The relationship between social integration and social cohesion and affiliation of Working with Customer Relationship

Hossein Zahedi Mehr and Parviz Saeidi

1 Master of Public Administration, information systems, Hakim Jorjany Institute Higher Education, Iran
2 Department of Accounting and Management, Ali abad katoul Branch, Islamic Azad University, Ali abad katoul, Iran

ABSTRACT

The present study investigated the relationship between social integration and social cohesion and affiliation of working with Customer Relationship in Tejarat Bank branches in Golestan province in Iran during 2012-2013. Method of the study was correlational. Multiple-linear regression and Pearson's correlation coefficient were used in order to test the hypotheses. The research population includes all 382 full-time employees employed in Golestan Province Tejarat Bank, 192 of whom were selected based on Morgan chart. Two questionnaires (QOL questionnaire based on Walton's work and Customer Relationship Questionnaire) were used to collect the data. The findings of this study suggest that there was a significant relationship between integration and social cohesion with customer relationship in Bank branches in Iran. There was also a significant relationship between customer relationship and working life social dependence at Tejarat bank branches in Golestan province.

INTRODUCTION

Today in modern management, the concept of quality of working life has become a major social issue across the world [24] while in the past decades, it was only tried to find new systems to help their employees so that they can balance between work life and personal life [2].

In organizations with high quality of work life, work is meaningful and self-regulation is done by a system and it requires the use of complex skills. The organizations that are interested in this management the means and conditions of work are described for staff.

The quality of working life and its relationship with the customer relationship is examined in this study. Customer relationship refers to all processes that an organization uses to identify, select, motivate, develop, maintain and provide the service for the customer. Good relationship with the customer is a key to organizational processes. Part of a strategy to identify a customer's organization is to keep them happy and making them a permanent customer.

On the other hand, to achieve high-quality professional life requires regular efforts by the organization which gives employees more opportunities to influence their work and have collaboration on the effectiveness of the entire organization [39].

Work life is established based on personal feelings about the desirability workplace and what it is in it and is related to current and relevant experience in the areas of employment [17]. From the perspective of quality of work life that expresses the feeling of enterprise, it is important because it can affect employees at all levels of quality.

Quality of work life is a phenomenon that goes beyond the organization the borders and its effect is also visible in a person's private life.

Background:
Methodology:

The aim of the study is based on the application and obtaining the required data and so it can be regarded as descriptive correlational study.

Keywords:

integration and social cohesion, social involvement, work life, Walton model, quality of work life
The quality of work life and organizational conditions or ways of thinking and their impact on employee well-being depends. His research has examined indicators. Such consent, respect, health and safety. In this study, he concluded that the quality of work life experience that occurs when qualifications of staff to be respected. The issue is based on three main sources.

1. Impact of work environment on employees
2. The breadth of his work has been accepted by Personnel
3. Coordination of experience in the workplace by employees.

Organizational commitment, job satisfaction and quality of working life. The results suggest that perceptions of the quality of working life of employees was very positive among the aspects of the job, such as relationships with colleagues.

The relationship between education, training and experience, director of organizational climate and productivity. The space is directly related to organizational productivity and performance management, with education, training and experience relevant to them.

The results suggest that perceptions of the quality of working life of employees was very positive among the aspects of the job, such as relationships with colleagues.

"The institutional environment for productivity, organizational productivity, as promised."

As regards the quality of work life and employee attitudes and productivity and it was concluded that the contribution of cycle quality and quality of work life programs and employee attitudes and behavior have significant relationships.

The decision as to investigate the relationship between managers and staff productivity. In their study, it was found that organizational climate of dictatorship decision making decreases employee productivity and job satisfaction and the friendly atmosphere will increase employee job satisfaction and positive attitude.

Their findings show that the quality of work life means having the right staff is a living thing. In other words, the exercise of freedom and independence, effect, well belonging, development and intrinsic rewards can improve productivity in organizations.

There is a significant positive relationship between organizational climate and job performance and factors such as organizational climate, organizational, hierarchy and organizational structure with job performance, job satisfaction and productivity.

Thus, their study found that autonomy leads to an increase in job opportunities for growth and development of their skills and improve their productivity.

The diagnosis according to the model of Burke and Litwone between social welfare and health care institutions. Results indicate that the elements should be included in external environment. And changes in leadership and management for health care and social welfare centers and changing health care system are essential. Change in social welfare institutions should only be done in the field of leadership.

A relationship between the institutionalization of ethics, quality of work life and employee outcomes. The results of this study, the relationship between these three components showed positive shares. The results also indicate that the implicit institutionalization of ethics and the quality of work life, three important aspects positive effect on staff that these three aspects are: job satisfaction, organizational commitment and team spirit.

Examine the relationship between social capital and quality of working life. They reached this conclusion on the quality of working life and social capital variables are correlated with each other and have a positive impact on each other.

The relationship between organizational climate and Productivity in the survey conducted in five coal mines 153. They concluded that significant positive relation between organizational climate and Productivity in organizations there.

