Factors Affecting the Success of Iranian banks in mobilizing financial resources (Case study of Maskan bank in Isfahan Province)

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Abstract
Limited financial resources and bank facilities, especially in developing countries like Iran need to make plans to increase efficiency and productivity has made banks more than ever. This requires enhanced performance; identify factors that can affect the mobilization of financial resources. The main objective of this study was to investigate the factors affecting the Bank's financial resource mobilization (especially of the Maskan Bank) the effect of each of these factors on the success of the Bank's branches are mobilizing financial resources. The population of this research is all the branches of the Housing Bank and a sample of active customers of this branch, which in total were 384 selectively.
Dependent and independent variables in the study include: mobilizing of financial resources of the Maskan Bank, and factors affecting the success of the bank's branches. In order to perform analyzes to analyze and verify the hypotheses of the specific methods used. The study found that the impact of investigations on all the factors mentioned hypotheses Housing Bank approved the mobilization of financial resources in throughput and the role of each of these factors vary. According to research studies, customer satisfaction is the most important role of bank staff in bank branches to mobilize financial resources plays that it represents a huge impact in attracting resources.

Keywords: financial resources, the efficiency of banks, branches success, customer satisfaction.

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Introduction

There are several components in modern banking monetary and financial institutions have an influence on the process of resource mobilization. Identify and quantify the impact and relationship of these elements to the success of banks in mobilizing financial resources, it is an important issue. Today, financial institutions and banks with their situations are not the same and may even factors affecting financial resource mobilization for each of the branches of a different bank groups. Factors such as ICT, skills, manpower employed in banks, diversity and quality of banking services, customer satisfaction, staff and utility of internal environment and the location of new banking branches in the most important tools that they are used to attract financial resources. Perhaps the most striking phenomenon in contemporary banking is globalization (Hadlock and James, 2002).

In the past banks and financial institutions to attract funds paid through banking operations. Now the banks are traded globally are like other organizations, on the other hand with the development of technology and industrialization in attracting financial resources, there have been significant changes in a way that banking and internet banking automation networks is one of the most important ways financial resources have been mobilized for banks. At the present time because of competition between banks and financial institutions to attract more resources, control over the factors affecting the mobilization of financial resources is important. Multiple hardware and software factors cause the absorption of funds in banks done the right way and in the right direction (Sport and Baron, 2015). At the present time because of competition between banks and financial institutions to attract more resources, control over the factors affecting the mobilization of financial resources is important. Multiple hardware and software factors cause the absorption of funds in banks done the right way and in the right direction (Sport and Baron, 2015).

The Iranian banking system, mobilization of resources according to the rules of Islamic banking is done in two ways (Hedayati, 2004):
1. To attract deposits through interest-free current and savings those are called equity resources.
2. Attracting deposits through a season that resources are called proxy.

Several factors are influential in modern banking equipment monetary resources. However, some parameters due to the weakness in bank marketing in Iran remains unknown, but with bank marketing through research and scientific surveys of employees and managers with experience in the banking system and banking customers, risk factors can be identified even for each branch of a bank (Hoseini Moghadam, 2003; Meshkini and Mirsepassi, 2015).

Overall success factors in bank branches include:
1. Information and Communication Technology
2. Manpower skills
3. The diversity of banking services
4. The customer satisfaction of bank employees
5. Environmental Compliance inside the bank
6. Utility seating Office location
Background Research

A study by Chang Wang (2006), "The Impact of Internet on service quality in banking" in Lalya is done, shows that internet banking service and positive impact on some of the properties is important. Including communications, responsiveness and access.

Golani (1999) study to measure the performance of the branches of one of America's big banks made six 3-month periods. The study was conducted using data envelopment, model data are related to the operation of branches of labor, labor, non-office related to the operation of the space station, cost per customer, employment. The outputs of this model are: loans, deposits, number of customer accounts, customer satisfaction.

A survey by Park (1998) was conducted to evaluate the performance of a bank's 35 branches in Calgary’s Canada, a system was designed. The inputs used in this research are as follows: Number of full-time staff, annual rent, and the cost of fixed telephone, office space and marketing activities.

