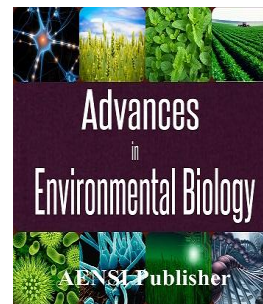




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## The Relationship Between Service Quality and Customer Satisfaction (Social Security City of Rasht.)

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### ABSTRACT

**Background:** The present study aims to investigate the relationship between service quality and customer satisfaction in the city of Rasht is Social Security. **Objective:** On the basis of objective, descriptive and applied according to the survey. **Results:** Field research methods and library. Data collection is Standard. In the first part of the questionnaire included questions about demographic and personal characteristics of the respondents were In the second part included questions about the quality of social security from the perspective of customers And the third part of Satisfaction Clients of social welfare services is examined. To assess the internal validity of the questionnaire used Cronbach's alpha coefficient obtained for the Inventory 0/895's. The population includes all people who are covered by the social security organization in Rasht city. The present study is a stratified random sampling and the sample is 182. To analyze the data collected from the questionnaire using spss software used for correlation and multiple regression. **Conclusion:** As a result, according to test research hypotheses are confirmed. The relationship between service quality and customer satisfaction are significant.

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## INTRODUCTION

The greatest asset of any business is the customer element without which no organization will not be able to survive. Today, customers are clearly the right choice and the day on which its discretion and will be added. In the present era of customer satisfaction has become one of the strategic issues. In the current economy, organizations of all activities and their ability to understand their customers, because customers are the only source of capital return. Therefore, we can dare to claim that the first principle of any business friendly customer value in today's world are. The economic and social conditions prevailing in our lives so that our service is oriented to service more than ever we need [6].

Due to changes in the message to the world that the old methods of business organization has lost its more successful with a true understanding of their customers and companies succeed, he will have to provide the fullest. Therefore, it is essential that organizations implement strategies and to provide a context for improving the performance of the act. To have a system for communicating with customers and acquiring information from the client request is created with passion. The deficiencies and weaknesses of products freely reproduce and appreciation for this work and should be encouraged. Proverb that in the world of existence If you can not measure something, you will be incapable of managing it [8].

Among the many factors that affect an organization and the rationale for the continued existence of organizations perceived to be a customer or client. Successful companies try to balance between customer needs and strategies of the organization and establish the convergence of the. Successful companies try to balance between customer needs and strategies of the organization and establish the convergence of the And in the

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design and supply-looking products and services to maximize customer satisfaction and have received substantial attention.

The business world today necessitates that manufacturers and service providers are also increasing the quality of goods and services, as well as provide their customers. The supply of services leads to customer satisfaction. Customer satisfaction is very important to buy the company and the company is looking for ways to facilitate the delivery of services to customers. Such a goal requires that the components of satisfaction to be identified and measured.

Economy based on trade in services as an emerging phenomenon, the importance of the role of the service sector in the economy And considering how to improve the quality of the services [1].

Managers are aware that quality service organizations leads to better performance and customer loyalty advantages, responding to their needs, Market share growth and productivity for organizations to bring. Quality of services they utilize as a lever to create competitive advantage[2].

Organizations to survive to the present day have to consider the quality of their products and services To use it to its current customers happy and attract new customers and increase revenue sources to ensure [3].

Perhaps Lewis and Bvmz first ones to service quality as measured by the level of service provided to comply with the expectations of customers, have defined[4].

Managers need to understand how perceptions of service performance levels are affecting service quality on customer satisfaction [11]. In most definitions, to meet the demands of customers and their satisfaction is the most important factor. Customer satisfaction is to consider the extent to which the customer's requirements have been met. Zythaml the service, the sum of the benefits and advantages which are obvious and Pnham goods by facilitating and supporting equipment occurs [9].

Marketing services, constantly developing strategies to deliver quality service and customer satisfaction are [10].

According to Parasuraman, service quality, and size for the difference between customer expectations and perceptions of service. Grvnrvs, perceived service quality as a result of the evaluation process knows The expectations of the customer service and perceived service do [5].

In today's business world, companies can not be oblivious to the expectations and needs of clients. They have all their power in order to operate as customer satisfaction, customer satisfaction, followed by its many advantages such as Create competitive advantage, encouraging repeat business and customer loyalty, reduce costs, attract new customers, increase credibility and reputation, reduce costs arising from wrong and bring sustainable development [12].