The relationship between quality of work life and organizational commitment among employees of companies in Malaysia and seven variable of QWL. The growth and development, participation, physical environment, environment, governance, pay and benefits and social relationships were examined.

The trust relationship between the organization and the quality of working life research has concluded that there is a positive relationship between quality management practices and organizational trust working life there.

As the relationship between quality of work life (QWL) and leave the organizations of nurses related variables (work in a hospital, professional title and results

<table>
<thead>
<tr>
<th>row</th>
<th>author</th>
<th>year</th>
<th>Title and results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Albert Gilson</td>
<td>1982</td>
<td>As regards the quality of work life and organizational conditions to conclude</td>
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<tr>
<td>2</td>
<td>Anthony</td>
<td>1983</td>
<td>Organizational commitment, job satisfaction and quality of working life.</td>
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<tr>
<td>3</td>
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<td>Bissell</td>
<td>2008</td>
<td>“organizational survey to assess necrosis”. It was found that when the organizational systems are disrupted, increased stress levels among staff, if stress continues, people build coalitions that can achieve the goals of the intervention.</td>
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<tr>
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<td>Ya Van Lee et al</td>
<td>2013</td>
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</tr>
<tr>
<td>18</td>
<td>Nicholas Jih</td>
<td>2013</td>
<td>The relationship between transformational leadership and quality of work life for nurses so that received transformational leadership became great.</td>
</tr>
<tr>
<td>19</td>
<td>Erick Soumenda</td>
<td>2013</td>
<td>Investigate the relationship of flexibility and quality of working life of employees in people with intellectual disabilities in the center. Concluded that quality of working life of employees who are more in agreement with what was suggested there.</td>
</tr>
<tr>
<td>20</td>
<td>Nicko Martinuz</td>
<td>2013</td>
<td>As the relationship between organizational trust and the quality of working life. It concluded that a positive relationship between quality management practices and organizational trust working life there.</td>
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</tbody>
</table>
Research Population:
The population consists of a set of individuals or entities that have at least one common trait. A common trait is a trait that makes the population of all elements distinct from other populations of the target population. The population of is the main population from which a sample is obtained. The population of the province is full-time employees working in Tejarat bank branches.

Sample size and method of calculation
Thus investigation requires sample selection and sampling so that the data obtained from statistical analysis of sample data can be extended to the whole community.

Thus the conventional methods of unlimited sampling populations should be used. One of these methods is Cochran. Cochran formula is one of the most widely used methods for calculating sample size (for sample with an unlimited number) to determine sample size using Cochran formula requires that one knows the size of the entire community. This relationship is mentioned the formula below.

Cochran formula for infinite populations:

Given the above values and using the above formula we get

\[ n = \frac{1 + \frac{1}{1 + \frac{1}{1}}}{1 + \frac{1}{1 + \frac{1}{1 + \frac{1}{1 + \frac{1}{1}}}}} = 191/8 \cong 192 \]

Based on the above, 192 samples were obtained from among the employees and due to acceptability of ensuring the return of questionnaires for analyzing and responding to hypotheses, 210 questionnaires were distributed.

Sampling Method:

In this study, a random sampling is used, which is one of sampling method that behavioral science theorists have used.

Research Finding:

1st Hypothesis

H1: there is a significant relationship between integration and social cohesion with customer relationship in the organization and the employees of Tejarat Bank of Golestan province

Statistical Analysis

H0: there is no significant relationship between integration and social cohesion with customer relationship in the organization and the employees of Tejarat Bank of Golestan province

H1: there is a significant relationship between integration and social cohesion with customer relationship in the organization and the employees of Tejarat Bank of Golestan province

Table 1: Summary of statistical analysis of the H1 first.

<table>
<thead>
<tr>
<th>Index</th>
<th>N</th>
<th>Pearson correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>integration and social cohesion with customer relationship in the organization</td>
<td>192</td>
<td>0.278</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

According to the results of the Pearson correlation test in Table 1 and according to descriptive statistics, there is a direct relation of 27 percent between integration and social cohesion in the organization and customer relationship. This means that changes in the variable of social cohesion leads to variation in the dependent variable (customer relationship). That is, greater social cohesion in Tejarat banks means improving the positive trend in customer relationship. Also, a significant level of less than 0.05 is obtained, so the null hypothesis is rejected and the research hypothesis is confirmed. Therefore, there is a significant relationship between integration and social cohesion concluded between the Organization and Customer Relationship.

Table 2: Statistical Analysis of H1.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>R</th>
<th>R2</th>
<th>Modified coefficient</th>
<th>Estimation error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social cohesion in organization and customer relationship</td>
<td>.278*</td>
<td>.077</td>
<td>.072</td>
<td>.54171</td>
</tr>
</tbody>
</table>

In Table 2, the multiple correlation coefficients is shown with symbol R as equal to 0 / 278. The intensity ratio between the dependent variable Customer Relationship and the independent variable of integration and social cohesion in the organization and the value has fluctuated between zero and one.

As the ratio is much closer to 1, it represents a stronger correlation. The obtained coefficient shows that the variability is \( R^2 = 0.077 \), indicating that percentage change in the dependent variable can be explained by the independent variables.
Table 3: Significance Level.