In another study of banking services between Germans and Americans were evaluated and graded. This research topic is whether it is true that America is said to be more customer oriented and service society is that more than Germany? Researchers from both countries work together to set questionnaire, in which they asked 26 different expectations of the audience as to the quality and excellent service rating, according to the same counterparty banks assess their expectations. According to the survey, Americans compared to Germans had more expectations from their banking services. One of the biggest differences between the two groups was that Americans have access to services such as telephone banking technology based on far more than the Germans were concerned. In the United States of America, integrity and devotion to our customers with quality banking services considered most important feature. While the German customers, investment advice and service on time, is the most important feature (Lovelock & Wright, 2002).

Research Method

The methodology used in this study because it deals with the status quo, in the realm of research is descriptive and because the relationship between banks and bank branches success in attracting monetary resources and factors that influence the mobilization of financial resources provided from the survey. The study population included all active clients of the bank branches in the province. In order to determine the sample size in this study, Morgan table was used. According to the table and given infinite population size, sample size was 384. In order to collect sample data, a questionnaire was used.

In the present study, to prove hypotheses, one sample t-test was used. Also to rank the factors affecting the mobilization of financial resources Friedman test was used.

Data Analysis

In this study, dependent and independent variables respectively, are mobilization of financial resources of Maskan banks and important factors in the success of branch. Each questionnaire
included factors in the success of branch subsets based on the Likert scale of 1 to 5, respectively, from very low to very high valued.

**Hypotheses**

In this study, the following hypotheses have been considered:

1) The use of information and communication technology branch has a role in the mobilization of financial resources of the Maskan Bank.
2) Skill of human resources branch has a role in the mobilization of financial resources of the Maskan Bank.
3) The diversity of banking services branch has a role in the mobilization of financial resources of the Maskan Bank.
4) Branches and customer satisfaction employees has a role in the mobilization of financial resources of the Maskan Bank.
5) Desirability of the internal environment branches in the mobilization of financial resources of the Maskan Bank.
6) Desirability of local branches has a role in the mobilization of financial resources of the Maskan Bank.

**Test Research Hypotheses**

1. Prove the first hypothesis
Table 1: Results of t-test on the role of ICT from the perspective of bank customers

The critical point for the standard sample size in the table is equal to 2.326. Given that the value of t calculated (Table 1) is in the table, the null hypothesis that draws an average accident risk factors and research relationships, rejected and alternative hypothesis, based on the significance of the role of all the factors of IT and communication in the mobilization of financial resources is confirmed. Also the significant differences calculated for each of the items in Table 1 and their sum is less than 0.05 (p<0.05) that this parameter also reject the null hypothesis and research hypothesis to prove. So the role of ICT in the mobilization of financial resources of Maskan bank branches in Isfahan province, more than average.

2. Prove the second hypothesis

According to Table 2 it is clear that calculated t for this factor from the t Table at the critical point (2.326) more and therefore the null hypothesis is rejected and the research hypothesis is confirmed. The lower level is a significant difference (less than 0.05) on the table to prove this claim. As can be seen, all statements regarding the impact of human resources skill in the area is acceptable.
Table 2: Results of t-test on the skills of human resources from the perspective of bank customers

<table>
<thead>
<tr>
<th>Question</th>
<th>items</th>
<th>X</th>
<th>S</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Staff familiar with new technologies Banking</td>
<td>3.62</td>
<td>0.896</td>
<td>10.128</td>
<td>0.000</td>
</tr>
<tr>
<td>9</td>
<td>The ability of employees to identify customer problems</td>
<td>3.54</td>
<td>0.967</td>
<td>8.102</td>
<td>0.000</td>
</tr>
<tr>
<td>10</td>
<td>The ability of employees to solve customer problems</td>
<td>3.61</td>
<td>0.991</td>
<td>8.882</td>
<td>0.000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>3.59</strong></td>
<td><strong>15.60</strong></td>
<td><strong>0.000</strong></td>
<td></td>
</tr>
</tbody>
</table>

So the role of human resource skills in the mobilization of financial resources of Maskan bank branches in Isfahan province, more than average.