Customer satisfaction rate, determines the success or failure of any organization, therefore, be aware of the extent to which customers are satisfied is very important. Degree of customer satisfaction, in addition to the organization's success in achieving the goals of the show, The possibility of improving the quality and provides approaches to the supplier. In fact, the identification and measurement of customer satisfaction is not enough, but in addition, to the processes that lead to dissatisfaction has been identified and corrected [13].

Therefore, the establishment of a system that can measure customer satisfaction, it seems vital. This system should be based on an appropriate model for measuring customer satisfaction Reliable and valid information and the supply of customer satisfaction [14]. To measure customer satisfaction, purpose and motivation should be clear of the measurement and evaluation of customer satisfaction.

The following are examples of research has been done on the quality of service and customer satisfaction are paid. Saha, The relationship between service quality and customer satisfaction in electronic banking payment Sweden. Hoffman and Batsvn have stated that creating a high level of customer satisfaction and loyalty with quality service and this in turn leads to increased market share and profitability.

Johnson *et al* with some modifications in the national customer satisfaction index models, using the Customer Satisfaction Index in Norway, began. They found that perceived value and customer expectations, satisfaction and satisfaction also affect the, In turn, leads to a reduction in customer complaints and loyalty will increase. Another customer complaints associated with loyalty.

The results of recent research residing Kirsten confirmed the effect of service quality on customer satisfaction.

By Wang and Kanji was conducted in the banking industry, customer expectations as predictors The perceived value and customer satisfaction were introduced. Further, perceived value, customer satisfaction and loyalty not only be effective but also is influenced by the perceived quality.

Chang and colleagues examined the impact of e-service quality, customer satisfaction and customer loyalty, he and Tasyraml moderator of the relationship between customer satisfaction and loyalty inferred him. Results of the study showed that electronic service quality, customer satisfaction is affected, then it will lead to loyalty.

Kmran, Mvyzr and Ptnychyv examined the impact of service quality on customer satisfaction with the mental image of banks and insurance companies paid. The results are shown in the image and quality of its services, determinants of customer satisfaction in service organizations, such as banks and insurance companies, respectively.

*Methodology:*

One of the important developments in the last decade of the twentieth century occurred in the area of quality improvement philosophy, introduced a measure customer satisfaction as one of the main requirements for quality management systems in the business. Therefore, the theoretical basis of service quality, customer satisfaction is based on theoretical principles.

The present study aims to investigate the relationship between service quality and customer satisfaction in the city of Rasht is Social Security.

Accordingly, the following hypotheses:

1. The social security assurance and customer satisfaction is a meaningful relationship.
2. The relationship between tangible factors of social security and customer satisfaction there.
3. The relationship between trust in social security and customer satisfaction there.
4. SSO between responsiveness and customer satisfaction is a meaningful relationship.
5. The relationship between empathy organization of social security and customer satisfaction there.

The dependent variable and independent variable empathy customer satisfaction, reliability, tangible factors, responsiveness, assurance Is.

On the basis of objective, descriptive and applied according to the survey. Field research methods and library. Data collection is standard.

In the first part of the questionnaire included questions about demographic and personal characteristics of the respondents were designed and The second part included questions about the quality of social security from the perspective of customer satisfaction and the third sector clients of social welfare services is examined.

To assess the internal validity of the questionnaire used Cronbach's alpha coefficient obtained for the Inventory 0/895's. The content validity of the questionnaire was confirmed by a number of academics, The population includes all people who are covered by the social security organization in Rasht city. The present study is a stratified random sampling and the sample is 182.

To analyze the data collected from the questionnaire using spss software used for correlation and multiple regression.

*Results:*

Pearson correlation test results table.

Pearson correlation test result			Variables studied		
Result	Percent confidence	Significant level.	Factor	Dependent variable	Independent variable
Positive	0/99	*/...	0/55	Customer Satisfaction	Confidence
Positive	0/99	*/...	0/55		Tangibles
Positive	0/99	*/...	0/60		Trust
Positive	0/99	*/...	0/33		Accountability
Positive	0/99	*/...	0/65		Empathy

- Social security, assurance and customer satisfaction is a meaningful relationship.

As indicated in the above table is the Pearson correlation coefficient of the error  $\alpha = 0/01$  between social security and ensuring customer satisfaction 0/55, which indicates a positive relationship between the two. The first assumption is confirmed by the 99% confidence we can say that with increasing reliance on social security, customer satisfaction increases.

- The organization of social security and customer satisfaction There seems sensible.

