The study of factors affecting on motivating employees, and its impact on providing qualitative and optimal services to patients of Khuzestan Social Security Organization

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Abstract

This research aims to study the factors affecting on motivating the employees, and its impact on providing qualitative and optimal services to patients of Khuzestan Social Security Organization. Job motivation is considered as one of the most important and essential features of job in health department. This could improve the quality of services provided to patients. Therefore, understanding the factors affecting on job motivation can influence significantly on the quality of services to patients and their satisfaction.

The used model in this research is Velanmpi et.al (2015) model. Data collection tools of research were the Herzberg standard questionnaires of job motivation and standard questionnaire of services quality.

There are one main hypothesis and three subsidiary ones in this study. Both descriptive and inferential statistics methods were used to analyze the data collected. The results showed that there is a significant and positive relationship with confidence of 95% between the factors affecting on motivating the employees, and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.

Keywords: motivation, qualitative services, Social Security Organization.
Introduction
With the beginning of 21st century, it will be more difficult to achieve success and survival of the organization, and this fact is due to the emergence of new commercial age, one of the main features of which is considered as change. Technology, market conditions and customer demands have been changed rapidly and in different directions during this period, and this situation has led to fundamental review in business priorities, strategic vision, ability of survival and its methods.
The issue of motivation among health department employees has been always considered by senior managers of Khuzestan Social Security Organization. They complain of low motivation of employees and demand to investigate its reason. In terms of the matter importance, we can point out that motivating the employees and increasing productivity have constituted the third paragraph of policy of Integrated Management System (IMS) of Khuzestan province Social Security Organization
The issue of organizational motivating is one of the issues included in list of required researches of Social Security Organization. Therefore, the study of factors affecting on organization employees’ job motivating is necessary. The research aims to study the factors affecting on job motivating of employees in health department of Khuzestan Social Security Organization, and its impact on providing qualitative and optimal services to patients, and prioritization of these factors.

Literature
“A committed employee is remarkably valuable for organization”. He can be effective in increasing The success of any organization depends on allocation, proper using of tools, equipment, money, raw material and human resources of the organization in its programs, and this will be possible if these organizations are able to operate skills, abilities and personal and collective characteristics of their employees toward goals of the organization. production and productivity through doing things in a timely manner and sense of responsibility. Managers can make the employees committed to the organization with meeting their basic needs of employees, establishing mutual trust between itself and them, and creating a culture free from blame. Proper understanding of motivation can serve as a valuable tool to identify causes of behavior in organizations and to predict the impact of managerial actions (David et.al 2010). Also, through recognition of motivation, the organizations behaviors may be lead so that individual and organizational objectives can be meet. Several factors effect on low work motivation in organizations, that’s why the management should seek ways and techniques to increase their employees ‘motivation.
The research is important and necessary in that the category of motivation and qualitative services has not been studied in Khuzestan Social Security Organization yet. Also the competitive era in the business world and in the meantime, competition of organizations with each other and paying attention to the productivity and efficiency in the system and its assessment and at the same time the feedbacks evaluation, make managers pay attention to the issue that: what factors could be affective on increasing the motivation and the quality of services in their organization. Therefore the researcher aims to study the factors affecting on motivating
the employees and its impact on providing qualitative and optimal services to patients of Khuzestan Social Security Organization.

**Conceptual model of Research**
In this research, “qualitative services” is dependent variable and “motivation” is independent one. Conceptual model indicates how these factors (Confidence, job nature and work environment situations) effect on motivation and its impact on providing qualitative and optimal services. Conceptual model is has been provided as following:

![Conceptual Model Diagram]

**Hypotheses**

**Main hypothesis**
There is a significant relationship between the factors affecting on motivating the employees and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.

**Secondary hypotheses**
Secondary hypothesis 1: There is a significant relationship between confidence and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.
Secondary hypothesis 2: There is a significant relationship between job nature and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.
Secondary hypothesis 3: There is a significant relationship between work environment situations, and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.
Methodology
This research is of applied kind in terms of objective, and of survey kind in terms of method of conducting.

The current study is a relational-descriptive one which uses correlation method. The study is of applied kind in terms of objective. The statistical population of the study consists of all 3100 employees of health department of Khuzestan Social Security Organization. The sample volume of the study has been calculated 342 members based on Cochran formula, as well as Korgsi and Morgan table.

In this research, we used descriptive and analytical statistics as well as structural equation modeling to test the hypotheses and fitness of conceptual model.

Descriptive statistics
The way of distributing statistical samples in terms of gender, level of education and organizational position would be discussed in this section of statistical analysis.

The frequency distribution table related to gender of respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Frequency Percentage</th>
<th>The Cumulative Frequency Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>182</td>
<td>53.22</td>
<td>53.22</td>
</tr>
<tr>
<td>female</td>
<td>160</td>
<td>46.78</td>
<td>100.0</td>
</tr>
<tr>
<td>total</td>
<td>342</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

As you can see in table 1-4, 53.22% of respondents were male, and 46.78% were female.