3. Prove the third hypothesis

Table 3: Results of t-test on the diversity of banking services from the perspective of bank customers

<table>
<thead>
<tr>
<th>Question</th>
<th>items</th>
<th>X</th>
<th>S</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Depositors variety of Maskan Bank</td>
<td>3.30</td>
<td>1.125</td>
<td>3.942</td>
<td>0.000</td>
</tr>
<tr>
<td>12</td>
<td>Diversity Maskan Bank e-banking services</td>
<td>3.21</td>
<td>1.140</td>
<td>2.736</td>
<td>0.000</td>
</tr>
<tr>
<td>13</td>
<td>variety of payment Maskan Bank</td>
<td>3.30</td>
<td>0.992</td>
<td>4.401</td>
<td>0.000</td>
</tr>
<tr>
<td>14</td>
<td>Diversity Awards payments to depositors</td>
<td>3.15</td>
<td>0.970</td>
<td>2.286</td>
<td>0.000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>3.24</strong></td>
<td><strong>6.671</strong></td>
<td><strong>0.000</strong></td>
<td></td>
</tr>
</tbody>
</table>

Calculations related to the impact on the variety bank’s services Suggests that results are significant in confidence level of 99%. As can be seen in Table 3, the amount of t and significant difference in total for 4 items in this factor are the acceptable level that represents reject the null hypothesis and confirms this hypothesis role in the mobilization of financial resources banks and to prove this hypothesis.

So the role of diversity of banking services in the mobilization of financial resources of Maskan bank branches in Isfahan province, more than average.
4. Prove the Fourth hypothesis

T-test calculations at the hypothesis of the study are shown in Table 4. According to the calculations of t values in all cases and in all, a bit higher than the critical point shows that it would reject the null hypothesis and the hypothesis of this study confirms.

As a result, all the items and is therefore hypothesized, an important loss is significant at a confidence level of 99%. Also significant differences in the amounts to prove this claim.

Table 4: Results of t-test on the role of satisfaction of employees from the perspective of bank customers

<table>
<thead>
<tr>
<th>Question</th>
<th>items</th>
<th>X</th>
<th>S</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Bank staff behavior and how to deal with customers</td>
<td>3.86</td>
<td>0.896</td>
<td>13.92</td>
<td>0.000</td>
</tr>
<tr>
<td>16</td>
<td>Fairness and non-discrimination in the provision of services</td>
<td>3.68</td>
<td>0.959</td>
<td>10.33</td>
<td>0.000</td>
</tr>
<tr>
<td>17</td>
<td>Speed services to depositors</td>
<td>3.73</td>
<td>0.880</td>
<td>12.04</td>
<td>0.000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>3.76</strong></td>
<td></td>
<td><strong>20.83</strong></td>
<td><strong>0.000</strong></td>
</tr>
</tbody>
</table>

So the role of satisfaction of employees in the mobilization of financial resources of Maskan bank branches in Isfahan province, more than average.

5. Prove the Fifth hypothesis

Table 5: Results of t-test about the role of the internal Environmental Compliance branch from the perspective of bank customers

<table>
<thead>
<tr>
<th>Question</th>
<th>items</th>
<th>X</th>
<th>S</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Design and interior beauty branches</td>
<td>3.40</td>
<td>0.953</td>
<td>6.110</td>
<td>0.000</td>
</tr>
<tr>
<td>19</td>
<td>The distribution of indoor branch staff</td>
<td>3.47</td>
<td>1.067</td>
<td>6.366</td>
<td>0.000</td>
</tr>
<tr>
<td>20</td>
<td>Physical features interior branches</td>
<td>3.35</td>
<td>1.140</td>
<td>4.437</td>
<td>0.000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>3.40</strong></td>
<td></td>
<td><strong>9.666</strong></td>
<td><strong>0.000</strong></td>
</tr>
</tbody>
</table>

The results of Table 5 show that t calculated for this hypothesis is larger than the critical value. Total Results (t=9.666 and p< 0.05) rejects the null hypothesis in this operating and show the
relevance and impact of the internal Environmental Compliance branch of the Housing Bank to mobilize financial resources more than average.