As indicated in the above table is the Pearson correlation coefficient of the error  $\alpha = 0/01$  the tangible elements of social security and customer satisfaction 0/55, which indicates a positive relationship between the two. The second assumption is confirmed by the 99% confidence we can say Given that the most significant factors of social security, customer satisfaction increases.

- The reliance on social security and customer satisfaction is a meaningful relationship.

As indicated in the above table is the Pearson correlation coefficient of the error  $\alpha = 0/01$  the social security trust and customer satisfaction 0/60, which indicates a positive relationship between the two. The third assumption is confirmed by the 99% confidence we can say with confidence that social security, customer satisfaction increases.

- Meet the social security and customer satisfaction is a meaningful relationship.

As indicated in the above table is the Pearson correlation coefficient of the error  $\alpha = 0/01$  the response of the social security and customer satisfaction 0/33 is Indicating a positive relationship between the two. The fourth assumption is confirmed by the 99% confidence we can say that by increasing the accountability of social security to customers, customer satisfaction increases.

- The harmonious organization of social security and customer satisfaction is a meaningful relationship.

As indicated in the above table is the Pearson correlation coefficient of the error  $\alpha = 0/01$  SSO between empathy and customer satisfaction 0/60 is Indicating a positive relationship between the two. The fifth

assumption is confirmed by the 99% confidence we can say that with the rise of social empathy with customers, increase customer satisfaction.

Table Results of multiple regression analysis.

Adjusted coefficient of determination	The coefficient of determination (R <sup>2</sup> )	The correlation coefficient (R)	Significance level of t (Sig.t)	The standard error (SE)	T	Differential (B) equation	Independent variable	Dependent variable
0.52	0.54	0.73	0.58	0.14	0.54	0.07	Confidence	Customer Satisfaction
			0.07	0.12	1.78	0.21	Tangibles	
			0.02	0.09	2.21	0.20	Trust	
			0.22	0.08	1.22	0.09	Answer	
			0.00	0.10	3.45	0.35	Empathy	

- The quality of service and customer satisfaction SSO there.

As indicated in the above table is the regression coefficient of the error  $\alpha = 0.01$  between service quality and customer satisfaction SSO 0.73My which indicates a strong positive relationship between the two. The main hypothesis of this study confirm that the This means with 99% confidence we can say that by increasing the quality of social security, customer satisfaction increases.

#### Discussion:

According to the results, it can be said that the 95 percent confidence level:

To ensure customer satisfaction forecast at 95 percent is not significant.

Atmynan95 tangible factors to predict the level of customer satisfaction is not significant. Atmynan95 percent level of confidence to predict customer satisfaction is significant.

To meet anticipated customer satisfaction is not significant at the 95 percent confidence level. Sympathy for the prediction of customer satisfaction is significant at the 95% confidence level.

#### Conclusion:

One of the important developments in the last decade of the twentieth century occurred in the area of quality improvement philosophy, introduced a measure customer satisfaction as one of the main requirements for quality management systems in the business. Therefore, the theoretical basis of service quality, customer satisfaction is based on theoretical principles.

Although the late twentieth century, the motto of customer satisfaction, but today's customer satisfaction survey, one of the key elements of international quality standards such as ISO 9001, is considered. Therefore, customer satisfaction and the need for ongoing monitoring and evaluation, one of the notable organizations and enterprises are.

The results show that customer satisfaction with the strongest relationships with empathy, sympathy mean, look at the customer's environment SSO is to train your staff can be more friendly communication between agencies and clients establish And a deeper understanding of the real needs of clients and customers to create a more intimate atmosphere.

The next most influential variable on customer satisfaction and reliability at clients, putting it in second place after showing the importance of being punctual And timely commitments and services promised by the staff of the Social Security Corporation is the customer's perspective. Including the provision of social services staff can do more with less promise and customer satisfaction to provide a better way.

The third variable is the tangible factors, social security organizations can design and create a suitable physical environment and required the establishment of a branch in the final mechanism, the supply needs of customers, it in recent years many organizations have realized the importance of their service delivery and customer friendly environment have SSO can relax in a quiet environment with beautiful decorations and more customers.

The next variable is the answer, in this model of accountability, the willingness of staff to provide the proper way, and the service is fast and accurate, Considering the long queues often social security and public dissatisfaction with the slow process of customer service is better Organization of Social Security by creating more booths at each branch provide better service to customers.

The last variable influencing ensure customer satisfaction, according to the state agency and lack of investment risk, customers can feel secure interacting social security organization staff polite and courteous relationship with the social security organization with clients and customers can feel confident in strengthened And in this context to draw their consent.

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