The frequency distribution table related to respondents’ level of education

<table>
<thead>
<tr>
<th>College Education</th>
<th>Frequency</th>
<th>Frequency Percentage</th>
<th>The cumulative Frequency Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma</td>
<td>63</td>
<td>18.42</td>
<td>18.42</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>87</td>
<td>25.43</td>
<td>43.85</td>
</tr>
<tr>
<td>Bachelor</td>
<td>94</td>
<td>27.48</td>
<td>71.33</td>
</tr>
<tr>
<td>MA</td>
<td>97</td>
<td>28.36</td>
<td>99.71</td>
</tr>
<tr>
<td>P.H.D</td>
<td>1</td>
<td>0.29</td>
<td>100</td>
</tr>
<tr>
<td>total</td>
<td>324</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

As you can see in above table, the level of education was as follow: 18.42% had Diploma degree, 25.43% had Associate degree, 27.48% had Bachelor degree, 28.36% had M.A degree and 0.29% had P.H.D. degree.

The frequency distribution table related to respondents’ age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Frequency Percentage</th>
<th>The cumulative Frequency Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30 years old</td>
<td>107</td>
<td>31.28</td>
<td>31.28</td>
</tr>
<tr>
<td>30-40 years old</td>
<td>114</td>
<td>33.33</td>
<td>64.61</td>
</tr>
<tr>
<td>40-50 years old</td>
<td>121</td>
<td>35.39</td>
<td>100.00</td>
</tr>
<tr>
<td>Total</td>
<td>342</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
As you can see in above table, 31.28% are in 20-30 years old range, 33.33% are in 30-40 years old range, and 35.39% are in 40-50 years old range.

**Kolmogorov-Smirnov test**

In this research we use Kolmogorov-Smirnov test to verify normal distribution of data. The result of this study has been shown in table 4-4.

Table of significance level for Kolmogorov-Smirnov test of indices.

<table>
<thead>
<tr>
<th>Significance level</th>
<th>Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.084</td>
<td>Job motivating</td>
</tr>
<tr>
<td>0.058</td>
<td>Services quality</td>
</tr>
</tbody>
</table>

According to mentioned contents we can see that job motivating and service quality are available strongly in Khuzestan Social Security Organization (because P-Value is less than 0.05 and the mean is more than 3).

Table of results of single sample t-test for dependent and independent variables.

<table>
<thead>
<tr>
<th>P-Value Sig. (2-tailed)</th>
<th>Standard deviation</th>
<th>Mean</th>
<th>t-test</th>
<th>factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.000</td>
<td>0.67410</td>
<td>3.5320</td>
<td>12.529</td>
<td>Job motivating</td>
</tr>
<tr>
<td>0.000</td>
<td>0.86533</td>
<td>0.3020</td>
<td>5.518</td>
<td>Services quality</td>
</tr>
</tbody>
</table>

**The study of hypotheses**

**Main hypothesis**

Path coefficient between motivating the employees and providing qualitative and optimal services to patients is 0.68, and the null hypothesis has been rejected according to t-test 1.96<4.62 with significance level of 0.05. Therefore the researcher’s claim with confidence of 0.95 has been supported, and with error rate of 5% we can say that there is a significant relationship between the factors affecting on motivating the employees and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.

**The study of first secondary hypothesis of research**

Path coefficient between confidence and providing qualitative and optimal services to patients is 0.57, and the null hypothesis has been rejected according to t-test 1.96<4.55 with significance level of 0.05. Therefore the researcher’s claim with confidence of 0.95 has been supported. We can say that there is a significant relationship between confidence and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.

**The study of second secondary hypothesis of research**

Path coefficient between confidence and providing qualitative and optimal services to patients is 0.48, and the null hypothesis has been rejected according to t-test 1.96<5.43 with significance level of 0.05. Therefore the researcher’s claim with confidence of 0.95 has been supported. We can say that there is a significant relationship between job nature and providing qualitative and optimal services to patients of Khuzestan Social Security Organization.
Conclusion of research hypotheses

Main hypothesis of research
Because the employees’ job in social security hospital is a considerable job, and the head of hospital is a good, competent and capable manager, so the employees are recognized and praised when they do a work properly. Therefore, the employees consider their job as a tangible job and trust it considerably. On the other hand, the employees are able to respond in their work, and their work has guarantee and warrantee. So the employees have communion and cooperation with each other in their work.

First secondary hypothesis of research
It can be said that the employees of Social Security hospital are recognized and praised in their work always. Job security is available in their work, and the physical devices of this organization are suitable. So the services provided in this organization are reliable, and the employees have ability and knowledge to gain customers ‘trust to return to organization, and this leads to exist the sense of belonging and commitment of the organization to individual customers.

Second secondary hypothesis of research
It can be said that the employees’ job in hospital is a considerable job, and the employees consider their job as a respectable job and in accordance with their dignity. This organization is able to do and provide the committed services to their customers and these causes to exist the sensitivity and awareness to customer’s demand in organization. Therefore, according to people’ spirit and conditions, the employees deal with each one of them specially.

Third secondary hypothesis of research
It can be said that the employees have the opportunity to progress and advance in their work, and have job responsibility. Working condition of the employees’ job is suitable in this organization, and they would have the opportunity to grow through organizational learning. Therefore, the organization understands their employees and respects them.
References


