer relationship management in public organizations move toward positive side. This finding is similar to research result of Anthony (1983) and (Ramadan 2006) and confirms their result.

5. Conclusions

Quality of work life issue and its relation with customer relationship management is from critical issues in today's organizations. Finally should state that CRM has the capability to communicate and make decisions about the need for proving constant and continuous service, with high quality and cost to stakeholders. (andrade2003)CRM enhance the effectiveness of sales, increase response time and quality of service to customer and allow evaluation unit to understand the issues and trends of customer better. Enables organizations to share a single view of the customer and to deal with each of them as a person and allows customer how to interact with company.

6. Resources

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