<table>
<thead>
<tr>
<th>Sig.</th>
<th>F</th>
<th>df</th>
<th>Sum of Sq.</th>
<th>regression</th>
</tr>
</thead>
<tbody>
<tr>
<td>.000</td>
<td>15.871</td>
<td>1</td>
<td>4.657</td>
<td></td>
</tr>
</tbody>
</table>

Table 3 shows the significance of the regression and the linear relationship between the variables shows that we have achieved a significant level of sig = 0.000. Given that no significant error is smaller than 0.01, the significant relationship between the two variables is approved at a confidence level of 0.99 percent. This level is achieved and the amount of 15.871 f is defined. So the first hypothesis is statistically approved and H0 is rejected.

Table 4: Regression Analysis.

<table>
<thead>
<tr>
<th>Sig. B</th>
<th>t</th>
<th>Metric coefficient</th>
<th>Non-metric coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>.000</td>
<td>3.984</td>
<td>.278</td>
<td>.123</td>
</tr>
</tbody>
</table>

In Table 4, the main results of the regression are presented and beta coefficient expresses the relative importance of variables and the great importance of beta specified its role in predicting the dependent variable. So according to the obtained significance level of less than 0.005, the H1 that there is a significant relationship between integration and social cohesion with customer relationship in the organization and the employees of Tejarat Bank of Golestan province is approved.

Second Hypothesis:

H2: There is a significant relationship between social ties and relationship between staff at Tejarat Bank of Golestan province.

Statistical Analysis:

H0: There is no significant relationship between social ties and relationship between staff at Tejarat Bank of Golestan province.

H2: There is a significant relationship between social ties and relationship between staff at Tejarat Bank of Golestan province.

Table 5: Summary of statistical analysis of the H2.

<table>
<thead>
<tr>
<th>Index</th>
<th>N</th>
<th>Pearson correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>integration and social cohesion with customer relationship in the organization</td>
<td>192</td>
<td><strong>0.480</strong></td>
<td>0.000</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).

According to the results of the Pearson correlation test in Table 5 and according to descriptive statistics, there is a direct relation of 48 percent between integration and social cohesion in the organization. This means that changes in the variable of social cohesion leads to variation in the dependent variable (customer relationship). That is, greater social cohesion in Tejarat banks means improving the positive trend in customer relationship. Also, a significant level of less than 0.05 is obtained, so the null hypothesis is rejected and the research hypothesis is confirmed. Therefore, there is a significant relationship between integration and social cohesion concluded between the Organization and Customer Relationship.

Table 6: Statistical Analysis of H2.

<table>
<thead>
<tr>
<th>hypothesis</th>
<th>R</th>
<th>R2</th>
<th>Modified coefficient</th>
<th>Estimation error</th>
</tr>
</thead>
<tbody>
<tr>
<td>social cohesion and Customer relationship</td>
<td>.480*</td>
<td>.230</td>
<td>.226</td>
<td>.50031</td>
</tr>
</tbody>
</table>

In Table 6, the multiple correlation coefficients is shown with symbol R as equal to 0 / 480. The intensity ratio between the dependent variable Customer Relationship and the independent variable of integration and social cohesion in the organization and the value has fluctuated between zero and one.

As the ratio is much closer to 1, it represents a stronger correlation. The obtained coefficient shows that the variability is $R^2 = 0/230$, indicating that percentage change in the dependent variable can be explained by the independent variables.

Table 7 shows the significance of the regression and the linear relationship between the variables shows that we have achieved a significant level of sig = 0.000. Given that no significant error is smaller than 0.01, the significant relationship between the two variables is approved at a confidence level of 0.99 percent. This level is achieved and the amount of 56.744 f is defined. So the second hypothesis is statistically approved and H0 is rejected.
### RESULTS AND DISCUSSION

The statistical analysis of the tests shows that considering the 1st hypothesis, there is a significant but low relationship between the integrity and social cohesion with customer relationship in Tejarat bank branches of Golestan province. The results of the study are consistent with the study of Mirkamali and Naranji [30] in a research of investigating the relationship between working life quality and job satisfaction of the faculty members of Tehran and Sharif universities and the study of Motamami and Jafari about studying the implementation field of relationship management in Hoteling industry of Iran, Mehrabi [29] in the master thesis of providing a model for evaluating the effect of CRM on companies performance, Jazayeri and Pardakhtchi in the study of determining an evaluation model of life quality of the staff and the study of Rade and in the study of factors effective on CRM.

The statistical analysis of the tests shows that considering the 2nd hypothesis, there is a significant and average relationship between the social cohesion and customer relationship in Tejarat bank branches of Golestan Province. The results are consistent with the result of the study done by Yavari et al [43] in comparing the quality of working life and its subscales among faculty members of physical training departments in state universities.

### REFERENCES

[29] Mehrabi, H., 2008. presented a model to assess the impact of customer relationship management (CRM) on the performance of companies, organizations, MS Thesis, Tehran University, Faculty of Management, Department of Management and Information Technology.