6. Prove the sixth hypothesis

Table 6: Results of t-test about the role of the desirability of the location of branches from the perspective of bank customers

<table>
<thead>
<tr>
<th>Question items</th>
<th>( \bar{X} )</th>
<th>S</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location of bank branches</td>
<td>3.29</td>
<td>1.194</td>
<td>3.598</td>
<td>0.000</td>
</tr>
</tbody>
</table>

According to Table 6, the value of t calculated and a significant difference to the hypothesis of the research is acceptable which represents reject the null hypothesis and research hypothesis is accepted.

Ranking Factors affecting the mobilization of financial resources

To compare factors and hypothesis of Friedman test was used. In this test, factors affecting the success of all branches of the mobilization of financial resources of Maskan Bank (the province) have been compared and ranked.

Table 7: Friedman's test results ranked in terms of importance and priority factors affecting the mobilization of financial resources from the customer perspective of Maskan bank branches (Isfahan)

<table>
<thead>
<tr>
<th>Component</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction, employee</td>
<td>4.86</td>
</tr>
<tr>
<td>Human resources skills</td>
<td>4.24</td>
</tr>
<tr>
<td>Internal Environmental Compliance Bank</td>
<td>3.86</td>
</tr>
<tr>
<td>ICT</td>
<td>3.79</td>
</tr>
<tr>
<td>A variety of banking services</td>
<td>3.73</td>
</tr>
<tr>
<td>Utility where the bank</td>
<td>3.67</td>
</tr>
</tbody>
</table>

According to the table above, from the perspective of active clients of the Maskan Bank's branches, customer satisfaction of bank employees is the most important role in the mobilization of financial resources banks and other factors fall into the next category.

Conclusion

Importance and sensitivity of the banking system on the whole economic system of a society, have persuaded governments through monetary policy, regulate the circulation of money and
volume of community and the bank as a powerful lever for achieving this objective, financial objectives and plans of their own. The banking system with excess funds and attract funds and channeling these funds towards investment in productive economic sectors through the provision of facilities can play a major role in economic development. For this purpose, key objectives and strategic resources of banks and financial institutions is an important indicator in assessing it results and success of numerous banks. Thus, in the present study was to investigate the factors affecting the success of the Bank's branches mobilization of financial resources (of the Maskan Bank) to be paid. In this study, six components, information and communication technology, human resources skills, diversification of banking services, indoor utility and desirability of the location where the Bank, as the main success factors in attracting financial resources an important loss of branches.

All these factors impact on the recruitment and funding of the Maskan Bank using t-test proven and ranking of the factors in terms of impact by Friedman test was conducted. The results show that customer satisfaction of bank employees is most effective and least effective utility seating bank financing bank branches have been investigated. So a very important component of customer satisfaction and can play a significant role in the mobilization and allocation of funds in the Isfahan Maskan Bank.

**Ten practical suggestions for improving the performance of banks**

1. Banking branches and electronic banking technology including ATM, terminal branches, online banking and internal and external networks and broadband data transmission equip.
2. Culture of customers in the use of new services and letter, to reduce congestion in branches and avoid wasting time customers.
3. The mobilization of financial resources through non-balance sheet instruments such as letters of credit, guarantees and securities.
4. Applicants validation facilities to prevent non-performing loans branches.
5. It is better to bank on personnel selection, human resources, technical competence, behavior, appearance and care-related education.
6. To promote learning among employees of branches and banking experience, job rotation in order to become fluent in all matters.
7. If the bank branches training in discussions with customers identify the wants and needs of our customers and solve their problems in mind, it could result in more customers and more financial resources to attract.
8. Bank by providing the opportunity to open savings accounts as diverse as future supply, housing, youth and other accounts according to the customers' requirements, it can take an effective step to satisfy customers.
9. The non-bank financial services such as brokerage, insurance, pension funds, asset management, and building the customer can be very fruitful in attracting customers.
10. varied in terms of the bank can loan amount, term of repayment and by type of customer need to act.
References
